**The following is a memorandum from the business manager of a television station. “Over the past year, our late-night news program has devoted increasingly more time to covering national news and less time to covering weather and local news. During the same time period, most of the complaints we received from viewers were concerned with the station’s coverage of weather and local news. In addition, several local businesses that used to run advertisements during our late-night news program have just cancelled their advertising contracts with us. Therefore, in order to attract more viewers to our news programs and to avoid losing any further advertising revenues, we should expand the coverage of weather and local news on all our news programs.”**

The business manager states that they should restore the time devoted to weather and local news in order to alleviate complaints and get viewers back. However, the manager must provide solid evidence to make his statement more convincing.

To begin with, he says that most of the complaints from viewers were concerned with the lack of weather and local news. Yet, we have to ask: What is the way that viewers can submit their complaints? How many complaints have they received? For the first question, if the only way that viewers can argue about the station's coverage is through the Internet, those complaints may be highly possible from teenagers instead of the elders. Because the elders can hardly be proficient in using modern technology, such as computers or smartphones, they are not able to express their opinions. That is, if most of the complaints come from a certain generation, these complaints may not be considered too seriously. For the second question "How many complaints have they received?" We should take the number of complaints into consideration because only when the mothers’ number is large enough can those opinions be seen **as** meaningful. Suppose 3 of 5 viewers who submitted their opinions mentioned their dissatisfaction/discontent with national news, **even if** it is up to 60%, these expressions should not be taken seriously.

Moreover, the manager contends that local businesses have just canceled their advertising contracts, and in order to avoid losing revenues, the television station should restore the time for weather and local news. Nonetheless, there is two pieces of evidence the manager is supposed to provide. First, whether increasing time to national news is the true reason or whether reducing time to weather and local news is the very factor for local businesses to cancel contracts. Imagine a situation **where** the reason why local companies **withdrew** their advertisements was that their economic growth was strong enough and they no longer needed advertisements on the television station. Furthermore, the station should clarify whether providing coverage of weather and local news helped them win back advertising contracts, or **whether the** loss was just because the population of the area moved to other cities, causing that there were fewer viewers. Hence, the manager should provide these two pieces of evidence.

In conclusion, the manager must give several **pieces of** evidence to prove that they should take measures to reduce the time to national news and restore weather and local news.