In the memorandum from the business manager of a television stations, it is stated that the manager wants to restore the time devoted to weather and local news back to its formal level in order to attract more viewers. The manager has come to this conclusion based on the increased complaints concerning the lack of weather and local news coverage and withdrawal of local advertisement sponsors. However, before this recommendation can be properly evaluated, three questions must be answered.

First of all, are the cancelation of advertisement of local business related to the decrease coverage of local news and weather? Since they only increase international and nation-wide new coverage for a year, the lack of experience may lead to the decrease in news quality that the audience and sponsors are used to in local news coverage. It is also possible that local business had a financial crisis last year. The lack of funding towards public relation forced them to stop advertising on the late night new. If either of these scenarios has merit, the conclusion drawn in the original argument is significantly weekend.

Secondly, is there an increase in the total number of complaints? The manager in the memorandum draw conclusion that the locals are less in favor of late night news abase on the increase in ratio of complaints against the current news coverage distribution. However, it is not mentioned in the memorandum whether there is an increase in the total amount of complaints. Most of the complaint are about the complaints from the viewers might because the majority of the local audience are satisfied with the change and therefore have no initiatives to make a complains. If the above is true, then the argument does not holds water.

Lastly, will the restoration of the previous level of local news and weather coverage regain viewers and advertising revenues? The change in the news coverage might have caused the change in the audience demography. People who seek local information might have become audience other new programs and they are probably not coming back as they are satisfied with their current choice of news outlets. It is also possible the late night news may lose the existing audience as they favor international news instead of what is happening around them. Reversing the coverage might not help the news program but might make the situation worse.

In conclusion, the argument, as it stand now, is considerably flawed due to its reliance on several unwarranted assumptions. If the manager is able to answer the three questions above and came out with more evidence, perhaps in form of data, the it will be possible to fully evaluate the viability of the proposed reversion to the former level of local news coverage.