



To: Keith Stironek
From: Pat Enderle
Date: April 6, 2014
Subject: Problem Solvers Report/January 2014

PROBLEM SOLVERS:

PROBLEM SOLVER LINE/EMAIL:

The Problem Solvers averaged 33 calls and emails which were referred to our partner agencies and other resources where applicable. Topics included the following:

- DTE Energy (utility shutoffs, account disputes, delinquent utility bills, natural gas exposure, downed power lines); there has been an increase of questions and complaints this month.
- Public works assistance (associated with broken street lights, abandoned homes, clogged sewers/flooded streets, basements, other seasonal complaints);
- Landlord-tenant disputes (complaints continue to escalate, particularly non-working elevators in seniors' facilities/apartment buildings, bed bug infestations, no heat);
- Legal disputes, including wrongful terminations, evictions, child protective services; other domestic issues;
- New and used car purchases, auto repairs (increase);
- Medical care;
- Seniors' concerns and needs;
- Social service needs (various complaints that are on the rise with many individuals asking for cars, money/loans, houses, wheelchair ramps; other sustaining items);
- Unsolved crime; police response; increase in allegations of police brutality/excessive force;
- Slow or lack of emergency medical response, specifically in the city of Detroit;
- A slight increase in calls from people requesting counseling and suicide prevention help.

EDUCATION:

8

Seven students are interning for the winter semester in news and sports;

Meteorologist Derek Kevra hosted an hour-long tour and science lesson to a group of six-year-old students assigned to a Lego project on tornadoes on Saturday, January 25

COMMUNITY OUTREACH: 15

STAFF APPEARANCES/OUTREACH:

M.L. Elrick 7

1/10, 1/13, 1/22, 1/29: Guest, The Drew Show (97.1-FM/WMGC)
1/24: Guest, The Craig Fahle Show (101.9 FM/WDET)
1/25: Station tour to a local family
1/30: Guest, Paul W. Smith Show (WJR AM 760)

Murray Feldman 1

1/17: Roundtable discussion on the auto industry at Cobo Center, Detroit

Monica Gayle 1

1/10: Emcee, West Bloomfield Chamber of Commerce Swear-In

Jennifer Hammond 1

1/29: Competitor, Detroit Cristo Rey High School's Second Annual "Sports Trivia Night,"
at Dino's Lounge, Ferndale

Derek Kevra 1

1/25: Station tour/science lesson – six-year-old students studying tornadoes

Huel Perkins 2

1/12: Host, Motorcity Automotive Industry Awards, Max Fisher Music Center, Detroit;
also gave out scholarships to engineering students at Lawrence Technological University
and Oakland University
1/20: Received the Martin Luther King, Jr. "Spirit of the Dream Award" from the United Negro
College Fund and accepted the award with a brief speech (Shriners Auditorium, Southfield)

Roop Raj 2

1/17: Emcee, Troy Athens Orchestra concert
1/25: Emcee, Mittens for Detroit charity event

NEWS CLIPS – PRINT/WEB: 2

Metro Times blog, 1/27/14 – "Where's Charlie LeDuff?"

deadlinedetroit.com – 1/31/14 – "Charlie LeDuff Resurfaces as a 21st Century Charles Kuralt,
with American Flag Boots"

/pse

CC: Kathy Kirk

Kevin Roseborough



MONTHLY REPORT: FEBRUARY 2014

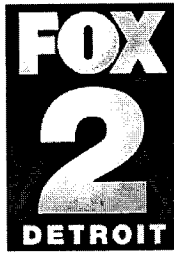
PROBLEM SOLVERS:

PROBLEM SOLVER LINE/EMAIL:

The Problem Solvers receives an average of 30 calls and emails which are referred to our partner agencies and other resources where applicable. Topics included the following:

*(Increase issues are in **bold**)*

- Consumer disputes, suspected scams, including numerous complaints of fake landlord/property ownership, mortgage and refinance concerns
- DTE Energy (utility shutoffs, account disputes, delinquent utility bills, natural gas exposure, downed power lines)
- Public works assistance (associated with broken street lights, abandoned homes, clogged sewers/flooded streets, basements, other seasonal complaints)
- Landlord-tenant disputes (complaints continue to escalate, particularly non-working elevators in seniors' facilities/apt buildings, bed bug infestation, no heat)
- Legal disputes, including wrongful terminations, evictions, child protective services, other domestic issues
- New and used car purchases, auto repairs (increase)
- Medical care
- Parent-teacher-student disputes, including bullying, rape/attempted rape, inappropriate touching involving students, other violence
- Seniors' concerns and needs
- Social service needs (various complaints that are on the rise with many individuals asking for cars, money/loans, houses, wheelchair ramps, other sustaining items)
- Unsolved crime, police response, allegations of police brutality/excessive force (increase)
- Slow or lack of emergency medical response, specifically in the city of Detroit
- Calls from people requesting counseling and suicide prevention help.
- **A slight increase on calls about cable companies from billing problems to service issues; specifically to AT & T and Comcast**



MONTHLY REPORT: FEBRUARY 2014

COMMUNITY OUTREACH:

STAFF APPEARANCES/OUTREACH: 28 TOTAL (3 events had multiple staff members participating)

Amy Andrews, Reporter/Anchor

02/07/2014 American Heart Association: Go Red for Women Luncheon/Participant

Deena Centofanti, Reporter/Anchor:

02/07/2014 American Heart Association: National Red Night/Host

2/14/2014 American Heart Association: Go Red for Women Lunch/Emcee

Katherine Kirk-Dantzler, Coordinating Producer

02/28/2014 Winter Intern Orientation

ML Elrick, Investigative Reporter

02/13/2014 Polish Bar Association/Speaker

02/18/2014 Friends of Alger Theater/Participant

Murray Feldman, Anchor:

02/07/2014 THAW Fundraiser/Participant

02/11/2014 MOD, March for Babies Kick-Off Breakfast/Emcee

Monica Gayle, Anchor

02/28/2014 Sing Out 4 Kids/Emcee

Anqunette Jamison, Anchor

02/07/2014 American Heart Association: Go Red for Women Luncheon/Participant

02/21/2014 Salvation Army's: Bed & Bread Club Radiothon/Participant



MONTHLY REPORT: FEBRUARY 2014

COMMUNITY OUTREACH: (continued)

STAFF APPEARANCES/OUTREACH:

Charlie Langton, Reporter

02/01/2014 Ferndale Blues & Music Festival: BBQ Rib Burn Out/Judge

02/08/2014 "Hard Core Pawn" THAW Benefit /Participant

02/13/2014 Temple Beth-EL/Speaker

Sherry Margolis, Anchor:

02/07/2014 American Heart Association: Go Red for Women Luncheon/Participant

02/21/2014 Salvation Army's: Bed & Bread Club Radiothon/Participant

Dan Miller, Anchor:

02/08/2014 Destination Auction Sweet Escapes for Broad School of Business At Michigan State/Emcee

2/15/2014 Northville Township Fireman's Ball/Emcee

Laura Moore, Assistant News Director:

02/07/2014 American Heart Association: Go Red for Women Luncheon/Participant

Huel Perkins, Anchor:

02/11/2014 Macomb Business Awards/Host

02/21/2014 Salvation Army's: Bed & Bread Club Radiothon/Participant

Roop Raj, Reporter/Anchor:

02/06/2014 THAW Fundraiser/Participant

02/07/2014 American Heart Association: Go Red for Women Luncheon/Participant

02/21/2014 Salvation Army's: Bed & Bread Club Radiothon/Participant



MONTHLY REPORT: FEBRUARY 2014

COMMUNITY OUTREACH: (continued)

STAFF APPEARANCES/OUTREACH:

Kevin Roseborough, News Director:

02/07/2014 American Heart Association: Go Red for Women Luncheon/Participant

Ron Savage, Reporter/Anchor:

02/5/2014 30th Annual Michigan Association of Chiefs of Police Meeting/Speaker

Cynthia Smith, Human Resources Director:

02/28/2014 Winter Intern Orientation

Matthew Wentworth, Producer

02/24/2014 Lake Shore High School, St. Clair Shores/Host, Station tour for students

PRESS EXPOSURE – OUTSIDE MEDIA: 4 TOTAL

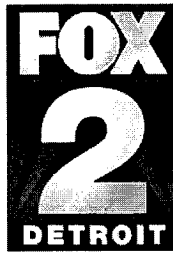
PRINT:

February 2014, 2/19-2/25/2014, Michigan Chronicle, 3/4-page pictorial announcing the Detroit-Windsor Dance Academy's 30th annual "Crystal Ball" to be held on 3/15, featuring **Huel and Priscilla Perkins** (they are long-time supporters of this organization).

February 2014, 2/19-2/25/2014, Real Detroit Weekly, Full page listing "Best of Detroit". Featuring **Huel Perkins, Jessica Starr, Charlie Leduff, Dan Miller, and FOX 2** for Best Local News.

February 2014, 2/13/2014, The Detroit News, Senior Web Producer, **Dennis Kraniak** interview on a story about people responding on MYFOXDETROIT.COM to a mother's plea for a special gift for her son's birthday.

February 2014, 2/18/2014, The Detroit News, Deena Centofanti mentioned for her involvement at the American Heart Association's Go Red for Women Luncheon.



MONTHLY REPORT: FEBRUARY 2014

VIEWER COMMENT: AVERAGE TOTALS: 40 CALLS PER DAY/ 200 CALLS WEEKLY (m-f)

VIEWER COMMENT LINE SYNOPSIS:

****We have had an increase in calls from our "frequent callers". These people just rant about everything from the talents outfits to the sun in the sky. More than 85% of the calls have been from the same frequent callers"**

- Comments on the coverage on the Cass Tech Student that flipped a security guard. Viewers enjoyed the "Let It Rip" that aired on 2/12/2012, even though they may not have agreed with the panels' views.
- Viewers reacting positive to Huel Perkins interview with Wayne County Prosecutor Kym Worthy
- Comments on the story about Rev. Horace Sheffield wanting to take Congressman John Conyers seat. Several callers don't like the idea.



MONTHLY REPORT: MARCH 2014

PROBLEM SOLVERS:

PROBLEM SOLVER LINE/EMAIL:

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*(Increase issues are in **bold**)*

- Consumer disputes, suspected scams, including numerous complaints of fake landlord/property ownership, mortgage and refinance concerns
- **DTE Energy (utility shutoffs, account disputes, delinquent utility bills, natural gas exposure, downed power lines)**
- Public works assistance (associated with broken street lights, abandoned homes, clogged sewers/flooded streets, basements, other seasonal complaints)
- Landlord-tenant disputes (complaints continue to escalate, particularly non-working elevators in seniors' facilities/apt buildings, bed bug infestation, no heat)
- Legal disputes, including wrongful terminations, evictions, child protective services, other domestic issues
- New and used car purchases, auto repairs
- Medical care
- **Seniors' concerns and needs**
- Social service needs (various complaints that are on the rise with many individuals asking for cars, money/loans, houses, wheelchair ramps, other sustaining items)
- **Issues with Comcast, from billing to customer service, even possible fraud. Impersonators saying they are from the company trying to get banking information from customers.**



MONTHLY REPORT: MARCH 2014

INTERNSHIP PROGRAM ACTIVITY:

2014 Spring/Summer Intern Application Process:

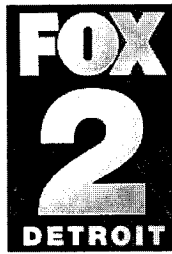
- 30 Applications Processed
- 14 Interviews Conducted

Katherine Kirk-Dantzler, Coordinating Producer

- 03/08/2014 Winter Intern Writing Seminar: Using iNews, finding video, writing strengthening
- 03/15/2014 Winter Intern Writing Seminar: Writing strengthening, writing packages
- 03/29/2014 Winter Intern Writing Seminar: What is a standup, reporting delivery

Patricia Enderle Administrative Assistant:

- 03/28/2014 Specs Howard Intern Fair/Participant



MONTHLY REPORT: MARCH 2014

EDUCATION OUTREACH:

11 TOTAL

Amy Andrews, Reporter/Anchor:

- 03/18/2014 Keppen Elementary/Celebrity Reader
- 03/26/2014 Plumbrook Elementary/Celebrity Reader
- 03/27/2014 Schwartzkoff Elementary/Celebrity Reader

ML Elrick, Investigative Reporter:

- 03/17/2014 Michigan State Journalism Class/Speaker
- 03/19/2014 Society of Professional Journalists/Speaker

Murray Feldman, Anchor:

- 03/01/2014 Schoolcraft College Fundraiser/Speaker
- 03/03/2014 Schoolcraft College: Business of College Event/Speaker

Derek Kevra, Meteorologist:

- 03/19/2014 Kennedy Elementary School/Speaker
- 03/21/2014 David Hicks Elementary/Celebrity Reader (National Reading Month)
- 03/22/2014 Oklahoma College Student Job Shadow

Matthew Wentworth, Producer

- 03/07/2014 Lake Shore High School Video Production Class/Host Station Tour



MONTHLY REPORT: MARCH 2014

COMMUNITY OUTREACH:

STAFF APPEARANCES/OUTREACH: 19 TOTAL (1 event had multiple staff members participating)

Amy Andrews, Reporter/Anchor:

03/22/2014 Angels of Hope Night Dinner/Attendee

03/29/2014 Shrine Circus/Guest Ringmaster

Deena Centofanti, Reporter/Anchor:

03/04/2014 "Remarkable Woman: Fresh 100" with Florine Mark Radio Show/Guest

03/06/2014 Fundraising Auction for Cass Community Services/Participant

03/28/2014 2014 Dove Awards/Emcee

ML Elrick, Investigative Reporter:

03/03/2014 "The Drew Show", WMGC (105.1 FM)/Guest (Talking about upcoming stories being worked on)

03/07/2014 "The Craig Fahle Show", WDET(101.9 FM)

03/19/2014 Society of Professional Journalists: Mid-Michigan Chapter/Speaker

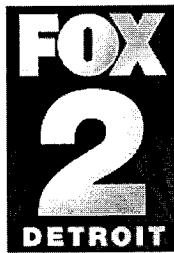
03/19/2014 MSU "The State News"/Speaker (staff meeting)

Katie Fehr, Community Outreach Director:

03/27/2014 2014 Urban League Distinguished Warriors Dinner/Attendee

Murray Feldman, Anchor:

03/08/2014 Schoolcraft College Fundraiser/Speaker



MONTHLY REPORT: MARCH 2014

COMMUNITY OUTREACH (CONTINUED):

STAFF APPEARANCES/OUTREACH:

Anqunette Jamison, Anchor

- 03/26/2014 Developing K.I.D.S Career Day/Speaker
- 03/27/2014 2014 Urban League Distinguished Warriors Dinner/Voiceover work
- 03/30/2014 Canines and Couture/Emcee

Charlie Langton, Reporter:

- 03/25/2014 DOD Event at Detroit City Council Meeting/Speaker

Dan Miller, Sports Anchor:

- 03/04/2014 Michigan Green Industry Association Trade Show & Convention/Speaker

Roop Raj, Reporter/Anchor:

- 03/11/2014 1st Motor City Stories/Storytelling Competition/Judge
- 03/20/2014 2014 Cultural Daize Series (U of M)/Speaker

Mike Renda, General Manager:

- 03/27/2014 2014 Urban League Distinguished Warriors Dinner/Emcee

Ron Savage, Reporter/Anchor:

- 03/02/2014 American Lung Association's Fight for Air Climb Detroit/Emcee

Cynthia Smith, Human Resources Director:

- 03/14/2014 "Speed Networking" (co-sponsored by JVS and Southfield Michigan Works)/Participant
- 03/27/2014 2014 Urban League Distinguished Warriors Dinner/Attendee

Lee Thomas, Reporter/Anchor:

- 03/27/2014 2014 Urban League Distinguished Warriors Dinner/Emcee



MONTHLY REPORT: MARCH 2014

PRESS EXPOSURE – OUTSIDE MEDIA:

1 TOTAL

PRINT:

- **Observer & Eccentric (hometownlife.com)**, Thursday, March 13th, 2014, FOX 2's Dan Miller highlighted for emceeding the 11th Annual Fireman's Ball in Northville, Michigan on February, 15th, 2014. Full-page thank you and an article with picture.



MONTHLY REPORT: MARCH 2014

VIEWER COMMENT:

AVERAGE TOTALS:

40 CALLS PER DAY/ 200 CALLS WEEKLY (m-f)

VIEWER COMMENT LINE SYNOPSIS:

****We have had an increase in calls from our "frequent callers". These people just rant about everything from the talents outfits to the sun in the sky. More than 85% of the calls have been from the same frequent callers"**

- **SLUG: ELRICK CUSH TICKET;** Callers very upset that about the story. Several callers feel as if ML is targeting Cushenberry and needs to move on to another story.
- **SLUG: SAME SEX MARRIAGE VOTE;** Callers on both sides of the fence, for and against.
- **SLUG: "LET IT RIP" (teen suicide);** Callers are very appreciative of the panel discussion on teen's and suicide and bullying.