



CITY COUNCIL AGENDA ITEM

Date: March 5, 2015

To: Brian Kischnick, City Manager

From: Mark Miller, Director of Economic and Community Development
Cindy Stewart, Community Affairs Director 

Subject: Unsolicited Newspaper Delivery

Over the course of the past 10 years, Troy residents have called the City of Troy to express their concern regarding the delivery of unsolicited and unwanted newspapers on their driveways. I have personally called the Oakland Press and Daily Tribune a number of times over the past 10 years on behalf of our residents. The situation would stop for a while and then start up all over again to the dismay of our residents.

At the February 23, 2015 City Council meeting a resident addressed City Council regarding this same issue. City Attorney Lori Bluhm sent a letter to the Oakland Press, Detroit News and the Detroit Free Press. The only response came from Angela Cremeans, Alternate Delivery Manager at the Oakland Press. She explained that they do have policies and procedures in place for any resident to opt-out of receiving delivery of the Oakland Press and Daily Tribune. All requests to opt-out of delivery are honored if the person calls, emails or sends correspondence to the newspaper, as long as they give a specific address. There is a phone number right on the front of their Oakland Plus product and the Daily Tribune has the phone number printed inside the paper. They cannot address the deliveries that come from the other companies.

The City will promote this information in our quarterly newsletter, *Troy Today*, as well as on the City's website and on our social media outlets. We can also send it out to our Homeowner Association Presidents to disseminate to their homeowners.

City of Troy
500 W. Big Beaver
Troy, MI 48084

The Oakland Press
PO Box 436009
Pontiac, MI 48343

February 26, 2015

Dear Ms. Senna Cox,

I am responding to the letter that was sent to Dwight Major, Home Delivery Manager at the Oakland Press regarding the delivery of our newspaper products in the City of Troy.

The Oakland Press and Daily Tribune do deliver our products in the City of Troy, this delivery is meant to be a value added resource for both the residents as well as our advertisers; it is not our intention to deliver any product to residents that are not interested in receiving them. We do have policies and procedures in place for any resident to opt-out of receiving delivery. Our contractors are instructed not to make deliveries to any home that has a sign indicating a home is for sale and potentially empty and they are also instructed to cease delivery to a residence that did not retrieve the delivery from the week before. We have verifiers that sweep the community after delivery and report back issues that they see so that management can effectively take action.

We have always honored anyone's request by phone, email, or by mail to have delivery stopped with the condition that an address is given. Many times requests are left on voicemails without address or telephone information and we are unable to process a stop. We do publish our phone number on the front of our Oakland Plus product at the very right top of our masthead, the Daily Tribune has the phone number published in our rate box inside the newspaper.

There are other publications that are distributed within the community; residents often contact the Oakland Press to have our product stopped when it is not our product that they continue to receive. The resident therefore becomes frustrated when they feel their requests are not being acknowledged and take further action by contacting the city.

We want to take every measure to ensure a positive experience with the Oakland Press and Daily Tribune and work hard to respond to resident requests. Please feel free to communicate the following contact information to the residents of Troy. I am the point person for our non-subscriber products so if you wish to simplify the process, my information would suffice.

Customer Service: 888-977-3677

Angela Cremeans, Alternate Delivery Manager: 248-284-1428, acremean@21st-centurymedia.com

Dwight Major, Oakland Press Home Delivery: 248-745-4536, dmajor@21st-centurymedia.com

Mark Warren, Circulation Director- Michigan: 248-284-1408, mwarren@21st-centurymedia.com

We hope that going forward we can continue to have a good relationship with the City of Troy and it's residents. If you currently have specific addresses that need to be addressed before this weekend, could you please forward them to me as soon as possible so we can avoid any further problems.

Sincerely,

Angela Cremeans
Alternate Delivery Manager
248-284-1428
acremeans@21st-centurymedia.com



500 W. Big Beaver
Troy, MI 48084
248.524.3300
troymi.gov

February 24, 2015

Sent 1st Class Mail and via facsimile to: Dwight.major@oakpress.com

The Oakland Press
Dwight Major, Delivery Manager
48 West Huron
Pontiac, MI 48342

Re: Unsolicited Newspaper Delivery

Dear Mr. Major,

This letter is being sent to you at the request of the Troy City Council, on behalf of Troy constituents who have been repeatedly subjected to the deposit of unsolicited and unwanted newspapers on their driveways. These constituents have been unsuccessful so far in their efforts to get the delivery stopped.

Although it is anticipated that this practice of leaving newspapers at homes of non-subscribers is designed to elicit customers, this practice presents a public safety risk to our residents. During the winter months, our residents have damaged snow blowers when encountering unsuspected newspapers buried under the snow. Second, a visible accumulation of unexpected newspapers readily identifies residents that are out of town, subjecting their homes to possible theft or break-ins. Third, if a newspaper is not retrieved immediately and is subjected to moisture, it is difficult to remove, and creates more work for disposal by our residents. This practice of delivering these unwanted newspapers, especially when there have been repeated requests to stop the delivery, could be considered littering, which is a criminal misdemeanor.

If you would like to provide us with the proper and effective procedure, the City of Troy is happy to communicate this information to our residents, letting them know how they can successfully opt out of the delivery of these unwanted newspapers being deposited by your delivery personnel. If you prefer to communicate this information yourself, I invite you to come to the next scheduled Troy City Council meeting on March 9, 2015, starting at 7:30 pm.

Thank you for your immediate attention to this matter.

Sincerely,

Lori Grigg Bluhm
City Attorney

cc: Dane Slater; Jim Campbell; Dave Henderson; Ellen C. Hodorek; Ed Pennington; Doug Tietz;
Brian Kischrick



500 W. Big Beaver
Troy, MI 48084
248.524.3300
troymi.gov

February 24, 2015

Sent 1st Class Mail and via facsimile to: cserv@dnps.com

The Detroit News
160 W. Fort Street
Detroit, MI 48226

Attn: Subscriber Services

Re: Unsolicited Newspaper Delivery

Dear Delivery Manager,

This letter is being sent to you at the request of the Troy City Council, on behalf of Troy constituents who have been repeatedly subjected to the deposit of unsolicited and unwanted newspapers on their driveways. These constituents have been unsuccessful so far in their efforts to get the delivery stopped.

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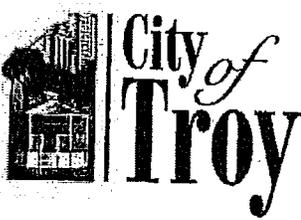
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City Attorney

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500 W. Big Beaver
Troy, MI 48084
248.524.3300
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February 24, 2015

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Detroit Free Press
160 W. Fort Street
Detroit, MI 48226

Attn: Subscriber Services

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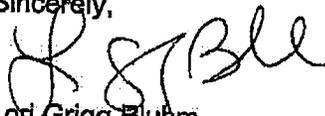
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