

Detroit's essential journalism ecosystem

- fill info gaps
- enterprise
- create an accurate record
- correct an inaccurate or incomplete record
- connect community
- explain

Level setting: What were we doing before COVID-19 hit Detroit?

Information gaps cause real harm and reveal serious accountability gaps. Information gaps are caused, in part, by news organizations targeting an ideal news consumer that is affluent and white.

Our goal: Fill the information gaps, reduce the harm, increase the accountability to Detroiters; a majority Black community where most families earn less than 200% the federal poverty level.

Our model maximizes service and conserves scarce resources. Fill info gaps around housing and utilities with a responsive SMS news service watchdog and investigative work in partnership with local and national news agencies.

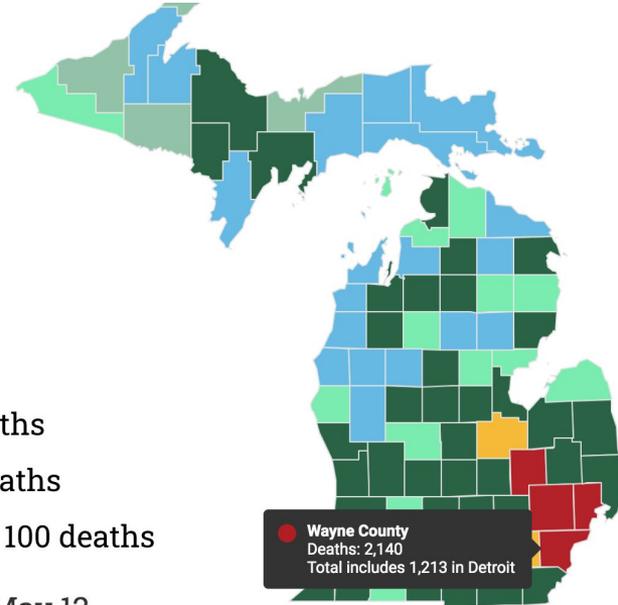


Coronavirus spreading faster in Detroit than nearly anywhere in United States



Detroit has one of the highest rates of coronavirus infection in the nation. Experts attribute the prevalence to swift testing but also underlying health issues.

- No deaths
- 1 death
- 2 to 49 deaths
- 50 to 99 deaths
- More than 100 deaths



*As of 10 a.m. May 12



Text “**corona**” to **73224** for info needs

Text “**detroit**” to **73224** for news service

FEATURED

Outlier Media Retools for COVID-19 Response in Detroit



At Outlier Media we have replaced the SMS system we use for housing info in Detroit to meet your information needs related to COVID-19 in Detroit and the metro area. Text "Detroit" to 73224 to get information to help you make decisions for yourself and your family. If you don't find an answer in our text system you can always choose option six which will connect you to a local journalists from our newsroom or other local reporters.

Want to know how we handle your privacy? Click [here](#).



DO YOU HAVE
QUESTIONS AS WE FACE
COVID-19 IN DETROIT?

**TXT "DETROIT"
TO 73224**

WE KNOW YOU HAVE
QUESTIONS ABOUT FOOD,
JOBS, HEALTH/SAFETY,
KIDS/SCHOOL AND MORE.

WE ARE HERE TO HELP.

ABOUT OUTLIER

Outlier is service journalism on demand. We deliver high value information directly to news consumers over text message and offer every user the ability to connect directly with a reporter. Txt **OUTLIER** to 73224 to see how it works. If you're looking for important info on any home in Detroit delivered right to your phone txt **DETROIT** to 73224.

SOCIAL



Detroit's COVID-19 journalism ecosystem

- fill info gaps
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- Text Threads
- Text Outbound
- Lists
- Templates
- Embedded Signups
- Automation
- Reports

- Filter
- 23 Hours ago
- 23 Hours ago
- 25 Hours ago
- 28 Hours ago
- 28 Hours ago
- 3 Days ago

Anonymous 313-421-2227 11 minutes ago

Press. You can use it to find COVID-19 info or talk to a reporter. Std msg rates apply. Text STOP to quit. HELP for help. Terms & privacy <http://input.li/I/M75251>

Text 1 for food
Text 2 for jobs/money/debt
Text 3 for housing
Text 4 for health/safety
Text 5 for kids/school
Text 6 for mental health and crisis intervention
Text 7 for domestic, child, and elder abuse/neglect
Text 8 for something else

8

Tell us a little about your issue. We will follow up with you within 48 hours.

Friend of mine trying to find a place to stay

Do you need more info?

Text 1 for yes — you will be taken back to the main menu
Text 2 for no, not right now

This is Sarah Alvarez from Outlier Media following up with you. We know it's really hard to find a place right now. Can you tell me what city your friend is in and what kind of place they need-emergency shelter or

CRM Data

Name

Email

Phone

Address



Map data ©2020 Google | Terms of Use | Report a map error

Edit Location

Subscribed to 3 Lists

In 1 Segment

Add new Activity

4/24/2020 11:04 AM

4/24/2020 Covid push 1

SUBSCRIBED

Send New Message



Message:

Good morning, I'm having another reporter who works with us named Aaron Mondry follow up on the late fee issue with you. He'll call or text today. If there are any other resources or info you need just let him know and we'll track that down.

1

Cancel

 Send Message



QUESTION: I've heard that COVID-19 is caused by 5G. What's up with that?

Nina Ignaczak | April 11, 2020

Apr 11  

Planet Detroit is pleased to participate in a collaborative journalism effort organized by Outlier Media to help answer your questions about COVID-19. You can use it for free by texting "Detroit" to 73224.



DO YOU HAVE QUESTIONS AS WE FACE COVID-19 IN DETROIT?

TXT "DETROIT" TO 73224

WE KNOW YOU HAVE QUESTIONS ABOUT FOOD, JOBS, HEALTH/SAFETY, KIDS/SCHOOL AND MORE.

WE ARE HERE TO HELP.

To learn more about this project check out www.outliermedia.org or text the word "DETROIT" to 73224



Navigation bar with icons for undo, redo, print, copy, paste, zoom (100%), currency, percentage, decimal, thousand separator, font color (Default), font size (10), bold, italic, strikethrough, underline, link, unlink, insert table, insert chart, bullet list, numbered list, indent, outdent, search, and refresh.

fx | number

| | Joey Horan | B | C | D | E | F | G | H |
|----|------------|--------|---------------------------------|--------------|-------|--|---|---|
| 1 | name | number | response status | Last contact | notes | | | |
| 51 | | | personal follow up | | 4/10 | | | |
| 52 | | | personal follow up | | 4/10 | 12346 | | |
| 53 | | | personal follow up | | 4/13 | | | |
| 54 | | | nursing home issue | | 4/9 | | | |
| 55 | | | personal follow up | | 4/13 | testing | | |
| 56 | | | personal follow up | | 4/13 | "hi" | | |
| 57 | | | personal follow up | | 4/13 | outdoor things, and resurgence of covid | | |
| 58 | | | personal follow up | | 4/13 | "talk later" might refer to someone else | | |
| 59 | | | personal follow up | | 4/13 | hospital info | | |
| 60 | | | personal follow up | | 4/13 | 4, why testing where there are no cases? | | |
| 61 | | | personal follow up | | 4/13 | 4 | | |
| 62 | | | personal follow up | | 4/13 | 4 | | |
| 63 | | | personal follow up | | 4/13 | 4 | | |
| 64 | | | personal follow up | | 4/13 | 1,4 | | |
| 65 | | | personal follow up | | 4/13 | 6, prison, son soon to be paroled...a potential story to pitch | | |
| 66 | | | personal follow up | | 4/13 | 6, wants to help outlier | | |
| 67 | | | personal follow up | | 4/14 | 4 | | |
| 68 | | | personal follow up, no response | | 4/14 | 4 | | |
| 69 | | | personal follow up, no response | | 4/14 | 1,4 | | |



OC

General Posts Files Wiki

Team

1 Guest

← Reply

Yesterday

Last read



sarah alvarez (Guest) Yesterday 12:57 PM

[Gopwani, Jewel](#) and [Delgado, Anjanette](#) I have another issue for you all-just learned about it last night in the feed. People who were on short term disability from their jobs aren't eligible for unemployment-even if the reason they can't return to work is not because of that disability but now b/c of childcare or whatever. I have a woman who was set to go back to work on March 18th. She's in limbo and out of money. Any interest?

▼ Collapse all



Delgado, Anjanette Yesterday 2:33 PM

Oh, interesting. Yes.



sarah alvarez (Guest) Yesterday 5:18 PM

Fanstastic

← Reply

Start a new conversation. Type @ to mention someone.

8

Tell us a little about your issue. We will follow up with you within 48 hours.

Relative died from covid 4-2-20. Apartment won't let me in to get paperwork

This is Sarah Alvarez from Outlier Media following up with you. I'm very sorry for your loss. Can you tell me more about what kind of apartment complex-or the address so I can find the owner-and what paperwork you are trying to do? We can then look into what your rights are.

Thank you so much It's a senior building is there anyway we can talk on the phone it's too much for texting.

Yes. I'm going to have Louis Aguilar, a reporter for Bridge Detroit-he's very good-award winning reporter-he's looking into issues at senior living facilities-there seem to be some really serious issues. We will make sure to get you the info you need to deal with your affairs. Can I get your name to give to Louis?

Yes please

Great. Thank you. What is your name so I can pass it along?

Jasmin Williams

Thank you Ms. Williams. I'll put him in touch.

God Bless

Make it so bad I am a health care worker that got it from work 😞

I'm so glad you are feeling better. So-did you get paid for that time away from work?

I'm feeling alot better no I did not and when I asked the employer why when the Governor said I should have atleast the first 14days I was told that those stipulations did not apply to companies that had 50 or led employees

Would you be willing to talk to another reporter about this more? It seems like a big issue of not getting paid sick time when work is where you got sick. What company do you work for?

HEALTH CENTERS DETROIT ITS LOCATED INSIDE DETROIT RECIEVING HOSPITAL ON THE UNIVERSITY SIDE

A reporter from the Detroit Free Press will be reaching out to you. What an important issue-thank you for sharing it with us and I hope you'll be able to get a resolution. Let me know if nobody gets in touch within the

Families in Airbnbs, hotels left out of Gov. Whitmer's eviction ban



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[Adrienne Roberts and Darcie Moran, Detroit Free Press](#) Published 6:00 a.m. ET April 24, 2020 | Updated 9:06 a.m. ET April 24, 2020



[Learn more](#)



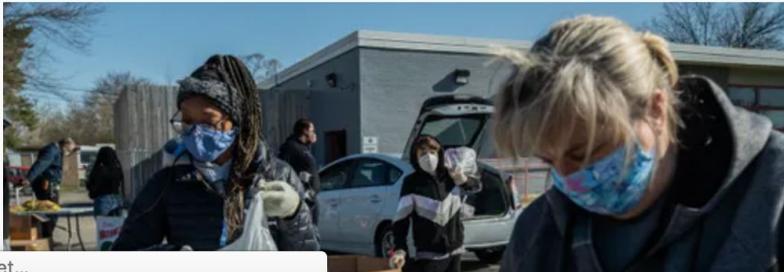
Exact Data

GET QUOTE

Michigan food pantries see 'intense demand' as coronavirus crisis worsens

[Adrienne Roberts](#), Detroit Free Press

Published 6:01 a.m. ET April 21, 2020 | Updated 4:01 p.m. ET April 21, 2020



Waitina for aannett.hb.omtrdc.net...



Starting Thursday, May 14, residents of Detroit who are 60 years of age or older, can test at the fairgrounds without a prescription. If there is more than one person in your house that is over 60, make just one appointment and ride to fairgrounds together. Must show proof of residence in the city of Detroit.

Latest links w/ good info:

Chass flyer in folder

Latest impacts of virus on body:

<https://www.washingtonpost.com/health/2020/05/10/coronavirus-attacks-body-symptoms/?arc404=true>

Telemedicine expanding for patients with Medicaid:

<https://www.detroitnews.com/story/news/local/michigan/2020/04/10/telemedicine-explodes-michigan-doctor-offices-get-shut-down/2939435001/>

Conditions at DMC Sinai Grace:

<https://www.detroitnews.com/story/news/local/detroit-city/2020/04/09/inside-detroit-hospital-sinai-grace-war-zone/5122651002/>

Nursing homes:

https://www.bridgemi.com/michigan-health-watch/michigan-nursing-homes-where-information-coronavirus-goes-die**

**Per Duggan presser 4/9, health dept. And DFD testing 1-2 nursing homes and shelters per/day

Undated stav at home order:

The numbers

We've texted more than 150,000 numbers since April 1.

3 reporters, about 70 hours a week combined. We've texted one-on-one with 3,321 as of this morning.

Outcomes: Detroiters have been able to feed their families, been tested for COVID-19, successfully filed for unemployment, stopped illegal evictions.

Conversations with reporters have turned attention to prison conditions, gaps in state law, alerted us to algorithms being used in government decision-making.

Launched a similar service in Milwaukee with Wisconsin Watch and Neighborhood News Service two weeks ago. Info studies in Bibb County, GA, Stockton, CA and Memphis, TN.