



# CALL FOR ACTION THE CONSUMER ADVOCATE

September 2025 / Issue 21

## CALL FOR ACTION 101

In this section of our newsletter, we will give you small monthly updates on who Call for Action (CFA) is and what it is that we do. We all hope you enjoy this little glimpse inside of our world.

The purpose of this monthly newsletter is to educate consumers. You can always view it at [Call for Action | channel3000.com](http://CallforAction|channel3000.com) or we will be happy to email it to you each month. If you would like to be a free monthly subscriber let us know by calling 608-270-2833 or emailing us at [wisccfa@gmail.com](mailto:wisccfa@gmail.com).

Did you know that Call for Action has a podcast? It is called **Of Consuming Interest** and the Host is Call for Action President, Shirley Rooker. This weekly show brings in knowledgeable guests and examines the most important consumer issues of today. The podcasts are a quick listen under 20 minutes. To listen to past podcasts you can go online to [Of Consuming Interest - Federal News Network](#) or on Apple podcasts and more.

Located in Madison at WISC-TV, CBS Channel 3 (Channel3000), we are staffed by highly trained Consumer Advocates who are enthusiastic about educating and helping consumers. **Our phone lines are open to talk to one of us live on Tuesday, Wednesday, and Friday from 11:00 AM - 1:00 PM. Our phone number is (608) 270-2833.** Outside of those open phone hours you can call and leave a voicemail message or you can submit a consumer complaint online at <https://www.channel3000.com/call-for-action/>.

### MAILING ADDRESS

**WISC-TV / Call for Action**  
**7025 Raymond Rd**  
**Madison, WI 53719**  
**Email: [wisccfa@gmail.com](mailto:wisccfa@gmail.com)**

## CALL FOR ACTION SPOTLIGHT

My name is Judy. I have been a Call for Action volunteer for over 10 years. I've seen many changes over the years. I've been in different locations within the station, worked with different reporters, and had different team members and leadership. Through all the changes I've continued to see the value of the work we do as part of Channel 3.

I am a registered nurse, and I have an advanced degree in counseling. I've worked in both careers, but I most strongly identify as a nurse. I spent the majority of my nursing career in public health. My favorite area of practice in public health was infectious disease prevention and control. I find the science of infectious diseases so fascinating.

Because of my background and interests, I am assigned many of the health-related Call for Action cases. They can range from billing issues to insurance denials to inability to get needed care. I work hard to resolve each one as successfully as possible. I enjoy the work very much and always hope my Call for Action clients enjoy working with me.

My family moved to Madison from rural Indiana when my twin sister and I were about 8 years old and our brother was a toddler. It took some time to adjust to what seemed to us like a big city. Eventually we came to love Madison and both my sister, and I still live here. We grew up during the civil rights era of the 1960s and early 1970s. Our parents worked to help integrate our neighborhood and our church. We were fortunate to have such great role models.

In my spare time I read for pleasure daily, play my ukulele badly, tend to my multiple houseplants, spend time with friends and family, and enjoy life with our cat Coco and our wild-caught, rescue Amazon parrot, Rosalyn. My wife and I love to travel, both in the US and internationally. We are planning a Rhine River cruise for next year.

I am grateful for the opportunity to be part of Call for Action, and for the chance to work with such interesting and talented Call for Action volunteers. Thank you for letting us be part of your lives.

## CALL FOR ACTION CONSUMER STORY

### SOME RECENT SUCCESS CASES

Every day of the year our Consumer Advocate volunteers work with people who are frustrated in getting results with many types of consumer issues. Our volunteers are passionate and diligent in helping consumers get the results they deserve. We are successful with most of complaints. The top ten categories that we received complaints about are: consumer, telecom, health, government, landlord/tenant, home improvement, insurance, banking/finance, auto repair, and small business. We help our consumers get small and large refunds. So far in 2025 the smallest refund we had was \$1.63 and the largest was \$45,000.00. Here are a few highlights of cases that we were successful in this year.

- Helped a homeowner recover \$10,980 refund from a fence and deck contractor for a deck that was never built.
- Helped a homeowner obtain \$6,173 from a plumbing company for a replaced water system that the homeowner neither requested nor authorized.
- Saved a consumer \$6,000 from a local automobile dealership for an engine replacement.
- Helped a homeowner obtain \$1,750 from a home builder for repairs to leaking windows. The homeowner experienced problems with the windows since they were purchased two years ago.
- Assisted a consumer in getting a refund of \$2,650 from a mobile home park for unlawful eviction.
- Worked with a consumer when they were wrongly billed by a health company resulting in the charge of \$1,632 being reversed.
- When a consumer wasn't successful in getting a hot tub company to refund a \$1,600 down payment after the consumer decided not to move ahead with the purchase, Call for Action stepped in, and the company made the refund.

Our team is always ready to talk to you about what you have going on. Sometimes we can share advice you need to take care of your issue on your own and other times we will work with you to come up with a plan for us to help. The link below is for our online complaint form or you can call 608-270-2833.

<https://www.channel3000.com/news/call-for-action/>

**Live Call-In Show on Channel 3 – September 17<sup>th</sup> from 4:00 PM to 7:00 PM**



## CALL FOR ACTION CONSUMER STORY

### HOME IMPROVEMENT CONTRACTOR COMPLAINT

In June we received a complaint from a consumer who had contracted to have some home improvements done. This started about two years prior when the consumer paid a hefty deposit. Outside of some design communication nothing had been done when the consumer contacted Call for Action. The consumer had decided to get the work done by another contractor and requested cancellation and return of their deposit. They made the request four times including once delivered via certified mail. The contractor agreed but then had many weak excuses why the money wasn't being returned. Call for Action stepped in to advocate on behalf of the consumer and thankfully this story had a happy ending with the homeowner's money finally being returned.

We bring this story to your attention because problems with home improvement companies are often received by Call for Action. Many times, these complaints are very similar to this consumer where the money for home improvement is paid up front and then no work is done. Call for Action would never advise to pay up front for work to be done. A deposit to secure the project or cover materials is not uncommon but paying in full up front puts the consumer at great risk. Instead make sure the contractor and you have well written contracts. Ask that payments be made when certain work milestones are met. That contract should include exactly what is going to be done and what a successful completion will look like. Then be sure you are ready ahead of time to make each payment as soon as it is requested. Be sure to check out the contractor before you sign on that dotted line including reviews and references and be sure they are licensed and insured.

## CALL FOR ACTION CONSUMER CALENDAR

Here are consumer-related events:

- |                           |   |
|---------------------------|---|
| <b>September 17, 2025</b> | Call for Action live call-in show on Channel 3 from 4:00 to 7:00 PM |
| <b>September 18, 2025</b> | American Legion, Cross Plains.                                      |
| <b>October 8, 2025</b>    | West Madison Lions Club. Intro and Identity Theft.                  |
| <b>October 29, 2025</b>   | Wisconsin Senior Safety Resource Fair, sponsored by Triad.          |
| <b>October 30, 2025</b>   | Monona Senior Center. Keeping Your Identity Safe.                   |
| <b>Nov 16-22, 2025</b>    | National Fraud Awareness Week.                                      |
| <b>December 2025</b>      | Identity Theft & Protection Awareness Month.                        |

## CALL FOR ACTION CONSUMER RESOURCES

DATCP News Release

# NEWS RELEASE

datcp.wi.gov

Wisconsin Department of Agriculture, Trade and Consumer Protection



### SCAM ALERT: Scammers Target Food Truck Vendors

**FOR IMMEDIATE RELEASE:** August 8, 2025

**Contact:** Caleb Kulich, Public Information Officer, (608) 621-1290,  
[caleb.kulich@wisconsin.gov](mailto:caleb.kulich@wisconsin.gov)

MADISON, Wis. – Football season has begun, and scammers are reportedly taking this opportunity to target food truck vendors in conjunction with sports and stadium events. The scammers are inviting vendors to participate in “fan events” and requesting payment of “vendor fees” through peer-to-peer banking apps such as Cash App, Venmo, Zelle, and PayPal. But if a business pays the fraudulent fee – for this event that does not even exist – they are unlikely to recover their money.

The scammers are using numerous Gmail accounts to contact their targets. By using multiple email addresses, the scammers can avoid automated spam filters. So even if one of their fraudulent accounts is shut down, others can still send scam messages.

This is not the first time this method has been used, and while it is currently targeting vendors adjacent to stadiums, this scam is not exclusive to sporting events. DATCP recommends that food truck vendors and similar businesses take steps to protect themselves:

- **Avoid interacting with unexpected and unsolicited messages.** Do not respond, click links, open attachments, or use contact information included in unsolicited and unverified emails.
- **Pause, investigate, and verify.** Instead of acting on a great offer right away, research the event details online. If there is no public information about the event, or if the event is real but its official contact information differs from the suspicious message, the message should be considered a scam.
  - Remember: Scammers can “spoof” an email address, disguising it as a trustworthy source. Even if an email looks real, reach out directly to the organization using official contact information that can be found online.
- **Do not pay fees through payment apps.** A trustworthy organization will not demand payment through a peer-to-peer banking app, cryptocurrency, wire transfer, or with pre-paid gift cards.

For more information and consumer protection resources or to file a complaint, visit DATCP’s Consumer Protection webpage at [ConsumerProtection.wi.gov](https://ConsumerProtection.wi.gov) or contact the Consumer Protection Hotline at (800) 422-7128 or [DATCPHotline@wisconsin.gov](mailto:DATCPHotline@wisconsin.gov).

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