
From: Ronald Fonger <RFONGER1@mlive.com>
Sent: Thursday, April 09, 2015 11:21 AM
To: Murray, David (GOV)
Cc: Kristin Longley; Bryn Mickle
Subject: RE: A story about the new filters?

Hey Dave:

Bryn is off but I did share your email with Kristin Longley and will likely follow up on the charcoal filter system once the purchase is complete and we have some details.

Sometimes it takes several weeks for us to see those EM resolutions after they have been signed but I will keep an eye out for sure.

If you Google Flint granulated active charcoal filter water, you'll see we've mentioned the potential for this type of system many times -- including several weeks before anyone from the city talked it about it. The news release from the city says the purchase is expected to be authorized, which isn't a lot different than we've reported up to this point.

Thanks for your help as we try to cover all side of this issue.

Ron Fonger
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Reporter

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From: Murray, David (GOV) [<mailto:MurrayD1@michigan.gov>]
Sent: Thursday, April 09, 2015 10:18 AM
To: Bryn Mickle; Ronald Fonger
Subject: A story about the new filters?

Hi Ron and Bryn,

As the MLive alum on the staff, I get to field all the questions about MLive coverage. We just had a meeting and there were some questions for you.

Has there been, or will there be, a standalone story about the \$1.5 million investment in the new filter system?

The concern is that when an outside attention-seeker or local agitator puts up a Facebook post, no matter how outlandish the claim, it generates a story and the subsequent social media -- and we're grateful for the opportunity to comment on those.

But yesterday the city made an announcement of a tangible effort to address the issues, a true example of the state working with local leaders through restructuring the existing debt. That didn't generate a separate post, but was in a second post – we're counting the video – about the pastors threatening to sue. It wasn't mentioned in the headline, and not until the fifth paragraph. We didn't see any social media traffic on it.

Usually I can explain to the people here that MLive often spreads stories out over several posts to keep content fresh and maximize the amount of clicks. But this one has me stumped, especially on an issue that has been so well covered.

Are you guys planning a story detailing the new filter system? Or, if we've missed one, can you send me the link so I can share it with the folks here to ease their concerns?

Thanks for the help!

Dave