
From: Murray, David (GOV)
Sent: Monday, January 26, 2015 8:43 PM
To: Agen, Jarrod (GOV); Wurfel, Sara (GOV)
Subject: Flint Journal and water stories

Wanted to give you guys a heads up. The Journal has posted four stories about the water issue today, three of them within the hour. Based on my Mlive experience, I can tell you this means A) the stories are getting a lot of hits, and they are milking it in an attempt to B) get the stories to go viral. They no doubt remember the attention the Detroit water issue got during the summer and are shooting for something similar. Journalism has taken a backseat to clicks.

I don't know if that changes what we do, but I wanted to give you a heads up to the strategy. Pushing back will give them more stories, but we might be able to shift the narrative away from the state.

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