

From: David Hucks
Sent: 3/15/2016 9:30:33 AM
To: McDavid, Brennan J.
Cc: Mark Kruea; nboone@wbtw.com; Wayne Gray; John Pedersen;
mchestnut@cityofmyrtlebeach.com; John Rhodes;
mlowder@cityofmyrtlebeach.com; Randal Wallace; Philip Render; Mary Jeffcoat
Subject: Traffic Spike

Brennan,

I was very disappointed with your story last night as it seemed a city sponsored global attack lacking any specific clarity from Mark's official general discredit of our company. The public once had such a high opinion of those in Government Authority. In my youth, readers (like me) always took the word of any "official" point blank.

However, I misread the local public entirely and I over reacted last night. While I am sure that the Myrtle Beach Area Chamber and Mark Kruea will use the video component of your article in an attempt to discredit our news group through private messages and email campaigns, our traffic did a huge local spike last night when your article went live and WBTW optimized it on certain Myrtle Beach search terms. It simply drove locals to our site to read what those "lies" were. I have never seen such a low trust in Government as we are seeing at this time, especially with younger audiences. I am sure the same will occur when this video is attempted as a "weapon" with tourists on social. For some reason, Mark just isn't coming over as credible when people can readily see the gov site and its readings there.

Questions also starting coming in around 9:40 p.m. right up to midnight on our message feeds as well with locals wanting to know why they had never heard of a Swim Advisory? Why the advisory was on the state website and the signs were up if it did not matter? Where were the signs located? and Was the beach safe? Most of these messages came from our locals who were unaware that there even was an advisory. We thoroughly followed up on each message. Now they know about the advisory and about us.

Thanks for helping get the word out about our site as MyrtleBeachSC.com puts a higher premium on local readers. We now hope that MBACC and Mark does post your video everywhere as you clearly highlighted and named our site in the video.

Turns out locals (and hopefully tourists) are not overwhelmed with the negative global speak a government employee (Mark) put out. Mark's refusal to comment with any specifics about what those lies were simply made readers curious.

Our story will still go up later this week, but you can expect a positive tone from us. My apologies to the general public. While Jimmie Kimmel and Waters World (O'Reilly Factor) make these folks out to be less than intelligent, the public clearly continues to keep a sound mind when comparing our research to the global "these are lies" statements Mark is putting out.

It appears they hear in sound bites, however. **What most seemed to have captured from this report was SWIM ADVISORY and MyrtleBeachSC.com....** Let's see how this reads long haul.

Thanks again... You sent us 4,312 extra visitors last night. While those are small numbers, every reader counts. Especially the local ones.... free reach... We love it...

Like WBTW, we think this is a very important story. Now let's move on to treating and filtering the Storm Water Run Off so that our residents and tourists can have a safer beach experience.

Sincerely,

[<http://www.myrtle-beach.com/static/mb-logo.png>](http://www.myrtle-beach.com/static/mb-logo.png)

David Hucks

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