MEDIA COVERAGE. Although McElmurry told Wells no media would be invited, they attended and had a field day. Mlive ran a story with Dr. Love’s proclamation that it was important to flush the filters “at least one minute” to clear away dangerous bacteria and that residents should also be “boiling water or using a UV disinfection lamp” to treat filtered water. Her claims contradicted 11-13 months of unified messaging (FEMA, United Way, National Guard, ATSDR, EPA, GCHD, MDEQ, MDHSS, CDC, City of Flint, and FlintWaterStudy) that it was ok to directly drink POU filtered Flint water.

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“... it's important to let water run through the filter for at least one minute to let the bacteria that has built up in the activated carbon filter disperse. Other tactics for clearing the bacteria from the water include boiling water or using a UV disinfection lamp.”

Mlive also quoted Melissa Mays, who was collaborating with FACHEP on an effort to create a narrative Flint water was getting worse:

“It was nice to hear that things aren’t all better... I can only imagine what would happen if I were to try to drink this through the tap filters. It’s telling me I’m making the right decision by drinking bottled water.”
FACHEP leader McElmurry expressed a self-promotional worldview, that no one else working on the FWC could possibly care for Flint residents, like “Wayne Cares for Flint.”

*it’s important that Flint residents know “that there are people out there working to understand the concerns that residents have.”*

WNEM Channel 5 trumpeted “WATER SAMPLES REVEAL PROBLEM FOR FLINT RESIDENTS,” quoting Dr. Zervos (WSU): “There’s issues with the point of use filters....bacteria levels actually increase... for bacteria there’s an issue.” Mr. Quincy Murphy, an activist who was on FACHEP’s payroll, stated “…the preliminary test results confirm many residents’ fears.... We just keep getting the run around and these people telling us it’s OK...we don’t know who to trust and who to believe.”

**SOCIAL MEDIA.** A selection of some social media quotes poignantly illustrate that Dr. Love’s presentation had a significant impact, including planting the idea that Flint residents were being used in a sort of unethical and uncontrolled human experiment.
Dr. Sullivan, acting in her role of “restoring trust” between Flint residents and the State of Michigan, unleashed a volley of FACHEP propaganda. She electronically high-fived Dr. Zervos for “speaking out” about the dangerous bacteria, inexplicably damned the State of Michigan for a “deluge of darkness that makes us afraid” and lauded McElmurry for navigating a “storm of voices that say that Flint residents aren’t able to handle the truth about their water.”