

----- Original Message -----

Subject: The Forked Vine Wine & Spirits Advertising
Date: Wed, 4 Mar 2009 19:37:49 -0600
From: Michael Everett <michael@forkedvine.com>

Organization: The Forked Vine Wine & Spirits
To: <lwood@wnws.com>, <carlton@billdancefishing.com>

CC: <rick@wnws.com>, <georgeb@georgeb.com>

Gentleman,

Due to an overwhelming response from business colleagues, friends, and customers relaying bits and pieces of George B's "news" today and I use that term very loosely, I find myself in need of making a tough decision. There are only two advertising outlets that I have used continuously since I opened my new location in July of 2006. Lamar advertising has 2 billboards located approximately 45 yards from the front door of my business. The other one is Newstalk 101.5 FM. From all accounts I've been given, George B's public comments today at the minimum bordered on defamation of my business, my customers, my intelligence, and my ability to conduct business. That is flat-out unacceptable. Its fine to have an opinion on a matter, but to attack those whose opinion differs from yours is completely unprofessional and unacceptable from a news source. As of tomorrow, March 5, 2009 I wish to cease advertising in any way shape or form on the airways of WNWS 101.5 FM. I will come by the station tomorrow to clear up my account. I'm sorry to do this because I have a great relationship with many people at your station and know what a positive effect that my advertising with you has had on my business. You put out an excellent product, but the loose cannon has proven time and again that he can do more harm than good.

Michael Everett

The Forked Vine Wine & Spirits
731-668-4027

The following email from local liquor store, immediately after firing meeting on Friday evening, March 9th (news to the liquor industry traveled fast):

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Subject: wnws
From: "drew baker" <drewwychebaker@gmail.com>
Date: Fri, March 6, 2009 8:06 pm
To: georgeb@georgeb.com
Priority: Normal
Options: [View Full Header](#) | [View Printable Version](#) | [Download this as a file](#)

I guess you finally went too far George. Good luck!

--

Drew Baker
Hollywood Liquors
801 Hollywood Drive
Jackson, TN 38301
731-427-5380