

To: [REDACTED]
Cc: jeevacation@gmail.com[jeevacation@gmail.com]
From: Tyler Shears
Sent: Thur 3/20/2014 3:42:19 PM
Subject: Re: Clinton news

Our team is sending signals to other content while this content is popular - this mixes up Google's ability to feature the "right" content and can result in them moving up nothing. Right now we have 5 servers running sending signals (social, clicks, etc) to the new release and also to our older positive stuff in attempt to prevent the new negative from locking in

The best case after this will be the news dies off and we do not see any negatives rise to first page by Monday

Having an additional release for Monday 4AM will be important as well.

I'm working with Nat Geo and a few others on our content [REDACTED] and seeing if we can get any of this done by early next week.

Will provide update again later this afternoon

On Thu, Mar 20, 2014 at 11:20 AM, [REDACTED] > wrote:

I've noticed that none of the negative stuff shows up under Bill Clinton's Google which is a major plus. So hopefully this will have the same course as the Woody Allen piece 2 months ago.

[REDACTED]

> On Mar 20, 2014, at 10:46 AM, Tyler Shears <[REDACTED]> wrote:

>

> We are pushing to help get this up but having Bill Clinton in the other is making it tough to pop anything other up. Check again in 8 hours

>

> Sent from my iPhone

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>> On Mar 20, 2014, at 9:47 AM, [REDACTED] > wrote:

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>> Hi Tyler,

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>> See the press release published this morning. Everyone's picking it up but don't see it on
googles 1st page yet. Tough because Daily Mail has about 3 new articles out

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>> <http://www.cnbc.com/id/101510498>

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