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Pitts: Little bird tells 'Extreme Makeover' secret on Twitter

Myron B. Pitts

Tweet tweet.

The sound that sky blue Twitter bird makes is totally in contrast with the loud megaphone the social networking site can really be.

A friend of mine once told me "Facebook knows all." But Twitter keeps no secrets, either.

Earlier this week, Mayor Tony Chavonne and city officials made the press aware via email of a big announcement, the details of which would not be revealed until Wednesday afternoon.

The only other details we got is that it was a "major national event" and that it was NOT "... about a new business or big employer coming here."

Hmm.

That got a couple of my co-workers digging.

I was telling a non-journalist about their efforts and she asked me, quite earnestly, "Why can't you just wait until Wednesday?"

That actually had not occurred to me.

I mean ... we have The Google at our disposal.

"Well," I said, maybe a mite defensively, "we just need to know."

Then suddenly:

Tweet tweet.

Jessica Banov, aka TV Diva, went online and found Blue Ridge Log Cabins, whose president, Chip Smith, was mentioned in the city's press release.

She thought initially the name of the South Carolina company was figurative.

But no, she said, "they build log cabins" and cabin homes.

At the site, Blue Ridge had linked to its Twitter account, where a tweet talked about a "big announcement."

The veil of official secrecy continued into Wednesday, but by noon the jig was up.

You know why.

Tweet tweet.

The Blue Ridge people - apparently unable to hold their water anymore, bless their hearts - had posted on Twitter the link to "Extreme Makeover: Home Edition," a hit show on ABC.

They had no additional comment, but TV Diva felt she knew what the big reveal would be.

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Andrew Barksdale, city reporter, confirmed her intuition when he discovered a tweet from an Asheville TV reporter, who wrote, "ABC extreme home Makeover coming to CAROLINAS. Home built in upstate goes to a family in Fayetteville NC. Watch tonight."

Although Fayetteville and Blue Ridge folks did not make it to the finish line with their secret, they did do an impressive job of keeping a tight lid for many weeks - especially in the age of the sky blue bird.

At the press conference, held upstairs at the Market House, Chavonne said producers from "Extreme Makeover" visited a while ago to interview potential families to receive the newly built home, and talked to him and other folks, too.

For his part, Blue Ridge's Smith looked Wednesday like a man who had been dying to tell the good news about an event he described as "incredible" "remarkable" and, of course, "extreme."



The show will bring positive vibes and attention to the city, both Carolinas and local businesses.

Smith and the mayor could not reveal much more Wednesday, because the element of surprise is central to the show.

But we'll see what the little blue bird says.

Tweet tweet.

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