**From:** Jeanne Spatola [<mailto:jspatola@asbl.com>]   
**Sent:** Monday, August 15, 2016 5:39 PM  
**To:** Eleanor Cates <[eleanor.cates@prnewswire.com](mailto:eleanor.cates@prnewswire.com)>  
**Subject:** Re: Press release follow up - Thank you for your call!

Hi Eleanor,

Thank you for taking the time to discuss the concerns that Lloyd and I have. We would like the opportunity to meet with you Wednesday afternoon via conference call. Please let me know what time works for you.

Thank you!

Jeanne

**From:** Jeanne Spatola <[jspatola@asbl.com](mailto:jspatola@asbl.com)>  
**Date:** Monday, August 22, 2016 at 10:01 AM  
**To:** Jeanne Spatola <[jspatola@asbl.com](mailto:jspatola@asbl.com)>  
**Cc:** Rob Belshaw <[rbelshaw@gmx.com](mailto:rbelshaw@gmx.com)>, Jeanne Spatola <[lchapman@asbl.com](mailto:lchapman@asbl.com)>, Wilfred Leung <[wleung@gcmicro.com](mailto:wleung@gcmicro.com)>  
**Subject:** Re: Press release follow up - Thank you for your call!

Hi Eleanor,

I just wanted to follow up about what our next step should regarding the questions about the distribution of our press releases. At the end of our conversation last Thursday, you stated that you would be sending me contact information for someone on your legal team. I haven not heard from you or anyone else regarding our concerns. Can you please have someone contact me as soon as possible?

Thank you!

Jeanne

**From:** "[eleanor.cates@prnewswire.com](mailto:eleanor.cates@prnewswire.com)" <[eleanor.cates@prnewswire.com](mailto:eleanor.cates@prnewswire.com)>  
**Date:** Wednesday, August 24, 2016 at 4:27 PM  
**To:** Jeanne Spatola <[jspatola@asbl.com](mailto:jspatola@asbl.com)>  
**Subject:** RE: Press release follow up - Thank you for your call!

Hi Jeanne,

Thanks for following up, here is some additional information to help you find your press release content online.

A specific challenge with your account is that you are an advocacy group, which means your releases are always coded with the Advocacy Group Opinion subject code (AVO).  That code keeps your releases off the Frankly Media network of 90+ local TV station websites, because those sites do not want any news from advocacy groups.

The Franky Media sites have extremely high online visibility, so when a release is posted on that network of sites and you search for your name or headline, you will get lots results for postings on these TV station sites. For your organization, that doesn't happen.

However, what that also means, is that when you search for your news and your press release (or independent news coverage) *does* come up in the results, that’s an organic search.  Finding your press release on Page 1 is what we want to see happen, and that’s exactly what we’re seeing happen for your releases.  We did a quick News search for **ASBL** on some popular search engines and we saw your PRN-issued releases (as well as MarketWired-issued and GlobeNewswire-issued) on page 1 of each of them.  That really and truly is phenomenal visibility.  Some examples of what we found are below.

\*Disclaimer:  the results on the search pages likely will change over time from what we found just now.

**GOOGLE** - <https://www.google.com/#q=asbl&tbm=nws>

o    Space Ref:  <http://www.spaceref.com/news/viewpr.html?pid=49293>

o    PR Newswire:  <http://www.prnewswire.com/news-releases/sba-denies-responsibility-for-fraudulent-policies-in-federal-injunction-case-asbl-reports-300308268.html>

o    PR Newswire:  <http://www.prnewswire.com/news-releases/new-federal-policy-illegal-according-to-national-legal-expert-asbl-reports-300307302.html>

o    PR Newswire:  <http://www.prnewswire.com/news-releases/congress-moves-to-make-sham-pentagon-test-program-permanent-asbl-reports-300303659.html>

o    PR Newswire:  <http://www.prnewswire.com/news-releases/the-second-open-letter-to-donald-trump-from-lloyd-chapman-asbl-300311558.html>

**YAHOO** - <https://news.search.yahoo.com/search;_ylt=A0LEVxv.IrZXzwgABghXNyoA;_ylu=X3oDMTE0dXMxZGd1BGNvbG8DYmYxBHBvcwMxBHZ0aWQDQjIzMTFfMQRzZWMDcGl2cw--?p=ASBL&fr=yfp-t&fr2=piv-web&type=pivot_us_srp_yahoonews>

o    PR Newswire:  <http://www.prnewswire.com/news-releases/the-second-open-letter-to-donald-trump-from-lloyd-chapman-asbl-300311558.html>

o    PR Newswire:  <http://www.prnewswire.com/news-releases/new-federal-policy-illegal-according-to-national-legal-expert-asbl-reports-300307302.html>

o    PR Newswire:  <http://www.prnewswire.com/news-releases/congress-moves-to-make-sham-pentagon-test-program-permanent-asbl-reports-300303659.html>

**BING** - <http://www.bing.com/news/search?q=ASBL&FORM=HDRSC6>

o    PR Newswire:  <http://www.prnewswire.com/news-releases/nasa-policy-could-slash-federal-funds-to-florida-small-businesses-asbl-reports-300313909.html>

o    ***\*earned media\**** Northern California Record: <http://norcalrecord.com/stories/510991517-pentagon-files-appeal-not-to-release-information-in-subcontracting-plan>

o    ***\*earned media\****  FinancialNews.co.uk:  <http://www.financial-news.co.uk/36570/2016/08/nasa-could-reduce-federal-funds-to-florida-small-busine/>

o    ***\*earned media\****  Federal News Radio:  <http://federalnewsradio.com/contractsawards/2016/08/sba-fights-back-contracting-goals-lawsuit/>

o    Yahoo:  <https://www.yahoo.com/news/federal-policy-illegal-according-national-legal-expert-asbl-111300716.html>

o    San Francisco Business Times:  <http://www.bizjournals.com/sanfrancisco/prnewswire/press_releases/California/2016/08/01/DC59450>

**AOL** - <http://search.aol.com/aol/news?q=ASBL&s_it=searchtabs&s_chn=prt_btest5-g&v_t=comsearch>

o    PR Newswire:  <http://www.prnewswire.com/news-releases/nasa-policy-could-slash-federal-funds-to-florida-small-businesses-asbl-reports-300313909.html>

o    ***\*earned media\**** Northern California Record:  <http://norcalrecord.com/stories/510991517-pentagon-files-appeal-not-to-release-information-in-subcontracting-plan>

o    ***\*earned media\****  FinancialNews.co.uk:  <http://www.financial-news.co.uk/36570/2016/08/nasa-could-reduce-federal-funds-to-florida-small-busine/>

o    ***\*earned media\****  Federal News Radio:  <http://federalnewsradio.com/contractsawards/2016/08/sba-fights-back-contracting-goals-lawsuit/>

o    Yahoo:  <https://www.yahoo.com/news/federal-policy-illegal-according-national-legal-expert-asbl-111300716.html>

This research, along with the reporting data available to you in the Online Member Center, is all I can offer you on a complimentary basis. If you are interested in media monitoring options, we can discuss contracted subscription services ($6,500-$8,000 annually). I am certainly also happy to assist you for as long as you continue your news distributions through PR Newswire.

If you would like to pursue legal action against PR Newswire, your legal representative can research the next steps for you. Unfortunately, neither myself or our support team can provide that information.

I hope this information helps clarify! Let me know how you’d like to proceed with your PRN membership.

Thank you!

Eleanor Cates  
Account Manager | Public Interest

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