**From:** Kyle Hilmoe   
**Sent:** Tuesday, April 18, 2017 11:24 AM  
**To:** 'Rahsaan McGlashan-Powell'  
**Subject:** Latest press release pickup

Hi Rahsaan,

This is Kyle with the American Small Business League. I’m reaching out to you regarding the bad pickup on our latest press release: [Pentagon - Sikorsky Case Filed By ASBL Heads To Federal Court In December](http://www.prnewswire.com/news-releases/pentagon---sikorsky-case-filed-by-asbl-heads-to-federal-court-in-december-300438504.html). The visibility report shows that we had a total pickup of 133, however when I run a google search I see no links to our press release on any major media outlet sites. An independent search brings back no results that correlate with either the visibility report provided on the PR Newswire site, or the US1 National list you provided me with, can you help me understand this?

**From:** Kyle Hilmoe [<mailto:khilmoe@asbl.com>]   
**Sent:** Wednesday, April 19, 2017 10:24 AM  
**To:** Rahsaan McGlashan-Powell <[rahsaan.mcglashan-powell@prnewswire.com](mailto:rahsaan.mcglashan-powell@prnewswire.com)>  
**Subject:** FW: Latest press release pickup

When you have a chance, can you help clarify these concerns?

**From:** Rahsaan McGlashan-Powell [<mailto:rahsaan.mcglashan-powell@prnewswire.com>]   
**Sent:** Wednesday, April 19, 2017 10:31 AM  
**To:** Kyle Hilmoe  
**Subject:** RE: Latest press release pickup

Kyle,

So the answer here is a bit complicated, but I think what I have here will help.

**Question:  When I try to search for my release on a site you show in my report, I can't find it.  Why is that?**

**Answer:  There are 3 common reasons for this:**

**1. For media websites, the star of the show is their own original content.**

Media outlets are in the business of producing original content.  And this content is what they want readers to find when they're searching for news.  This means, for example, if you search for something on [EE Times](http://www.eetimes.com/)' website, the results you get are for stories that have been written by staff at EE Times and their sister publications. Even though our content is posted on the site – in the center of the homepage in the PR NEWSWIRE section (here's a [PR Newswire-issued release from Akamai on the site](http://www.darkreading.com/prnewswire2.asp?rkey=20170124NE94572&filter=3849)) – you typically will not find it by searching on the site, because, understandably, the site primarily wants to promote its own content. Yet, this is not the only reason the PR Newswire release is not searchable.

**2. Volume of Content vs. Server Load & Resources**

We distribute on average between 800 and 1,200 news releases each day. This is an enormous amount of content, and far more content that most websites produce on their own.  Because it is such a large volume of data, many websites do not have the resources required to maintain the database necessary to index and archive our content.

**3. Most websites that post our content post only a certain number of headlines at any given time. Info scrolls off quickly.**

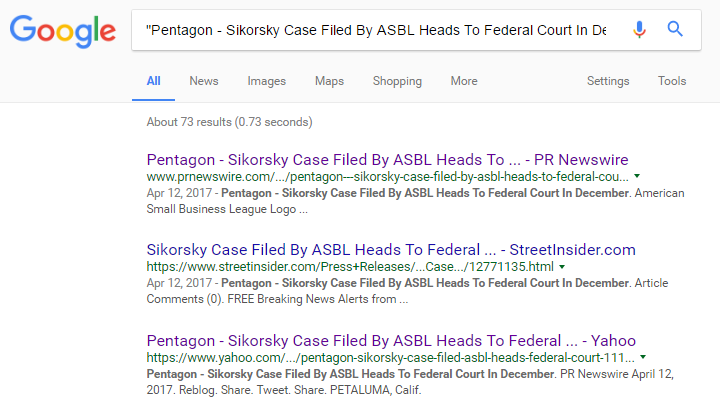
The [Business Journals national site](http://www.bizjournals.com/), for example, posts only [15 headlines at a time](http://www.bizjournals.com/prnewswire/press_releases/).  And [WAVE-TV NBC-3](http://www.wave3.com/), which is part of the Frankly Media (formerly WorldNow) network of TV sites, [posts 100 PR Newswire headlines](http://www.wave3.com/category/143574/pr-newswire) at a time.  So as new headlines come in, old headlines drop off. During peak wire times (market open, market close, on-the-hour times in the morning, i.e., 8 am, 9 am, etc.), we might send 100+ releases on the hour. For a site that is displaying only 10 or 20 headlines at a time (which is common) you can see that it's possible that a headline may be displayed for a very brief period of time.

Additionally:

I first want to point out that this report has a lower than normal link count because it includes subject coding for Advocacy Group Opinion and Legal Issues. Because of this, the Frankly network of sites (the tv stations) won’t post it.

I also noticed it was missing Yahoo, so I added that. Yahoo and MarketWatch are two of the bigger sites that post our content. I saw that he mentioned no major outlets posted the release. If he is thinking of sites like the NYTimes, WSJ, CNN, etc., those generally only post press releases from publicly-traded companies.

I did a search on Google for the headline in quotes and the top three results are PR Newswire, Street Insider and Yahoo:



It sounds like you are mostly concerned with Google search results. In this case it’s important to remember that Google isn’t going to present  an endless list of results for sites that link to the same content. The important thing for us (and the you) is that the release is visible in a headline search – not that it’s listed repeatedly. In this case, doing a headline search with or without quotes gives us the press release on prnewswire.com as the first result. We can’t ask for better placement than that. It’s quality over quantity.

I think there might be confusion around US1 distro with pickup on the report, So, as a quick reminder, pickup is almost entirely sites that either post the full-feed of our release or sites that post content directly related to the release. Example: <http://www.crowdfundinglawsuits.com/crowdfunding-legal-news/?rkey=20170412DC60536&filter=4414> posted it because of their interest in releases about lawsuits. So while it was sent out to US1 distribution points, only a subsection of those then post the release on their sites.

Does that help?

**From:** Kyle Hilmoe [<mailto:khilmoe@asbl.com>]   
**Sent:** Tuesday, April 25, 2017 10:57 AM  
**To:** Rahsaan McGlashan-Powell <[rahsaan.mcglashan-powell@prnewswire.com](mailto:rahsaan.mcglashan-powell@prnewswire.com)>  
**Subject:** RE: Latest press release pickup

Hi Rahsaan, Lloyd is curious who you were referring to in the email when you say “I saw that he mentioned no major outlets posted the release. If he is thinking of sites like the NYTimes, WSJ, CNN, etc., those generally only post press releases from publicly-traded companies.” Lloyd would also like to know why our press releases include subject coding for Advocacy Group Opinion when our press releases are only regarding small business legislation and developments in our legal cases, which are entirely based in fact and cannot be defined as opinion.

**From:** Rahsaan McGlashan-Powell   
**Sent:** Monday, May 01, 2017 10:07 AM  
**To:** Benjamin Brown <[Benjamin.Brown@prnewswire.com](mailto:Benjamin.Brown@prnewswire.com)>  
**Subject:** FW: Latest press release pickup

Good morning Ben,

The folks at ASBL had a question about the coding on releases.  Any thoughts?

Thanks

Rahsaan

**From:** Rahsaan McGlashan-Powell  
**Sent:** Monday, May 8, 2017 5:21 PM  
**To:** AQEditorial; Benjamin Brown  
**Subject:** FW: Latest press release pickup

Anything?

**From:** Benjamin Brown   
**Sent:** Monday, May 08, 2017 6:39 PM  
**To:** Rahsaan McGlashan-Powell <[rahsaan.mcglashan-powell@prnewswire.com](mailto:rahsaan.mcglashan-powell@prnewswire.com)>  
**Subject:** Re: Latest press release pickup

Hey Rahsaan,

Sorry for the delay on this, I saw it then I got buried by earnings.

I had a chance to check out their content when you had originally sent this through. There are a few rather contentious claims in the content, so I can understand why the specialist on this one coded it with AVO. Also, since this was processed through the DC bureau, they are pretty heavy-handed when it comes to adding AVO to any content referencing legislation. That being said, it appears as though all of the controversial claims in the content are backed by their legal filings, giving onus to the client's claim that they are simply representing the facts of the case.

When I get in tomorrow I'm going to run this by our DC manager to get her thoughts. If all controversial claims in their content are backed by their legal filings, I don't think this content should be coded with AVO, and we can put an ednote in place to that effect that would prevent the overuse of AVO by our specialist team.

We'll absolutely have to add Legal Issues to releases of this nature, which does limit distribution to a certain extent, but not on the same level as AVO.

I'll be sure to touch base with you tomorrow after I talk to Wendy Minter in DC.

Talk soon,

- Ben

**From:** Rahsaan McGlashan-Powell  
**Sent:** Wednesday, May 11, 2017 11:38 AM  
**To:** Kyle Hilmoe  
**Subject:** Re: Latest press release pickup

On the coding topic,

Ben is my editorial lead and I posed your questions to him.  This was his initial response.  Since then we haven’t heard back from DC, but Ben is removing the AVO coding from your releases…”. In my opinion, this kind of content should only have our Legal Issues subject coding, and not AVO.  I’m going to add an ednote now to stick with the Legal Issues subject code, and if a specialist thinks that AVO would apply, they would need to first run it by a manager for approval.”

Ben went on to explain in a later email:

While a majority of the content is centered around the factual lawsuit, they included this sentence in the middle of the release: The ASBL believes the release of the information will prove the Pentagon has defrauded small businesses out of over two trillion dollars in subcontracts since the program was established in 1989.

Anything that is stated as a “belief” will warrant the use of this code. If they truly want to avoid the AVO code, they need to ensure they are not interjecting anything that could be viewed as an opinion, belief, or view.

AVO description:

**AVO: Advocacy Group Opinion**

Advocacy Groups are political and social advocacy, lobbying and special-interest organizations.  This code is to be used on releases from or about Advocacy Groups, including non-government organizations (NGOs), that are non-factual expressions of opinions, beliefs or views; comments on current events; proposing or denouncing legislation; proposing or denouncing a person or group's actions; making a demand of a person or group; issuing a call for action to or against a person or group; or launching a campaign or initiative for or against an issue. This code is strictly for non-governmental organizations (NGOs). See examples.

Examples:

"Attorney General Holder Calls Arizona Law Unconstitutional But Hasn't Bothered to Read It, Says Californians for Population Stabilization"

"Former Federal Reserve Economist Tells Lawmakers to Slow Down"

"With Congress at Home for Recess, Americans Demand Clean Energy Now!"

"Coalition for Fair Lumber Imports Reiterates Concerns Regarding Changes to British Columbia's Interior Stumpage Pricing System"

"CAIR: Tea Party Leader Says Muslims Worship 'Monkey-God'"

"FRC: Homosexuals in Military Three Times More Likely to Commit Sexual Assault Than Heterosexuals"

"AJC Calls on Republican Leadership to Condemn Gingrich's 'Nazi' Comparison"

"FRC Action: Elena Kagan's Pro-Abortion Record Is Far Outside the Mainstream"

"Striking Daycon Teamsters Leaflet at National Air and Space Museum"

"Community Rally in Support of Israel on Sunday"

"Bauer Notes That 'Divider In Chief' Has Struck Again With Kagan Nomination"

"Truth Wins Out: Leading Ex-Gay Activist Caught on Vacation With 'Rent Boy'"

"White House Is Right to Be Embarrassed by Executive Order"

"Corporate Funded Senior Group Now Laundering Insurance, Industry Money in Candidate Elections"

"SIOA Rally June 6 Against Islamic Supremacist Mosque at Ground Zero"

Hope this helps,

Rahsaan