**From:** Kyle Hilmoe [<mailto:khilmoe@asbl.com>]   
**Sent:** Wednesday, May 31, 2017 5:21 PM  
**To:** Wendy Minter  
**Subject:** Phone Call Follow Up

Hi Wendy,

Thank you for your time today, I wanted to confirm that I was told over the phone that our press release tomorrow will not be coded as advocacy group opinion. I’ve included the email from Benjamin Brown that sparked our concern regarding the Advocacy Group Opinion coding. He described the use of that coding for our press releases as ‘Heavy handed’ despite the information contained in the press release being backed up by our legal filings. I sent an email to Anne stating that we would still like to know what the first ASBL press release that was coded as Advocacy Group Opinion was ASAP, as well as who authorized that coding for our releases. Additionally, we would like the complete list of ASBL press releases that were coded as Advocacy Group Opinion for the last year. We would also like the contact information for your Regional Vice President Glen ASAP.

Thank you.

**Kyle Hilmoe**

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**From:** Wendy Minter   
**Sent:** Wednesday, May 31, 2017 6:16 PM  
**To:** Kyle Hilmoe <[khilmoe@asbl.com](mailto:khilmoe@asbl.com)>  
**Cc:** Glenn Frates <[glenn.frates@prnewswire.com](mailto:glenn.frates@prnewswire.com)>  
**Subject:** RE: Phone Call Follow Up

Hello Kyle,

Tomorrow’s release is set up for 7:18 am and it does not have Advocacy coding.

Thank you for sharing that email exchange with Rahsaan. After reading it, I can see why you have concerns about our coding policies. I believe Anne sent you the three releases we used the Advocacy code on in the last 6 months. We will review those 3 in detail and look back further so we can address your request below. The review will include our Content Development team who works hand-in-hand with our downstream partners to make sure we code releases correctly and effectively.

Glenn Frates is out of the office but I have reached out to him about your concerns as promised. He is also CC’d on this reply.

I should be able to have the review of the past 12 months completed and feedback from our Content Development team by mid-afternoon tomorrow (Eastern Time). Is there a good time for us to touch base? We can schedule a conference call if that works for you.

Best,

Wendy

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**From:** Glenn Frates [<mailto:glenn.frates@prnewswire.com>]   
**Sent:** Thursday, June 01, 2017 2:20 PM  
**To:** Kyle Hilmoe; LC  
**Cc:** Benjamin Brown; Anne Thomas; Rahsaan McGlashan-Powell; Wendy Minter  
**Subject:** RE: Phone Call Follow Up

Kyle, Lloyd –

My apologies in the delay getting back to you, and getting this all settled for you.  And thank you for bringing this issue to Wendy’s and my attention.  This has caused us to review our usage of the advocacy subject code (AVO), and how we apply it to press releases.

Your organization is profiled as one who would always receive this AVO code, since as it states on your own web site:  “The American Small Business League was formed to promote and advocate policies that provide the greatest opportunity for small businesses.”  AVO is used for all advocacy groups content, when said content is clearly taking an advocacy tone.  And this coding requirement is actually at the request of some of our downstream online recipients.  Note, your releases are going to our national newsline and all traditional media points of course receive them every time.  This AVO code filters copy off of a small sub-set of our online distribution points only.  And again, this is per their request – they do not want posting onto their online network copy dealing with advocacy issues.

That said, I’m fine with adding a note to your account that states we will never code for AVO moving forward.  But that comes with one stipulation – if those sit**e**s who previously asked us to use AVO complain in the future about a specific ASBL press release, we will have to again start using that code for your releases.

Wendy and I want to assure you we value our relationship with ASBL, want to provide you only the best service.  Moving forward, if you have any questions or concerns, please direct them to Wendy and myself.  FYI, Wendy is in charge of the team that handles all policy copy here at PR Newswire, and is your point person for any editorial issues.

Kind regards,

Glenn

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