**From:** Anne Thomas  
**Sent:** Wednesday, May 31, 2017 2:06 PM  
**To:** Kyle Hilmoe  
**Subject:** Account concerns

Hi Kyle,

It was nice to talk to you yesterday about how we could have a better working relationship together. As promised, here are the answers to your questions.

The ASBL has always been with the DC editorial bureau since they joined PR Newswire. Rahsaan McGlashan-Powell is your current account representative. Eleanor Cates used to be your representative. At some point, a switch was requested and that is why Rahsaan is now your representative. Moving forward, your main points of contact should be Rahsaan and the DC Customer Content Services (“editorial”) team.

**Advocacy Group Opinion Subject Code**

The advocacy & opinion code does not fall under any specific trade and that is why it is not listed on that sheet of industry trades. Here is a list of releases that have gone out with the “Advocacy Group Opinion” subject code: <http://www.prnewswire.com/news-releases/policy-public-interest-latest-news/advocacy-group-opinion/>. This will give you an idea of what types of releases receive this subject code.

Over the last 6 months, these are the ASBL releases that have received “Advocacy Group Opinion” (3 out of 8 releases):

         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>

         Trump Economic Council Excludes Small Business Leaders, ASBL Reports

<http://www.prnewswire.com/news-releases/trump-economic-council-excludes-small-business-leaders-asbl-reports-300402231.html>

         ASBL: New SBA Administrator Opposes Merging SBA with Commerce Department

<http://www.prnewswire.com/news-releases/asbl-new-sba-administrator-opposes-merging-sba-with-commerce-department-300396742.html>

**Guidelines on Attribution**

Every release has to run with an easily identifiable source and the information in each release should always be clearly attributed to that source. If the name of another organization is mentioned before the source, we will always ask for attribution. The source name should always come first.

Proper attribution is also important for journalists who are looking through headline queues. Oftentimes, they only see the first 65 characters of a headline before reading it. If a release is about a company reporting an FDA drug approval and the headline reads “FDA Approves Generic Drug for ADHD,” the journalists assumes the release is coming from the FDA, when in fact the source is another company who is reporting the approval. The headline should read “Universal Pharmaceutical Co. Reports FDA Approval of Generic Drug for ADHD.”

You had asked how to write releases where the ASBL is not mentioned the headline, but possibly in the subhead or first paragraph. Here are some examples of releases that did not have the name of the source in the headline.

         In this [release](http://www.prnewswire.com/news-releases/in-court-filing-group-seeking-independent-in-fall-presidential-debates-blasts-fec-response-as-frivolous-300465708.html), they used the term “group” in the headline: *In Court Filing, Group Seeking Independent in Fall Presidential Debates Blasts FEC Response as 'Frivolous'*.

         In this [release](http://www.prnewswire.com/news-releases/international-airline-association-calls-for-immediate-hold-on-electronics-ban-expansion-to-europe-300454816.html), they used “international airline association”: *International Airline Association Calls for Immediate Hold on Electronics Ban Expansion to Europe*

         In this [release](http://www.prnewswire.com/news-releases/champions-in-child-safety-to-be-celebrated-at-dc-event-300454359.html), they used “champions in child safety”: *Champions in Child Safety to Be Celebrated at D.C. Event*

Wendy will be calling you at 1pm ET as requested. Please let me know if you have any other questions or concerns. I’d be happy to discuss them further.

Thank you,

Anne

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