**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 sites 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