**From:** LC   
**Sent:** Thursday, June 22, 2017 3:23 PM  
**To:** 'Glenn Frates'  
**Subject:** Account concerns

Hi Glenn,

After receiving your email on June 1, 2017 I began to review all the emails the ASBL staff has received from various individuals at PRN over the last two years, as well as the search results on the ASBL’s PRN releases over the last few months.

I have been a client of PR Newswire for over ten years and I have become very concerned about the staggering drop off in visibility our press releases have been receiving. I am very concerned about the inaccuracy of the visibility reports and the way our account has been handled. I would appreciate it if you could provide me with some basic information that would help me better understand how the ASBL’s account is being managed by PRN.

I would like to know the names and job titles of all the individuals that have been involved with our account over the last two years. For the last ten years, we just dealt with your office in San Francisco and it seems that now we are dealing with people all over the country. I’d like to understand why.

I would like to know the specific date of the first ASBL press release PRN coded as AVO. In your email, you stated that ASBL’s press releases “would always receive this AVO code” but an email from Anne Thomas on May 31, 2017 stated that only three of our press releases have been coded as AVO over the last six months. On June 12, 2017 we received an email from Wendy Minter that stated “The oldest release I can pull up coding detail for is from September of 2013 and it had advocacy coding.” An email from Tabresha Chubs on September 13th of 2016 states “Moving forward, we will continue to code your releases for small business as we have been doing.”   What is the truth?

If ASBL’s press releases have always been coded as AVO why weren’t we ever notified of this? Your staff has acknowledged that AVO coding significantly reduces distribution. ASBL has paid for full distribution of our press releases and many times we have paid to have additional groups added to our distribution and now we discover PRN has been coding our release as AVO which reduces their visibility. It would appear we have paid thousands of dollars over the years but unbeknownst to us our press releases have been significantly suppressed as a result of PRN’s decision to code them as AVO.

You stated “AVO is used for all advocacy groups content”. Can you please provide me with a dozen or so examples of other releases PRN has coded as AVO over the last six months?

In your email, you stated there were complaints from “downstream online recipients” regarding how the ASBL’s press releases were coded. I would like to know the names of the specific entities that complained about how our releases were coded. It appears PRN has allowed “downstream online recipients” to have more influence on how our press releases are coded than we do even though we have paid for specific distribution. Your visibility reports have a link to our press release on the media outlets you report have picked up our releases. An independent search of those sites shows those specific media outlets did not pick up our releases and our releases are not resident on their websites as your visibility report indicates. Can you explain that?

I just did a Google search on our most recent release, Government Small Business Data Includes Billions to Fortune 500 firms. It received absolutely no pick up despite the fact ASBL paid $5,425 for a greatly expanded distribution that included: SMALL BUSINESS, SENATE COMMITTEE ON SMALL BUSINESS & ENTREPRENEURSHIP, HOUSE COMMITTEE ON SMALL BUSINESS, HOUSE COMMITTEE ON OVERSIGHT AND GOVERNMENT REFORM, GOVERNMENT & POLICY - HOUSE - DEMOCRATS, GOVERNMENT & POLICY - SENATE - DEMOCRATS and POLITICAL TALK SHOWS. The visibility report does not indicate any distribution to the additional distribution groups we paid for. Your visibility report does indicate 230 media outlets picked up the release and yet none of them show up on a Google search and an independent search of those websites finds the release is not on those websites.

Can you explain why a $5,425 release received absolutely no pick up and why there seems to be no correlation between your visibility report and the actual pick up of the release?

There are obviously a number of issues that need to be resolved with ASBL’s account. I would appreciate your prompt response to all of my questions.

Sincerely,

Lloyd Chapman

President, American Small Business League