**From:** Tareq Khweis [mailto:Tareq.Khweis@cision.com]  
**Sent:** Friday, March 08, 2019 2:32 PM   
**To:** LC  
**Cc:**   
**Subject:** RE: US1

Hello Lloyd,

To explain, our US1 National Newsline (US1) encompasses around 2,000 media outlets on the actual newswire, has arou0d 4,500 websites, and also includes around 39,000 active recipients on our PR Newswire for Journalists (PRNJ) platform. We guarantee distribution of your press release, but not pickup. It depends on whether those media outlets choose to pickup your news and report on it and also whether or not the content of your release is something that they want to report on, especially if it is relevant to the type of news they want.

I have attached the media points for our US1 National Newsline (US1) distribution to this email for you to take a look at. I have also attached the media points for our Small Business Cision Influencer list to this email as well. Cision Influencer lists are lists of journalists and bloggers who subscribe to news and topics of their interest, including niche industries. They come at an additional cost and help with additional targeting and pickup of your press release as it is sent to direct email inboxes of those journalists/bloggers.

Your last press release was coded for California, Banking, Small Business, AVO, and Public Interest.

If you are wondering why Visibility Reports will not include as many links moving forward, the explanations are below:

* Yes, that is due to a filter we’ve had to put in place for one of our larger downstream online partners, which is a network of online news sites. They represent 100+ local news station web sites and have requested to filter out of their feed any content that may be tagged with the “Advocacy and Opinion” tag.  This includes any content that includes advocacy for or against a political bill, or is generally opinionated in nature.
* Your press release was distributed to your full selected distribution – (the media points are attached to this email)
  + While the sites this one partner controls represented quite a few links found in the average Visibility Report, that still represents a very small percentage of your overall distribution across our newswire feed, online feed and feed to PR Newswire for Journalists (PRNJ)– the three components that make up our US1 newsline. Keep in mind that the complimentary Visibility Reports provide just a snapshot of the overall pickup of or attention your press release may have received, since these reports just extract data from our online distribution and not from the newswire feed.
* Unfortunately, there is nothing we can do about this.  Every downstream partner of PR Newswire/PRWeb’s has the right to set up whatever content filters they desire.  Some, for example, only want tech news; others just want healthcare news.  This partner in question has asked, very clearly, not to receive any content related to Advocacy and Opinion matter – and we do have to follow this request to keep our relationship intact with this partner.
* Yes, this request also impacts our competitors, like Business Wire and Globe.

Again, Visibility Reports are only a snapshot of the pickup of your release. It is limited data on the overall pickup of your release and tracks online pickup only. If you are looking for a better picture of your pickup, we do offer subscription monitoring and reporting services with Cision. I can get further information on this for you if you want to take a look into it.

Also, if you are looking to amplify the pickup of your previous release, we do offer products with MultiVu that can help in this situation. I can also give you further information about what can help. For example, we do have a product called a Multichannel News Release (MNR) that may be what you are looking for. An MNR effectively places your multimedia with a customizable branded landing page that guarantees 10,000 page views along with your release. The MNR is search engine optimizable with a responsive web design that is excellent on phones and tablets. It comes with robust reporting that tracks page views, impressions, downloads, video views, exit links, etc. The Project Manager and Designer will guide you on the best practices for an MNR as well. I have included further information below for you to take a look at if you are interested!

For more information regarding the Multichannel News Release (MNR) and examples, here is the link below for your reference: <https://www.multivu.com/solutions/multichannel-news-release.html>

Again, let me know if you are interested, and I can direct you to the appropriate team to learn more about what you can do. They can provide  previews of what these products can do for you.

If you have further questions or need assistance with anything else, let us know! We can always provide price quotes, requests for media points for any distribution(s)/Cision Influencer list(s), pricing guides, etc.

Thanks,

Tareq K.

**Tareq Khweis**

Associate Customer Content Specialist

o 888-776-0942

[Tareq.Khweis@cision.com](mailto:Tareq.Khweis@cision.com) 

**From:** LC <[lc@asbl.com](mailto:lc@asbl.com)>  
**Sent:** Friday, March 8, 2019 11:31:16 AM  
**To:** Tareq Khweis  
**Cc:** Karl Olson  
**Subject:** US1

Hi Tareq

Can you tell me how many media outlets are included in US1 and how many media outlets are included in the small business microlist?

Can you also tell me if my last release was coded as AVO? If not, how was it coded?

Lloyd Chapman

**From:** LC <[lc@asbl.com](mailto:lc@asbl.com)>  
**Sent:** Friday, March 8, 2019 10:59 AM  
**To:** Daniel Sheehy  
**Cc:**   
**Subject:** Mr. Khweis

Hi Daniel

So it sounds like individuals at PR Newswire can influence how a press release is distributed and how many media outlets receive it. In the past I was told all press releases went out to US1 regardless of the content.

I would like to know all the media outlets that received my last press release and if it was codes as AVO.

This may be where our problem is. I’d like to learn more about how the editorial team works and who is on the editorial team.

It seems impossible that 350 small business specific media outlets received a press release from the American Small Business League about a federal case on billions in federal small business contracting and not one picket it up.

In comparison a press release on the boat used in the filming of Miami Vice received significant pick up.

I’m sure you can appreciate my confusion and concern in this matter.

Lloyd

**From:** Daniel Sheehy <[daniel.sheehy@cision.com](mailto:daniel.sheehy@cision.com)>  
**Date:** Thursday, March 7, 2019 at 11:46 AM  
**To:** LC <[lc@asbl.com](mailto:lc@asbl.com)>  
**Cc:**   
**Subject:** RE: Mr. Khweis

Hi Lloyd,

Sorry for the delay – Just wanted to make sure I had all the correct information before sending this over. Tareq is located in Albuquerque, NM -  [Tareq.Khweis@cision.com](mailto:Tareq.Khweis@cision.com) – 866-732-1382. He said he would be reaching out to you as well.

Let me know how the conversation goes.

Thanks,

Dan

**Dan Sheehy**

Account Manager

o 312.873.6659

[Daniel.sheehy@cision.com](mailto:Daniel.sheehy@cision.com)

**From:** LC [<mailto:lc@asbl.com>]   
**Sent:** Wednesday, March 06, 2019 10:44 AM  
**To:** Daniel Sheehy  
**Cc:**   
**Subject:** Re: Small Business MicroList

Hi Daniel

Can you give me Mr. Khweis’s email address, phone number and what city he is in. I’m not sure if a customer content specialist is the right person to solve this issue. I don’t think there is any problem with the content of my press releases. The issue is the distribution.

In the past one of the problems I uncovered was PR Newswire staff finally admitted that my releases had been improperly coded as, “advocacy group opinion” (AVO).  This was done without my knowledge or permission. As I recall that information came from Benjamin Brown in Albuquerque. I still have the email.

Can you provide me with the details on exactly how my last release was coded and tell me if it may have been improperly coded as AVO again.

My last question is what is the persons name and title that is currently responsible for how my press releases are coded?

It’s fine if Mr. Khweis would like to respond to my questions.

As I mentioned the other day I’m preparing to launch a major new PR campaign and I’d like to resolve this mystery of why my last release does not seem to have been distributed.

Lloyd Chapman

Sent from my iPhone

**From:** LC [<mailto:lc@asbl.com>]   
**Sent:** Wednesday, March 06, 2019 9:14 AM  
**To:** Daniel Sheehy  
**Cc:**   
**Subject:** Re: Small Business MicroList

Hi Dan

Can you tell me this persons name and their title. I would prefer to have my questions answered via email.

I think you would agree it appears that my last press release was not actually released. I believe we now need to find out exactly how that happened and who is responsible so it doesn’t happen again.

Lloyd

Sent from my iPhone

On Mar 6, 2019, at 8:54 AM, Daniel Sheehy <[daniel.sheehy@cision.com](mailto:daniel.sheehy@cision.com)> wrote:

Hi Lloyd,

I was able to find a person that will jump on a phone call. He works strange hours and will be in the office soon.

Dan

**Dan Sheehy**

Account Manager

o 312.873.6659

[Daniel.sheehy@cision.com](mailto:Daniel.sheehy@cision.com)  
[cision.com](http://www.cision.com/)   
[https://s3.amazonaws.com/cision-mrkting-images/email-icons/twitter.png](https://na01.safelinks.protection.outlook.com/?url=https://twitter.com/cision&data=02|01|erin.fairclough@cision.com|ae06c2b93bd14164676b08d4f61e82aa|887bf9ee3c824b88bcb280d5e169b99b|1|0|636404058354542355&sdata=drzuJVEuJDFDUOCC//zyIMSXNGUJXpW1/bkCsdZz7zs%3D&reserved=0) [https://s3.amazonaws.com/cision-mrkting-images/email-icons/fb.png](https://na01.safelinks.protection.outlook.com/?url=https://www.facebook.com/CisionGlobal&data=02|01|erin.fairclough@cision.com|ae06c2b93bd14164676b08d4f61e82aa|887bf9ee3c824b88bcb280d5e169b99b|1|0|636404058354542355&sdata=frnxgBFJhGCSenH0kDtCsH/QqQrFyw2VFDI4xs2VKJ8%3D&reserved=0) [https://s3.amazonaws.com/cision-mrkting-images/email-icons/linkedin.png](https://na01.safelinks.protection.outlook.com/?url=https://www.linkedin.com/company/cision&data=02|01|erin.fairclough@cision.com|ae06c2b93bd14164676b08d4f61e82aa|887bf9ee3c824b88bcb280d5e169b99b|1|0|636404058354542355&sdata=SbiC9F0NSKq0q2J5kUbcVroZLxZAdKezE7oruvUbciY%3D&reserved=0)

**From:** LC <[lc@asbl.com](mailto:lc@asbl.com)>   
**Sent:** Wednesday, March 06, 2019 10:52 AM  
**To:** Daniel Sheehy <[daniel.sheehy@cision.com](mailto:daniel.sheehy@cision.com)>  
**Cc:**   
**Subject:** Re: Small Business MicroList

Hi Daniel

After looking at all the media outlets on the small business microlist it’s impossible to believe not one put the release on their websites or contacted me regarding the story.

Let’s work together to get to the bottom of this mystery.

Lloyd

Sent from my iPhone

On Mar 4, 2019, at 2:22 PM, Daniel Sheehy <[daniel.sheehy@cision.com](mailto:daniel.sheehy@cision.com)> wrote:

Hi Lloyd – Per your request, attached is a list of each small business outlet on the micro list. I will send over the defense and aerospace one as soon as it is sent to me.

Dan

**Dan Sheehy**

Account Manager

o 312.873.6659

[Daniel.sheehy@cision.com](mailto:Daniel.sheehy@cision.com)  
[cision.com](http://www.cision.com/)   
[https://s3.amazonaws.com/cision-mrkting-images/email-icons/twitter.png](https://nam03.safelinks.protection.outlook.com/?url=https://twitter.com/cision&data=02|01|daniel.sheehy@cision.com|9710aaff65d3444e5faa08d6a25413fc|887bf9ee3c824b88bcb280d5e169b99b|1|0|636874879380285104&sdata=7BhTJWIwmTVxsJwU5hbre%2BW6ManREevkGoYECW%2Bn2VY%3D&reserved=0) [https://s3.amazonaws.com/cision-mrkting-images/email-icons/fb.png](https://nam03.safelinks.protection.outlook.com/?url=https://www.facebook.com/CisionGlobal&data=02|01|daniel.sheehy@cision.com|9710aaff65d3444e5faa08d6a25413fc|887bf9ee3c824b88bcb280d5e169b99b|1|0|636874879380295109&sdata=ugUMSsJB9Amyq%2B15gEIzjjX8DCSB0yt2xoD7F%2BckGus%3D&reserved=0) [https://s3.amazonaws.com/cision-mrkting-images/email-icons/linkedin.png](https://nam03.safelinks.protection.outlook.com/?url=https://www.linkedin.com/company/cision&data=02|01|daniel.sheehy@cision.com|9710aaff65d3444e5faa08d6a25413fc|887bf9ee3c824b88bcb280d5e169b99b|1|0|636874879380295109&sdata=F7LXUQroy3BjW97AyVoiJRKLuoB3iwSqR4dsJgPibIc%3D&reserved=0)

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