**From:** Glenn Frates <Glenn.Frates@cision.com>  
**Date:** Wednesday, March 13, 2019 at 2:25 PM  
**To:** LC <lc@asbl.com>  
**Cc:**   
**Subject:** AVO Coding

Mr. Chapman, we will not continue to discuss the matter of AVO coding, or your account status in general – or other accounts who receive such coding, or our downstream partners filter preferences.  At this point, we feel it is in both parties best interest to discontinue any business relationship, and we consider this matter closed.

Regards,

**Glenn Frates**

Regional Vice President, Customer Content Services

201.360.6302

**From:** LC <lc@asbl.com>  
**Date:** Wednesday, March 13, 2019 at 2:20 PM  
**To:** Daniel Sheehy <Daniel.sheehy@cision.com>  
**Cc:**   
**Subject:** AVO Coding

Hi Dan

I was just going over your emails from yesterday and a I’m confused about something.

In your March 12, 2:51 email you state, “It is every partner’s right to decide what content they receive from Cision-and all our competitors.”

In your March 12, 2:23 email you state, “For every release Cision distributes for you, it will be coded with the AVO code – per the request of one of our downstream partners.”

Why does one of your downstream partners get to decide how my press releases are coded. That would mean that particular downstream partner is determining the content all your other downstream partners see. That simply does not seem reasonable. I think that is going to be a very difficult position to explain.

I’d like to know approximately how many downstream partners you have.

I think I have made a very valid point and I would appreciate an answer

Lloyd Chapman

**From:** LC <lc@asbl.com>  
**Date:** Wednesday, March 13, 2019 at 2:08 PM  
**To:** Glenn Frates <Glenn.Frates@cision.com>  
**Cc:**   
**Subject:** RE: Regarding the account status of American Small Business League with Cision

Hi Glen

Nice to hear from you again

Please forward to me any emails you have received from me that contain “legal threats”

I’ll have to go back and check but I believe I have an email from you stating my press releases should not be coded as AVO.

Lloyd Chapman.

Sent from my iPhone

On Mar 13, 2019, at 2:04 PM, Glenn Frates <[Glenn.Frates@cision.com](mailto:Glenn.Frates@cision.com)> wrote:

Mr. Chapman –

I am responding here on behalf of your Cision account rep, Daniel Sheehy, since you have cc’d what appears to be your legal counsel on your last correspondence with him.  Please note, I am cc’ing that same individual, as well as Cision’s legal team, here.

Given the history between you and Cision, and your threats of legal action both in 2017 and this past week, we do not believe it is in either party’s best interest to do business together.  Using another press release distribution service for your news is probably the best course of action.  We wish you all the best in your future communication endeavors.

Regards,

**Glenn Frates**

Regional Vice President, Customer Content Services

201.360.6302

[Glenn.Frates@cision.com](mailto:Glenn.Frates@cision.com)

**From:** LC <lc@asbl.com>  
**Date:** Wednesday, March 13, 2019 at 10:21 AM  
**To:** Daniel Sheehy <Daniel.sheehy@cision.com>  
**Cc:**   
**Subject:** RE: AVO coding

Hi Dan

Here is a quote from a My 8th 2017 email from Benjamin Brown to Rahssan-Powell on AVO coding for the ASBL.

“Also, since this was processed through the DC bureau, they are pretty heavy-handed when it comes to adding AVO to any content referencing legislation. That being said, it appears as though all controversial claims in the content are backed by their legal filings, giving onus to the client’s claims they are simply representing the facts of the case.

When I get in tomorrow I’m going to run this by our DC manager to get her thoughts. If all controversial claims in the content are backed by their legal filings, I don’t think this content should be coded as AVO by our specialist team.

We’ll absolutely have to add Legal Issues to releases of this nature, which does limit distribution to a certain extent, but not on the same level as AVO. “

Before you threaten to close my account if I don’t accept AVO coding on my press releases regarding rulings by the federal courts I would run this by your legal team.

My favorite part is, “which does limit distribution to a certain extent, but not on the same level as AVO.”

One day I received a number of internal emails like the one above between staff members at PR Newswire about the ASBL account. My impression was whoever sent them did not think the ASBL account was being handled fairly. I have several other similar emails from other staff at PR Newswire and notes from phone conversations over the last few years with several of my staff and various staff at PR Newswire.

Your insistence that I accept AVO coding that clearly limits distribution of my press releases is interesting. It’s even more interesting that one of your “downstream” accounts seems so determined to force the ASBL into accepting AVO coding that will reduce the distribution of our releases. I have to admit you have really peaked my curiosity as to the identity of this “downstream” partner.

Whoever the “downstream” account is they don’t seem to want embarrassing information on the Pentagon and it’s largest prime contractors distributed to the public. I wonder who that could be?

Let me close with a quote from Federal District Court Judge William Alsup in a November 6, 2014 hearing in my current case against the Pentagon, “The purpose of the Freedom of Information Act is so the public can see how our government works. Congress passed this law to make the small businesses have access to some of these projects, and here is the United States covering it up.”

I look forward to  our “partnership” in which my press releases on federal court rulings are properly coded as “Legal Issues” and not AVO.

Lloyd

**From:** Daniel Sheehy <[daniel.sheehy@cision.com](mailto:daniel.sheehy@cision.com)>  
**Date:** Wednesday, March 13, 2019 at 6:25 AM  
**To:** LC <[lc@asbl.com](mailto:lc@asbl.com)>  
**Cc:** Karl Olson <[kolson@cofolaw.com](mailto:kolson@cofolaw.com)>  
**Subject:** RE: AVO coding

Hi Lloyd - Let me get this information for you.

Dan

**Dan Sheehy**

Account Manager

o 312.873.6659

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

**From:** LC <[lc@asbl.com](mailto:lc@asbl.com)>   
**Sent:** Tuesday, March 12, 2019 7:47 PM  
**To:** Daniel Sheehy <[daniel.sheehy@cision.com](mailto:daniel.sheehy@cision.com)>  
**Cc:** Karl Olson <[kolson@cofolaw.com](mailto:kolson@cofolaw.com)>  
**Subject:** AVO coding

Hi Daniel

Let me run all this by my attorneys before I make a decision. I’m sure he will want to talk to your attorneys. Can you give me the name and contact info of PR Newswire’s attorney?

I would advise you against closing my account until I have decided how I wish to proceed.

We all know AVO has a negative impact on distribution and it is not the proper coding for my press releases on decisions by the Federal Courts.

I’ll let you know how I wish to proceed with our “partnership” after I have discussed this issue with my attorneys.

Lloyd

**From:** Daniel Sheehy <[daniel.sheehy@cision.com](mailto:daniel.sheehy@cision.com)>  
**Date:** March 12, 2019 at 2:51:18 PM PDT  
**To:** LC <[lc@asbl.com](mailto:lc@asbl.com)>  
**Cc:** "[kolson@cofolaw.com](mailto:kolson@cofolaw.com)" <[kolson@cofolaw.com](mailto:kolson@cofolaw.com)>  
**Subject:** **RE: AVO Coding**

Hi Lloyd,

It is not Cision’s practice to share how other accounts are set up, share any details about other accounts and related distributed content.  I can tell you that code is used daily, anywhere between 5-20 times – just depends on current events (e.g., national budget issues, etc).

We are not allowed to disclose any partner wire feed preferences.  It is every downstream partner’s right to decide what content they receive from Cision – and all our competitors.  The very high majority of our feed partners have some sort of filter put in place – some want only copy related to technology news, some want only publicly traded source copy, and so-on.

AVO, which stands for “advocacy group opinion” (that is, any content from political and social advocacy, lobbying and special-interest organizations), is a segment of content that not every feed recipient is going to want to share with their particular audience.  But as previously relayed in 2017, I believe this particular filter has a very small impact on overall Cision Distribution.

Please, let me know if you’d like to continue using PRN for your press release distribution, knowing AVO and headline attribution are a must.  Otherwise, I am not sure we are the best solution for you, and we’ll make sure your account is cleared and closed tomorrow.

Best,

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%3A%2F%2Ftwitter.com%2Fcision&data=02%7C01%7Cerin.fairclough%40cision.com%7Cae06c2b93bd14164676b08d4f61e82aa%7C887bf9ee3c824b88bcb280d5e169b99b%7C1%7C0%7C636404058354542355&sdata=drzuJVEuJDFDUOCC%2F%2FzyIMSXNGUJXpW1%2FbkCsdZz7zs%3D&reserved=0) [https://s3.amazonaws.com/cision-mrkting-images/email-icons/fb.png](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2FCisionGlobal&data=02%7C01%7Cerin.fairclough%40cision.com%7Cae06c2b93bd14164676b08d4f61e82aa%7C887bf9ee3c824b88bcb280d5e169b99b%7C1%7C0%7C636404058354542355&sdata=frnxgBFJhGCSenH0kDtCsH%2FQqQrFyw2VFDI4xs2VKJ8%3D&reserved=0) [https://s3.amazonaws.com/cision-mrkting-images/email-icons/linkedin.png](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.linkedin.com%2Fcompany%2Fcision&data=02%7C01%7Cerin.fairclough%40cision.com%7Cae06c2b93bd14164676b08d4f61e82aa%7C887bf9ee3c824b88bcb280d5e169b99b%7C1%7C0%7C636404058354542355&sdata=SbiC9F0NSKq0q2J5kUbcVroZLxZAdKezE7oruvUbciY%3D&reserved=0)

**From:** LC [mailto:lc@asbl.com]  
**Sent:** Tuesday, March 12, 2019 2:31 PM   
**To:** LC  
**Cc:**   
**Subject:** RE: US1

Hi Dan

Can you provide me with the name of your “downstream partner” that seems to be making the decisions on how the ASBL’s press releases are coded.

Can you provide me with some other examples of other organizations your “downstream” partner demands are coded as AVO?

Thanks

Lloyd

Sent from my iPhone

On Mar 12, 2019, at 2:23 PM, Daniel Sheehy <[daniel.sheehy@cision.com](mailto:daniel.sheehy@cision.com)> wrote:

Hi Lloyd,

I am very sorry I am now just getting back to you. After speaking to my editorial management team, and referencing back the various correspondences you had with PRN back in 2017, what it comes down to is this:  For every release Cision distributes for you, it will be coded with the AVO code – per the request of one of our downstream partners – and every release must have clear attribution in the headline.  If that is agreeable to you, we’re happy to move forward with this partnership once again.  If it is not, then we wish you the best in your communications endeavors – we will credit you the last press release from February (the first you’ve sent through us since 2017), and close your account.  We will not debate the use of the AVO code any further.  If you feel your distribution via Cision is being restricted somehow, then we don’t feel this is a partnership worth pursuing for either party.

Please let me know if this is fine, that you understand we will code all ASBL content with AVO, and that all ASBL content must have clear attribution in the headline.

Best,

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%3A%2F%2Ftwitter.com%2Fcision&data=02%7C01%7Cerin.fairclough%40cision.com%7Cae06c2b93bd14164676b08d4f61e82aa%7C887bf9ee3c824b88bcb280d5e169b99b%7C1%7C0%7C636404058354542355&sdata=drzuJVEuJDFDUOCC%2F%2FzyIMSXNGUJXpW1%2FbkCsdZz7zs%3D&reserved=0) [https://s3.amazonaws.com/cision-mrkting-images/email-icons/fb.png](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2FCisionGlobal&data=02%7C01%7Cerin.fairclough%40cision.com%7Cae06c2b93bd14164676b08d4f61e82aa%7C887bf9ee3c824b88bcb280d5e169b99b%7C1%7C0%7C636404058354542355&sdata=frnxgBFJhGCSenH0kDtCsH%2FQqQrFyw2VFDI4xs2VKJ8%3D&reserved=0) [https://s3.amazonaws.com/cision-mrkting-images/email-icons/linkedin.png](https://na01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.linkedin.com%2Fcompany%2Fcision&data=02%7C01%7Cerin.fairclough%40cision.com%7Cae06c2b93bd14164676b08d4f61e82aa%7C887bf9ee3c824b88bcb280d5e169b99b%7C1%7C0%7C636404058354542355&sdata=SbiC9F0NSKq0q2J5kUbcVroZLxZAdKezE7oruvUbciY%3D&reserved=0)