

**From:** Felipe E Garza  
**To:** Adam Joseph Rodriguez; Andres Hernandez; Arnold J. Salazar; Felipe E Garza; Fernando Cano; Katherine L. Webb; Todd M. Burris; Val Ramirez; Vilma Vicenta Salinas  
**Subject:** FW: Safe Campus Bulletin Spring 2017  
**Date:** Monday, April 10, 2017 11:53:43 AM

---

FYI  
Felipe

Felipe Garza  
Director of Public Safety/Chief of Police  
University Police Department  
700 University Boulevard, MSC 126  
Kingsville, Texas 78363  
Office Telephone: 361-593-2639  
Office Fax: 361-593-2583  
Email:kufeg001@tamuk.edu

---

**From:** Margolis Healy [mailto:margolishealy@margolishealy.com]  
**Sent:** Monday, April 10, 2017 9:05 AM  
**To:** Felipe E Garza <Felipe.Garza@tamuk.edu>  
**Subject:** Safe Campus Bulletin Spring 2017

Having trouble viewing this email? [Click here](#)



Margolis Healy would like to hear from you more often. What challenging issues are you facing?  
Can you use a little help? Stay in touch.

safe campus bldg header

***What's Inside:***

[NCCPS Presents: \*Designing Safety on Higher Ed Campuses: A CPTED Primer\*](#)  
[FBI Issues Guide on Threat Assessment and Targeted Violence](#)  
[Title IX Training, Issues & Updates](#)

**We Remember:  
Virginia Tech**

Greetings!

April 16, 2017 marks the 10-year anniversary of the tragic slayings of 32 students and faculty members at Virginia Tech. While technology has provided us incredible advances to help prevent such horrors, solid police work remains key to safety



and security including: identifying distressed students, following up on leads and knowing the pulse of your campus. Virginia Tech has provided a wealth of resources to help you learn from their experiences, available at the [We Remember](#) website.

Please take a moment and join us in honoring the memory of the 32 fallen Hokies by reading each of their names: *Ross A. Alameddine; Christopher James Bishop; Brian R. Bluhm; Ryan Christopher Clark; Austin Michelle Cloyd; Jocelyne Couture-Nowak; Daniel Alejandro Perez Cueva; Kevin P. Granata; Matthew Gregory Gwaltney; Caitlin Millar Hammaren; Jeremy Michael Herbstritt; Rachael Elizabeth Hill; Emily Jane Hilscher; Jarrett Lee Lane; Matthew Joseph La Porte; Henry J. Lee (Henh Ly); Liviu Librescu; G.V. Loganathan; Partahi Mamora Halomoan Lumbantoruan; Lauren Ashley McCain; Daniel Patrick O'Neil; Juan Ramon Ortiz-Ortiz; Minal Hiralal Panchal; Erin Nicole Peterson; Michael Steven Pohle, Jr.; Julia Kathleen Pryde; Mary Karen Read; Reema Joseph Samaha; Waleed Mohamed Shaalan; Leslie Geraldine Sherman; Maxine Shelly Turner; Nicole Regina White.*

Sincerely,

Steven, Gary, Dan and the Team

**[VISIT OUR WEBSITE](#)**

## Campus protests are on the rise.

Are you prepared to respond? Are you promoting a diverse, equitable and inclusive environment on your campus? Consider if you would like to take a proactive or reactive approach to this growing issue on campuses across the country. Contact us today about our [Culture and Diversity Services](#).

To review all of our services, please visit [our website](#).



### NCCPS Presents *Designing Safety on Higher Ed Campuses: A CPTED Primer*

The National Center for Campus Public Safety (NCCPS) presents the next in its free [Campus Public Safety Online](#) webinar series: *Designing Safety on Higher Ed Campuses: A CPTED Primer*, at 11 AM on Friday, April 21, 2017, and registration is [open](#).



Register Today

Crime prevention through environmental design (CPTED) is an approach to deterring crime through environmental design and creating a safer physical and built environment. This includes buildings, roads, parking lots, lighting, access control, maintenance, windows, entrances, signage, landscaping, sidewalks and more. In the modern world, deterring crime and countering violent extremism requires a comprehensive approach. CPTED is about designing for safety and acts as a "force multiplier." The presenters will explore simple strategies and examples to make campuses safer and more secure while considering budget.

Featuring Santa Fe College Police Chief [Ed Book](#) and Aventura City Crime Prevention Coordinator [Ernest \(Ernie\) Long](#), of the [Florida Design Out Crime Association](#) board, the webinar is appropriate for a wide variety of disciplines including campus public safety officials, facilities and physical plant staff, student affairs personnel, builders, architects, project managers, codes personnel and administrators.

For more information, please visit the NCCPS [webinars web page](#) or join the NCCPS [mailing list](#) to receive specific webinar announcements.

[Register Today](#)

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## FBI Issues Guide on Threat Assessment and Targeted Violence

In February 2017 the FBI released a new publication, *Making Prevention a Reality: Identifying, Assessing, and Managing the Threat of Targeted Attacks*, the culmination of nearly two years of work following a 2015 gathering of multidisciplinary experts and the FBI's Behavioral Analysis Unit. The purpose of this gathering was to discuss solutions to reduce attacks such as mass shootings and other forms of targeted violence including stalking, terrorism or ambush attacks on law enforcement. This publication aims to serve as a practical guide to threat assessment and management for public safety officials, including campus public safety officials, of any experience level.



[Download Guide](#)

The guide's focus is a shift in the traditional social norm of policing from apprehend and prosecute after a violent crime has been committed to "identify, assess and manage the risk of future, planned violence." This approach, or strategy, is known as threat assessment. The guide provides information needed to set up threat assessment teams and how to effectively engage them in the process of identifying and assessing risks or threats, including active shooters. The guide is also context-neutral, meaning it can be applied to educational, workplace and other situations.

The publication is comprehensive, with five in-depth chapters and seven appendices. Chapters include:

1. Awareness: Initial Step Toward Change
  - Covers topics such as gender of offenders, mental illness, barriers to successful engagement
2. Identification: An Essential Step for Threat Management
  - Covers low probability/high impact events, role of bystanders, threats and free speech
3. Assessment: Analysis for Guiding Management
  - Includes topics such as bias, pathways to violence, information gathering, threat enhancers
4. Management: The Prevention Plan
  - Includes safety and caretaking, assumption of responsibility, management spectrum options, family
5. Threat Management Team: The Set Up

◦ Topics include logistics, setting up policy, why teams work, one team and one goal. The appendices include a breakdown of levels of concern ( low, moderate, elevated, high), tripwires and warning signs, a graphic of the threat assessment and management process, duty to warn guidance, glossary of terms and other relevant references.

The FBI stresses that "prevention is not and cannot be a passive process. It requires a strong and overt commitment by organizations and communities to prioritizing public safety and caretaking for those in need." This guide provides the knowledge about assessment and management of violent threats that will help make a difference in preventing targeted violence.

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## Title IX Training, Issues & Updates

IACLEA's Mid-America and Mid-Atlantic/North Atlantic conferences are taking place this month, with the first April 2-5 featuring Michael N. Webster, Margolis Healy's director of regulatory compliance. Webster presented *Title IX Training, Issues & Updates*, April 3 in Kansas City. You can also catch up with Webster at the Mid-Atlantic conference April 19-21 in Atlantic City. Registration is still open.

The Title IX (Clery Act) presentation focused on gender violence investigations and discussed:

- Understanding fundamental regulatory requirements;
- Framework for maximizing compliance;
- Understanding of what constitutes "trauma-informed;"
- Recognizing key issues around MOUs; and,
- Identifying potential burnout for investigators.

Webster also just released a white paper, entitled *Concurrent Criminal and Title IX Investigations*. The paper recommends cooperative investigations by institutions and law enforcement that:

- Minimize re-traumatizing the victim;
- Ensure investigations are legally sound and support one another; and,
- Provide a more comprehensive interview as a team product.

For more Title IX information, visit our website.



Mike Webster



## In Case You Missed It

Margolis Healy's Vice President, Partner [Daniel R. Pascale](#) was featured in a November 2016 EdTech [article](#) on smart cards.

## Did You Know?

The National Institute of Justice has extended its grant application deadline to May 8 for [research](#) related to areas including the impact of stress on law enforcement officers.

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## News from the National Center

If you've missed any of The National Center's free webinar series, [Campus Public Safety Online](#), all previous webinars are archived and available on demand, via the NCCPS website. Each webinar is also provided with closed captioning. Join the NCCPS [mailing list](#) to learn about new offerings.



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## Recommended Resources



### It's On Us

April is National Sexual Assault Awareness and Prevention Month. [It's On Us](#) is a national campaign to end sexual assault on college and university campuses. Launched in 2014, It's On Us provides partners organizing tools, resources and national media attention to help promote efforts. Margolis Healy is a partner of It's On Us.



### Social Sentinel

Critical information that can enhance your ability to identify risks, assess threats and manage events is being shared -- publicly -- right now. [Social Sentinel](#) helps safety and security officials better protect their communities by alerting officials to threats shared publicly via social media.



### National Sexual Violence Resource Center

The National Sexual Violence Resource Center ([NSVRC](#)) was founded as an information and resource hub relating to all aspects of sexual violence. Founded by the Pennsylvania Coalition Against Rape, the NSVRC is funded through a cooperative agreement from the Centers for Disease Control and Prevention's Division of Violence Prevention.

[www.margolishealy.com](http://www.margolishealy.com)  
[866.817.5317](tel:866.817.5317)

STAY CONNECTED:



Join Our Mailing List

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Margolis Healy, 128 Lakeside Avenue, Suite 302, Burlington, VT 05401

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Sent by [margolishealy@margolishealy.com](mailto:margolishealy@margolishealy.com) in collaboration with

Constant Contact



[Try it free today](#)

**From:** [Alicia Cole](#)  
**To:** [Felipe E. Garza](#)  
**Subject:** Re: Today's demonstration  
**Date:** Friday, November 10, 2017 11:25:02 AM

---

Hi Chief Garza,

Just following up on my previous email; do you think you can make that time work?

I look forward to your reply,

**Alicia Cole** | Senior Sales Executive  
Media Sonar Technologies Inc.

Email: [alicia.cole@mediasonar.com](mailto:alicia.cole@mediasonar.com)

Phone: 1-855-898-4044 x 414

Web: [www.mediasonar.com](http://www.mediasonar.com)

LinkedIn: <https://ca.linkedin.com/company/media-sonar>



\*Join us in Las Vegas for Media Sonar's USER360: Training and User Forum from Nov 28 - 29, 2017. [Register today.](#)

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On Wed, Nov 8, 2017 at 9:19 AM, Alicia Cole <[alicia.cole@mediasonar.com](mailto:alicia.cole@mediasonar.com)> wrote:

Hi Felipe,

No worries at all. How does 10am CST work for you on Monday, the 27th?

I look forward to your response,

**Alicia Cole** | Senior Sales Executive  
Media Sonar Technologies Inc.

Email: [alicia.cole@mediasonar.com](mailto:alicia.cole@mediasonar.com)

Phone: 1-855-898-4044 x 414

Web: [www.mediasonar.com](http://www.mediasonar.com)

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On Wed, Nov 8, 2017 at 12:06 AM, Felipe E Garza <[Felipe.Garza@tamuk.edu](mailto:Felipe.Garza@tamuk.edu)> wrote:

Alicia:

Sorry, I was off campus today. If I can reschedule for a later date/time, maybe, the week of November 27, 2017.

Again, my sincerest apologies,

Felipe

Felipe Garza

Director of Public Safety/Chief of Police

University Police Department

Texas A&M University-Kingsville

Telephone: [361-593-2639](tel:361-593-2639)

Fax: [361-593-2583](tel:361-593-2583)

Email: [Felipe.Garza@tamuk.edu](mailto:Felipe.Garza@tamuk.edu)

**From:** Alicia Cole [mailto:[alicia.cole@mediasonar.com](mailto:alicia.cole@mediasonar.com)]

**Sent:** Tuesday, November 7, 2017 10:07 AM

**To:** Felipe E Garza <[Felipe.Garza@tamuk.edu](mailto:Felipe.Garza@tamuk.edu)>

**Subject:** Today's demonstration

Hi Chief Garza,

Are you still able to make today's demonstration?

Please advise, thank you.

**Alicia Cole** | Senior Sales Executive  
Media Sonar Technologies Inc.

Email: [alicia.cole@mediasonar.com](mailto:alicia.cole@mediasonar.com)

Phone: [1-855-898-4044 x 414](tel:1-855-898-4044)

Web: [mediasonar](http://mediasonar.com)

LinkedIn: [ca.linkedin/company/media-sonar](https://ca.linkedin/company/media-sonar)



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**From:** [Felipe E. Garza](#)  
**To:** [Adam Joseph Rodriguez](#); [Andres Hernandez](#); [Arnold J. Salazar](#); [Felipe E. Garza](#); [Katherine L. Webb](#); [Todd M. Burris](#); [Val Ramirez](#); [Wilma Vicenta Salinas](#)  
**Subject:** FW: Thanks for the chat -  
**Date:** Wednesday, July 26, 2017 1:05:52 PM

---

Val:

FYI. This software can track questionable on-line media from different sources. I told her that we do not currently have any funds but she should reach out to us after September.

Felipe

Felipe E. Garza

Director of Public Safety/Chief of Police

University Police Department

Texas A&M University – Kingsville

Business Address: 700 University Boulevard, MSC 126, Kingsville, Texas 78363

Physical Address: 825 W. Santa Gertrudis, Kingsville, Texas 78363

Telephone 361-593-2639

Fax 361-593-2583

Email: [felipe.garza@tamuk.edu](mailto:felipe.garza@tamuk.edu)

**From:** Kristen Barker [<mailto:kristen.barker@mediasonar.com>]

**Sent:** Wednesday, July 26, 2017 10:44 AM

**To:** Felipe E Garza <[Felipe.Garza@tamuk.edu](mailto:Felipe.Garza@tamuk.edu)>

**Subject:** Thanks for the chat -

[public\\_safety.pdf \(8.25 MB\)](#)

[MediaSonarCompany.pdf \(1.68 MB\)](#)

Chief Garza,

Thanks so much for the chat today - It was nice to meet you!

As mentioned, **Media Sonar's** software solution helps schools and institutions assess risk and student safety by aggregating data across online content sources (including social and deep web).

Institutions and districts have found success in using **Media Sonar's** platform to:

- Identify at risk students who may pose threat to facilities (active shooter).
- Identify and act on self harm and cyber bullying.
- Oversee overall student safety.
- Even to identify faculty and student trends and sentiment.

Our workflow is designed to help you customize your searches based on your specific risk and intel needs to make informed decisions, quickly.

I've included some information in the form of attached PDF files for you to look over.

I will be in touch come September to book some time with you for an online product demonstration - If we do attend any trade shows in the future, I will reach out to let you know!

If you have any questions or would like more information, please don't hesitate to reach out.

Thanks,  
Kristen.

--

**Kristen Barker** | Business Development Specialist  
Media Sonar Technologies Inc.  
Phone: [1-855-898-4044](tel:1-855-898-4044) x412  
Email: [kristen.barker@mediasonar.com](mailto:kristen.barker@mediasonar.com)  
Web: [mediasonar](http://mediasonar.com)  
LinkedIn: [linkedin/mediasonar](https://www.linkedin.com/company/mediasonar)



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**From:** [Claritas, LLC](#)  
**To:** [Krystal Emery](#)  
**Subject:** [CASE STUDY] Redirect In-market Prospects To Your Client, Instead of Their Competition  
**Date:** Tuesday, April 13, 2021 2:10:21 PM

Claritas



**Meet better prospects.  
Market more precisely.  
Improve your ROI.**



Want to locate competitor prospects for your clients and drive them to their businesses? It can be done in mere minutes!

Agencies are challenged with the daunting task of knowing their client's customers, sometimes better than their clients. MNI Target Media (MNI) revved their engines and rose to the occasion when their auto repair client ask them to divert their competitor's prospects to their client's location instead using digital retargeting efforts.

With geofencing capabilities, powered by the Claritas Identity Graph, and Claritas 360, MNI was able to quickly analyze thousands of competitor business locations and create a multichannel retargeting campaign. Nicole Curry, Sales Development Associate at MNI Targeted Media says, *"What would have taken days with Google Maps was done in mere minutes using Claritas 360 platform and Business-Facts®."*

Read how MNI helped their client drive new sales to their auto repair client's location.

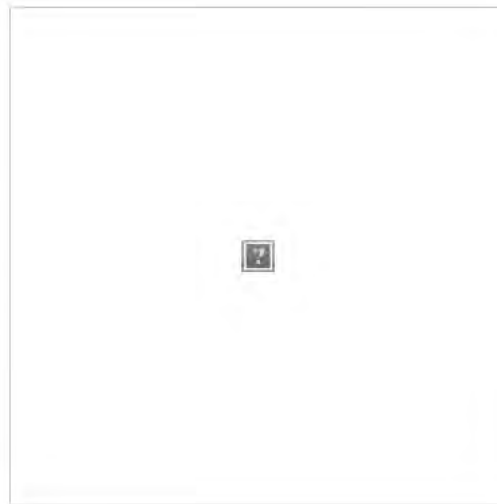


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### **Connect Real-World Data to Devices and Digital Behaviors**

The Claritas Identity Graph captures billions of data points for nearly 100% of U.S. consumers

and can help you identify the right customers and prospects in a privacy-safe environment. These connections give you the highest def profile of your client's consumers, so you can engage with them more effectively and efficiently. See video!



Ready to know more about closed-loop marketing strategies for your business? Visit [claritas.com](http://claritas.com).

**Connect with us**



[www.claritas.com](http://www.claritas.com)

Our mailing address is:  
Claritas, LLC  
8044 Montgomery Road, Suite 455  
Cincinnati, OH 45236  
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[findcustomers@claritas.com](mailto:findcustomers@claritas.com)



**From:** [Cision](#)  
**To:** [Adriana L Garza](#)  
**Subject:** [Marketing] Unveiling the World's Most Sophisticated Social & PR Platforms  
**Date:** Monday, May 4, 2015 8:47:31 AM

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If you are having trouble reading this email, [read the online version](#).



## Unveiling the World's Most Sophisticated Social & PR Platforms

When Cision and Vocus combined, we promised to innovate PR and social communication. Now, we're excited to announce two new platforms: Cision PR Edition and Cision Social Edition!

Each has industry-leading technology that provides a powerful solution for your entire workflow. Check them out!

### Cision PR Edition

Built off of the Vocus PR Suite platform that you use today, Cision PR Edition combines the best features of Cision and Vocus in a single solution, providing PR pros what they need to run an effective campaign or complete communication program.

All the functionality that you love about Vocus PR Suite remains, and we've added an upgraded design and new features that will help you build relationships, distribute quality content and measure and report your success.



### Cision Social Edition

Cision Social Edition is a content marketing and social media management platform that provides digital marketers social media monitoring, publishing, analytics, content intelligence and reporting in a single, intuitive interface.

Built off the Viralheat technology stack, Cision Social Edition simplifies social media and content marketing management, extends the lifespan of content, reaches new audiences with sponsored social placements, and more.



*Note: While we recommend upgrading to Cision PR Edition, you can continue using the Vocus PR Suite. It will be supported through at least the end of 2016.*

?	130 E Randolph St. 7th Floor Chicago, IL 60601, USA <a href="http://www.cision.com">www.cision.com</a>	?	?	?	?	?	?
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This email was sent to [adriana.garza@tamuk.edu](mailto:adriana.garza@tamuk.edu) by Cision

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**From:** Drew Aslakson  
**To:** David Tijerina  
**Subject:** [Video] Predict, Analyze, and Act with Location-Based Intelligence  
**Date:** Wednesday, July 6, 2016 12:27:10 PM

Hi David,

I am following up from [the collection of social media posts](#) we sent you last week. Were you able to identify any ways location-based intelligence can help enhance your agency's safety efforts? I understand you are busy, but wanted to share our latest overview with you as you prepare for the next school year.

**Watch the Video**

geofeedia-video



Please let me know if it makes sense to connect this week to learn about your current plans moving into next fall.

Thank you,



**Drew Aslakson**  
Sales Development Lead

Geofeedia - 444 N Wells St., Suite 502 Chicago, IL  
Click [Here](#) to manage your email settings.

**From:** [IACLEA Headquarters](#)  
**To:** [Felipe E. Garza](#)  
**Subject:** 1.3.2018--IACLEA News Digest  
**Date:** Wednesday, January 3, 2018 10:32:32 AM



# News Digest

[Campus Safety](#)   [Campus Safety - International](#)   [Crime Prevention](#)   [Policy/Legislation](#)   [Technology](#)   [Transitions](#)   [IACLEA](#)   [Criminal Justice Resources](#)



## .....ANNOUNCEMENTS.....

We hope your holiday was safe and enjoyable. Best wishes for a productive and wonderful 2018.

Registration for the 2018 Executive Development Institute is OPEN. The course takes place March 19 – 22, 2018, at Florida State University. Info is at <https://www.iaclea.org/executive-development-institute-2018>

**IACLEA has a great line-up of webinars thru the winter and spring.** View the schedule here: [www.iaclea.org/calendar](http://www.iaclea.org/calendar). Topics include social media, sexual assault, Clery Act, and comprehensive systems to manage investigations (from Genetec).

Nominations for the Board of Directors are OPEN. Read about the vacancies and qualifications for election here: <https://www.iaclea.org/association-news/>

**It's not too late to sign up for IACLEA's NEW trainings--Sexual Assault on Campus a Trauma Informed Response, which debut next week.** The trainings will take place at Arizona State University (Jan. 9 – 10), Tulane University (Jan. 11 – 12), and American University (Jan. 18 – 19). A trauma informed response to sexual assault is a best practice for police and public safety and is becoming more widespread.

Attendees will receive automatic one-year membership in IACLEA's new investigator section (\$50 value) that launches in January 2018. Section membership benefits include: dedicated training on a variety of topics important to investigators, information-sharing among agencies, and networking opportunities.

More information on the curriculum and registration info is at [iaclea.org/calendar](http://iaclea.org/calendar).

**IACLEA has expressed its condolences to the families, departments and communities of two law enforcement personnel who died since Dec. 31** Douglas County Sheriff's Deputy Zackari Parrish who died in an ambush attack and New York State Police Trooper Michael Anson, who died from cancer due to his brave service on September 11. Rest in peace .

## Campus Safety

### How to Shatter the Myths about Drugs and Alcohol - Campus Safety Magazine

Campus Safety Magazine - January 1, 2018

How to Shatter the Myths about Drugs and Alcohol - **Campus Safety Magazine**

### Top 10 Takeaways from the Campus Safety Online Summit - Campus Safety Magazine

Campus Safety Magazine - December 31, 2017

, Dr. Kevin Kloesel, who is director of Oklahoma **University's** Office of **Emergency Preparedness**, discusses the need to consider who will be

## Campus Safety - International

### Decomposed Male Body Found Hanging From a Tree in JNU Campus

BN Live - January 2, 2018

on Tuesday found hanging from a tree at the Jawaharlal Nehru **University campus** in Delhi. The **crime** team has reached the spot. The body is

### Hamdard University launches safe drive, safe life pledge campaign

Pakistan Observer - January 1, 2018

as well as on Hamdard University website requesting social media activists to join the **University** in promoting awareness about road **safety**.

### Two students of Cotton University arrested for assault

Pratidin Time - December 30, 2017

Two students of Cotton **University** arrested for **assault**

## Crime Prevention

### Months Before Fatal Shooting of Deputy, University Had Warned Students About Suspect

Time Magazine - January 1, 2018

Months Before Fatal **Shooting** of Deputy, **University** Had Warned Students About Suspect

## Policy/Legislation

### Higher Education Act Reauthorization Moves Forward Into 2018 Following House Committee Action

The National Law Review - January 2, 2018

within two years after initiating the review. **Campus** Sexual Harassment and **Assault** Institutions would be required under the PROSPER Act to

### What to watch as Congress rewrites the Higher Education Act this year

Politico - January 2, 2018

may conflict with the Clery Act, which requires that **colleges** report **crimes** that happen on **campus**. They also say some provisions would allow

## Technology

### Who Is Teaching College Students Online Safety

Forbes - December 29, 2017

Who Is Teaching **College** Students Online **Safety**

## Transitions

### ECC appoints David L. Kintz as ECC Chief of Police

Daily Herald - January 2, 2018

attended the School of Police Staff and Command, Northwestern **University** Center for Public **Safety** in Evanston, Illinois, where he received

## IACLEA

### IACP awarded "monumental" grant from U.S. Department of Justice

Blue Line - January 2, 2018

Women Law Enforcement Executives (NAWLEE) • **International Association of Campus Law Enforcement Administrators (IACLEA)** • Federal Bureau of

### Newington police to offer new self-defense course for women

New Britain Herald: Central Connecticut Communications - December 30, 2017

is the only self-defense program endorsed by **the International Association of Campus Law Enforcement Administrators**, the National Academy of

### RT @IACLEA\_Members : #RIP Trooper Anson, who passed away from cancer due to his response to the 9/11 attacks. Thank you for your service

Margolis Healy - January 2, 2018

RT @IACLEA\_Members : #RIP Trooper Anson, who passed away from cancer due to his response to the 9/11 attacks. Thank you for your service on

### RT @IACLEA\_Members : Great resources available to improve #CampusPublicSafety from the @COPSOoffice. Check them out....

Policing News - January 2, 2018

RT @IACLEA\_Members : Great resources available to improve #CampusPublicSafety from the @COPSOoffice. Check them out.... <https://t.co/8S38vq4y>

### @IACLEA\_Members imagine patrolling campus on one of these! <https://t.co/NN8E3ZfGZ4>

Sue Riseling - January 1, 2018

@IACLEA\_Members imagine patrolling campus on one of these! <https://t.co/NN8E3ZfGZ4>

### RT @IACLEA\_Members : Our thoughts and prayers are with the @dcsheriff department deputy that was killed, those that were injured, and the

Sue Riseling - January 1, 2018

RT @IACLEA\_Members : Our thoughts and prayers are with the @dcsheriff department deputy that was killed, those that were injured, and the fr

### RT @IACLEA\_Members : #CampusPublicSafety: Do you conduct alcohol or drug prevention activities on your campus? @NIDAnews has resources to

Policing News - December 29, 2017

RT @IACLEA\_Members : #CampusPublicSafety: Do you conduct alcohol or drug prevention activities on your campus? @NIDAnews has resources to he

### RT @IACLEA\_Members : A great reminder about #officerWellness from @COPSOoffice ... IACLEA will offer trainings on mental health on campus

Chief Kristen Roman - December 29, 2017

RT @IACLEA\_Members : A great reminder about #officerWellness from @COPSOoffice ... **IACLEA** will offer trainings on mental health on campus in

## Criminal Justice

### VA document: Highlands Ranch gunman who killed deputy had fled mental ward

Aurora Sentinel - January 3, 2018

### Judge ends case against UVM student accused of racist threats

Burlington Free Press - January 2, 2018

so inflammatory and specific enough in their targeting of black students on **campus** that he committed a **crime**. "It is what it is," George

**Stonehill College employee arrested in connection with on-campus shooting**

MassLive.com - January 2, 2018

Stonehill College employee arrested in connection with on-**campus shooting**

**College bro can't sue school for his drunken rampage: judge**

New York Post - January 1, 2018

**FGCU sexual assault suspect linked to 2011 sex crime**

The News-Press - December 28, 2017

A Fort Myers man arrested this week for a sex **assault** at Florida Gulf Coast **University** has been linked to another sex crime, according to

## Resources

**MSU Newsroom: Gun restrictions, the College Labor Market and Robots**

The New Citizens Press - January 3, 2018

MSU Newsroom: **Gun** restrictions, the **College** Labor Market and Robots

**Why Smart Tech Gadgets Make 90% of Millennials Feel Safe When Alone**

Forbes - December 29, 2017

real concern for millennials. This isn't just limited to workplace and **campus shootings**. According to , almost two million American workers

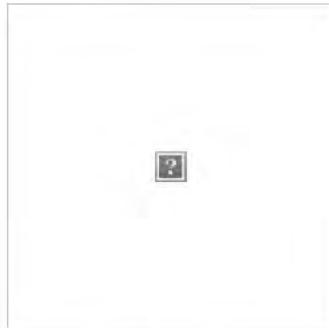
**From:** [Everbridge](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** 2 Days Until Return to Campus: Preparing for the Spring Semester  
**Date:** Monday, November 16, 2020 8:01:41 AM



## Live Webinar

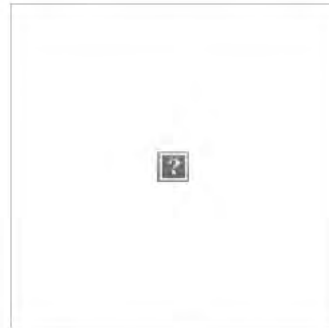
### *Return to Campus: Preparing for the Spring Semester*

Wednesday, November 18, 2020  
2:00 pm est



**Dan Pascale**

*Executive Vice President,  
Margolis Healy*



**Ronnell Higgins**

*Chief of Police & Director  
of Public Safety,  
Yale University*

There are **two days** until our webinar, *Return to Campus: Preparing for the Spring Semester*. Join **Ronnell Higgins**, Chief of Yale Police & Director of Public Safety at Yale, and **Dan Pascale**, Executive Vice President of Margolis Healy, for a live webinar on how schools can optimize the health of their students and the community at large during the Spring semester of 2021.

During the webinar Dan and Ronnell will discuss:

- How higher educational institutions planned their Fall semesters
- What we have learned from Fall semester experience
- What schools are anticipating for Spring semester
- How schools are adjusting their plans
- Recommendations you can take to mitigate harm and maintain a safer learning environment

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If you no longer wish to receive these emails you may [unsubscribe](#) at any time.

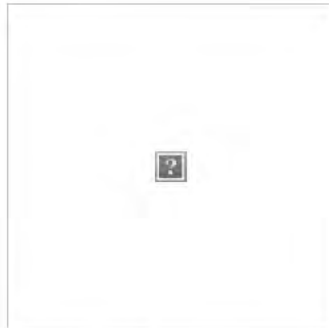
**From:** Everbridge  
**To:** Val Ramirez  
**Subject:** 2 Days Until Return to Campus: Preparing for the Spring Semester  
**Date:** Monday, November 16, 2020 8:01:48 AM



## Live Webinar

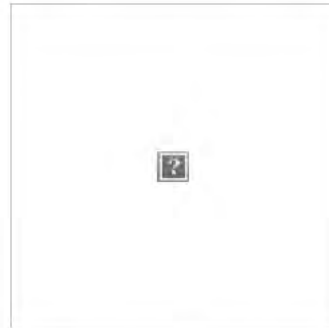
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**From:** [IACLEA Headquarters](#)  
**To:** [Andres Hernandez](#)  
**Subject:** 2.5.2020--IACLEA News Digest  
**Date:** Wednesday, February 5, 2020 10:11:25 AM

# News Digest

Wednesday edition

A roundup of campus public safety news from around the globe with Association announcements. Published Mondays, Wednesdays and Fridays.

[Campus Safety](#) [Campus Safety - Canada](#) [Campus Safety - International](#) [Criminal Justice](#) [IACLEA in the News](#) [Policy/Legislation](#) [Technology](#)



## . ANNOUNCEMENTS .

IACLEA is pleased to announce today that ShotSpotter, the leader in solutions that help law enforcement officials identify, locate and deter gun violence, has extended its Corporate Partner agreement for two years, continuing collaboration that began in 2017. President Vinson called the partnership "highly productive," and he noted "ShotSpotter presents IACLEA members with practical implementations of the most cutting-edge technology to keep students and campuses safe. We are grateful for their partnership and look forward to additional learning and collaboration." Read more here: <https://www.iaclea.org/association-news/2020/02/05/2020-shotspotter-partner-renewal/>

**PLANNING TRAINING FOR YOUR AGENCY? IACLEA Member Agencies are Eligible for Free Technical Assistance on a Wide Range of Issues.** The Collaborative Reform Initiative-Technical Assistance Center (CRI-TAC) supports state, local, tribal, and campus agencies through a host of methods, including training, peer-to-peer consultation, and strategic planning, on numerous public safety, crime reduction, and community policing topics. Learn more and find the application form: <https://www.iaclea.org/collaborative-reform-initiative-technical-assistance-center>

Member institution Trinity University (Texas) Police Department has presented its Leadership Service Awards. Please watch their powerful video, set to George Strait's "The Weight of the Badge" (and see a short message from Strait). <https://www.iaclea.org/member-news/2020/01/28/trinity-u-awards-ag-barr-for-support-of-le/>

## Campus Safety

### Day 2 of sit-in protest at Dickinson College brings students closer to having demands met

WPMT Fox 43 - February 4, 2020

Students have been demanding changes be made to the way the **college** handles sexual **assault** allegations. It's called...

### White supremacist stickers spotted on campus

Daily Titan - February 5, 2020

As Cal State Fullerton grapples with the aftermath of racially charged incidents from last semester, stickers advertising a white supremacy group appeared on campus last week. "It matches the environment that we've seen on campus already. If anything, this is a symptom of the problem we've been

## Campus Safety - Canada

### SFU conducts scheduled review of sexual violence policy

The Peak - February 3, 2020

SFU's sexual violence policy, otherwise known as the Sexual Violence and Misconduct Prevention, Education and Support General Policy (GP 44), is currently under review by the Sexual Violence Support & Prevention Office (SVSPO) for improvement. The Sexual Violence and Misconduct Policy Advisory

### U of R launches a new online treatment program to support public safety personnel in Saskatchewan

<https://www.uregina.ca/> - February 3, 2020

Public safety personnel (PSP) work hard every day to protect Canadians, and provide safe, secure, strong, and resilient communities for all. They are often exposed to potentially traumatic incidents on the job. On any given day, PSP could be responding to a violent shooting, a fatal accident, a

## Campus Safety - International

### UCT introduces high-tech patrol vehicles

CapeTown ETC - February 5, 2020

South African Police Service, ultimately strengthening the fight against **crime** beyond the bounds of the **university**...

### U.S. Universities Set Up Front-Line Defenses to Keep Coronavirus at Bay

The New York Times - February 5, 2020

On its sprawling campus in America's heartland, thousands of miles from China, the University of Illinois at Urbana-Champaign has taken aggressive steps to keep the

fast-spreading coronavirus away from its classrooms and students.

## Criminal Justice

### Madison man who reported robbery on UW campus arrested for filing false police report, authorities say

Madison.com - February 3, 2020

Madison man who reported a strong-arm robbery has been arrested for filing a false police report, UW-Madison police reported. On Wednesday about 5:15 p.m., UW police responded to a report of a strong-arm robbery at the Lot 76 bus stop near the Nielsen Tennis Stadium. A man told police that an

### Suspect arrested after deadly shooting at Texas A&M University-Commerce

New York Daily News - February 5, 2020

A suspect was arrested and charged with capital murder Tuesday in the deadly shooting at Texas A&M University-Commerce that left two women dead Monday. A 2-year-old child was also injured in the incident, which occurred at a freshmen co-ed residence hall on campus.

### Man accused of sneaking into UF residence hall, pulling fire alarm

The Independent Florida Alligator - February 3, 2020

A man was arrested after reportedly sneaking into a UF residence hall, pulling a fire alarm and entering the room of a female resident assistant, according to a University Police arrest report.

## IACLEA in the News

### @IACLEA\_Members #BaptistHealers Student Services sponsored a Safety and Health Fair. Students showed up the community partners showed up and

David Nunley - February 4, 2020

@IACLEA\_Members #BaptistHealers Student Services sponsored a Safety and Health Fair. Students showed up the community partners showed up and

### Department tries to create strong connections with the people it serves. <https://t.co/fSC62ujYFs> @IACLEA\_Members <https://t.co/3nS3qYWpMk>

Working@Duke - January 31, 2020

Department tries to create strong connections with the people it serves. <https://t.co/fSC62ujYFs> @IACLEA\_Members <https://t.co/3nS3qYWpMk>

## Policy/Legislation

### Tennessee bill would let students have concealed handguns on public college campuses

Knoxville News Sentinel - February 5, 2020

that lets full-time faculty, staff and other employees to carry **guns on campus**. The move would place Tennessee in a minority of...

### Committee OKs bill requiring regents to study campus safety, report to lawmakers

Deseret News - February 4, 2020

organizations to study and make recommendations regarding public **safety** services on **college** and **university**...

### Here's how SU has implemented demands from student groups so far

The Daily Orange - February 4, 2020

SU installed additional cameras in Day Hall on Dec. 1. **Campus Safety** and Emergency Services has evaluated the...

### UMass police union: Mount Ida security plan violates agreement

Daily Hampshire Gazette - February 3, 2020

Ed Blaguszewski said in a statement to the Gazette that the **university** "has had a public **safety** plan in place since...

### Federal Court Issues Temporary Injunction Ordering University to Take Back Student Suspended for Sexual Assault

The National Law Review - February 3, 2020

when the plaintiff and the complainant encountered each other on **campus** after the alleged **assault** but before his...

## Technology

### E-scooters come to GMU campus (but they're geofenced)

WTOP.com - February 4, 2020

for the D.C. region. Spin employees are on **campus** this week offering **safety** demonstrations. Spin covers 100% of...

**From:** [Dan Allen](#)  
**To:** [Adriana L Garza](#)  
**Subject:** 3 Higher Ed Softwares in 1 Platform  
**Date:** Thursday, June 4, 2020 9:19:06 AM

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With intensive budget evaluations taking place at colleges and universities nationwide, the need to save money on tools like press release distribution and media monitoring has increased. With Merit, you can save money and do more, including:

- **Media Monitoring Solutions**
- **Social Media Monitoring Solutions**
- **Media Contact + Press Release Distribution**
- **Targeted Personalized Student Stories** - Includes hometown media, high school and legislators + social sharing option for both student and parents

Do you have 15 minutes to talk next week?

Dan from Merit  
[meritpages.com](http://meritpages.com)



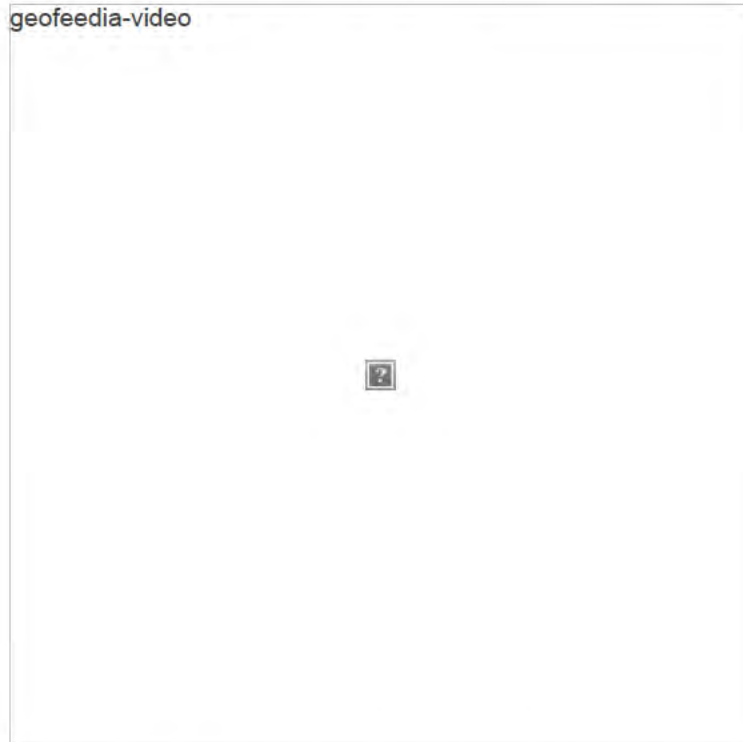
If you wish to stop receiving our emails or change your subscription options, please [Manage Your Subscription](#)  
Merit, 915 Broadway, Albany, NY 12207

**From:** Drew Aslakson  
**To:** David Tijerina  
**Subject:** 5 Best Practices for Social Media Engagement on College Campuses  
**Date:** Friday, July 15, 2016 12:27:09 PM

Hi David,

I hope you are well. Did you get a chance to view [the overview video](#) I sent? I wanted to reach out to share with you a recording of a webinar we did that I think would benefit you.

**Watch the Video**



It would be great to connect for 15 minutes to learn more about your public safety planning moving into next year. Let me know if we can set up some time.

Thank you,



DrewAslakson

**Drew Aslakson**  
**Sales Development Lead**

Geofeedia - 444 N Wells St., Suite 502 Chicago, IL  
Click [Here](#) to manage your email settings.

**From:** [IACLEA Headquarters](#)  
**To:** [Felipe E. Garza](#)  
**Subject:** 11.1.2017--IACLEA News Digest  
**Date:** Wednesday, November 1, 2017 9:52:33 AM



# News Digest

Arrests   Campus Safety   Campus Safety - Canada   Campus Safety - International   Serious Crimes   Threats   Training/Drills   IACLEA

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For more information visit us at: <https://www.inovasolutions.com/emergency-communications/product/onalert-emergency-led-displays>

**Upcoming Webinar** November 16, 2018, 1 – 2:30 pm EASTERN... Registration OPEN.

**TOPIC** Key Takeaways from the Penn State Investigation. Speaker Mike Webster, director for regulatory compliance with Margolis Healy & Associates (MHA), will present an overview of critical lessons learned and key takeaways from the US Dept. of Education's review of Penn State Clery Act compliance. Webster was on the MHA team that helped Penn State prepare for the site visit by DoED, and he assisted the university with enhancements to its Clery Act compliance efforts.

This is free to IACLEA members, but registration is required. Please visit [iaclea.org/calendar](http://iaclea.org/calendar) to register.

**NEW Free Speech on Campus** What Campus Public Safety Needs to Know.

Understanding free speech on our campuses is of increasing importance. Whether it involves recruitment by hate groups through distributing flyers or controversial speakers being shouted down, all campus safety officers must have an understanding on what the law says and how to best keep all parties safe, while respecting people's right to free speech.

Join IACLEA and our guest speaker the Anti-Defamation League's National Campus Counsel Michelle Deutchman, on November 8, 2017, at 2 PM EASTERN for the first of two conference calls on free speech on campus. Topics to be covered include trends on campuses (i.e. flyers and speakers), time/place/manner restrictions, security fees, and people shouting down speakers.

The two-part series is free for IACLEA members. Each call will last approx. 45 minutes.

Call-in information: 267-930-4000 ..... Access Code:

If you have questions for the presenter before or during the presentation, please send them to Training Director Josh Bronson at [jbronson@iaclea.org](mailto:jbronson@iaclea.org).

Part two will feature a presentation by campus police executives that have recently had controversial speakers on campus. More information on that shortly.

## Arrests

### Police arrest man sought in shooting death of University of Utah student

Cedar City News - October 31, 2017

Police arrest man sought in **shooting** death of **University** of Utah student

### 21 SUNY Students Charged With Hazing Pledges Using Urine, Vomit, Alcohol

Long Room - October 31, 2017

### Third suspect arrested in connection with shooting on Virginia State University campus

Richmond Times-Dispatch - October 30, 2017

Third suspect arrested in connection with **shooting** on Virginia State **University campus**

## Campus Safety

### Therapy dogs help sex assault victims at MSU

FOX 47 News - November 1, 2017

Michigan State **University's** sexual-**assault** program is adding a new member to its staff -- and it's not a human. It's a dog that will provide

### Campus Safety Walk Scheduled for Nov. 14

Arkansas Tech University - November 1, 2017

, landscaping and many other factors. The group will identify **safety** concerns on **campus** and a detailed list will be compiled based on the

### Tom tries it: NCC Campus Safety

NCClinked - November 1, 2017

**Campus Safety** officers Tansey and Rabatah, as well as my interactions with officers Shapiama and Realmo, gave me a new view of **Campus Safety**

### PSU pedestrian safety event open to all

Press-Republican - October 31, 2017

that a campus PR class joined the **University** Police to develop a pedestrian **safety** program to educate our **campus** community." The panel will

## Campus Safety - Canada

### MUN plans stronger sexual assault policy after receiving failing grade

NTV - October 31, 2017

a failing grade last month in a national report on sexual **assault** policies. But the **university** says it will roll out a new, stronger policy

## Campus Safety - International

### Mthatha news: FULL STORY: WSU student dies after attack

MyPE - November 1, 2017

Source: "Mthatha" – BingNews. Student dies after **attack** on **campus**: Walter Sisulu **University** student Songezo Takenzi and an unknown man were

## Serious Crimes

### Police detail sexual assault allegations against South Dakota football players

Johnson City Press - October 31, 2017

and attacked her, court documents allege. The Oct. 22 **attack** happened at an off-**campus** residence that suspects Danny Rambo, 20, and Dale

### Surveillance video shows man cutting woman's throat on CSU Riverpark deck, police say

Ledger-Enquirer - October 31, 2017

about the incident. Such alerts are required when certain **crimes** are reported on or near **campus** property, in compliance federal law. Capt.

## Threats

### Grand Rapids Community College delays start due to 'suspicious item'

MLive.com - November 1, 2017

police found a "suspicious item" on the main **campus**. The **college** sent out an **emergency notification** shortly after 6 a.m. It instructed

### Texas State University sounds all clear for 2nd bomb threat

News Radio 590 KLBJ AM - October 31, 2017

Texas State **University** sounds all clear for 2nd **bomb threat**

### S.C. State ends lockdown after off-campus shooting sends man to hospital

WTOC com - October 31, 2017

S.C. State ends lockdown after off-**campus shooting** sends man to hospital

## Training/Drills

### Reminder: Outdoor Emergency Notification System test Wednesday, Nov 1

Georgia College Front Page - November 1, 2017

Georgia **College** will test the Outdoor **Emergency Notification** System (**siren** system) Wednesday, Nov. 1, 2017. This test is scheduled to occur

## IACLEA

RT @aucso: Welcome to @IACLEA\_Members Stan Skipworth of @CMCnews to @AstonUniversity on our international exchange. #HandsAcrossTheWater

Christine Clark - November 1, 2017

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Safe escorting and rides are important for all on campus. Great milestone. @IACLEA\_Members <https://t.co/zStTuLlkx6>

Sue Riseling - November 1, 2017

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Amanda Cullin - October 31, 2017

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**RT @IACLEA\_Members : New free training opportunity for IACLEA members - Free Speech on Campus: What #CampusPublicSafety Needs to Know**

Matthew Rushton - October 31, 2017

RT **@IACLEA\_Members** : New free training opportunity for **IACLEA** members - Free Speech on Campus: What #CampusPublicSafety Needs to Know <https://>

**RT @IACLEA\_Members : The PD @CalStateUNorthridge uses body-worn cameras to enhance community trust and relations. #CampusPublicSafety**

Southeastern Protect - October 31, 2017

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**From:** [IACLEA Headquarters](#)  
**To:** [Felipe E. Garza](#)  
**Subject:** 11.3.2017--IACLEA News Digest  
**Date:** Friday, November 3, 2017 9:59:25 AM



# News Digest

[Campus Safety](#)   [Campus Safety - Canada](#)   [Campus Safety - International](#)   [Emergencies](#)   [Policy/Legislation](#)   [Serious Crimes](#)   [Threats](#)  
[Training/Drills](#)   [IACLEA](#)

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**Two great trainings pending this month...**

Webinar: November 16, 2018, 1 – 2:30 pm EASTERN

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Part two will feature a presentation by campus police executives that have recently had controversial speakers on campus. More information on that shortly.

Our friends at University of Illinois Chicago have some exciting projects in the works. Read about them here:

UIC Police offer women's self-defense courses: <https://today.uic.edu/uic-police-offer-womens-self-defense-courses>  
UIC Police offer safe zone for online sales <https://today.uic.edu/uic-police-offer-safe-zone-for-online-sales>

## Campus Safety

### LSU Police doing more to keep our campus safe from shootings

lsunow.com - November 3, 2017

made major provisions to improve **campus** safety such as such as the LSU Shield app and improving the **emergency text message** service in recent

### SAFEwalk program sees increase in request for walks after reports of multiple incidents on UW campus

WKOW 27 - November 3, 2017

usually walks home with friends after dark. But after a recent **attack** on **campus**, when police said a student was assaulted while walking

## Campus Safety - Canada

### Dalhousie Student Union says women of colour are under attack, issues 10 demands

CBC.ca - November 2, 2017

The Dalhousie Student Union says women of colour are under **attack** and the **university** is failing to support them. In a statement on

## Campus Safety - International

### Man nabbed over rape and robbery of university student - Nation | The Star Online

The Star Online - November 3, 2017

Man nabbed over **rape** and **robbery** of **university** student - Nation | The Star Online

### Birkhill man found guilty of rape at university

The Courier - November 3, 2017

Birkhill man found guilty of **rape** at **university**

### UCC students to demonstrate over campus attacks

Ghanamma.com - November 2, 2017

the best considering the cases of attacks, thievery and **robbery** recorded on the **campus**. "The communities around the university are feeding

## Emergencies

### Mass shooting survivor saw 'heroism, kindness, selflessness and courage'

Las Vegas Sun - November 3, 2017

me." UNLV President Len Jessup applauded how the **university** stepped up immediately after the **shooting**, opening the the Thomas & Mack Center

## Policy/Legislation

### Illinois universities must report campus sexual assaults & how they're handled, despite Trump administration rollback

WQAD.com - November 2, 2017

, when 16 rapes were reported. Here are some websites that detail cases across the country: **Campus Safety** and Security **Safety** at Illinois

### State senate passes bill dealing with sexual assault on college campuses

WWLP.com - November 2, 2017

State senate passes bill dealing with sexual **assault** on **college** campuses

## Serious Crimes

### Suspect in student's death strolled library during manhunt

East Oregonian - November 3, 2017

night's fatal **shooting** of **University** of Utah student ChenWei Guo, is led out of the **University** of Utah Department of Public **Safety** in Salt

### Southern University police investigating possible pellet gun shootings; at least three students injured

The Advocate - November 2, 2017

Southern **University** police investigating possible pellet **gun** shootings; at least three students injured

### Police investigate detonation at UNC, suspicious package in Carrboro

WNCT.com - November 2, 2017

at Davie Poplar in the heart of UNC-Chapel Hill's **campus**. UNC officials say **campus police** have one person in custody. They described the

### Semi-automatic gun magazine found at Michigan college stolen from police

Detroit Free Press - November 2, 2017

Semi-automatic **gun** magazine found at Michigan **college** stolen from police

## Threats

### Bomb threat by FIU student leads to parking garage evacuation and canceled Israeli event

Miami Herald - November 2, 2017

Blue Garage on MMC," said **university** spokeswoman, Maydel Santana. "The garage was evacuated and an **emergency alert** was sent out to avoid the

### 'All clear' after report of gunman near law library

WTAQ News Talk 97.5FM and 1360AM - November 2, 2017

## Training/Drills

### It's Just A Drill: Active Shooter Video Filming At Oakland University Friday

CBS Detroit - November 3, 2017

It's Just A Drill: Active **Shooter** Video Filming At Oakland **University** Friday

## IACLEA

**@IACLEA\_Members just saw your #IACLEA2017 by the numbers report -- looks like June 2017 in #Milwaukee was a great event!! CONGRATULATIONS!**

Tanna McTee - November 2, 2017

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**RT @IACLEA\_Members : Wonderful idea for supporting #sexualassault survivors....Dogs who accompany victims during the court process.**

Amelia Karras - November 1, 2017

RT **@IACLEA\_Members** : Wonderful idea for supporting #sexualassault survivors....Dogs who accompany victims during the court process. <https://>

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**From:** [IACLEA Headquarters](#)  
**To:** [Felipe E. Garza](#)  
**Subject:** 11.6.2017--IACLEA News Digest  
**Date:** Monday, November 6, 2017 3:20:45 PM



# News Digest

[Arrests](#) [Awards/Honors](#) [Campus Safety](#) [Campus Safety - International](#) [Crime Prevention](#) [Training/Drills](#) [Transitions](#) [IACLEA](#)

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**NEW Webinar this Wednesday, Nov. 8 Free Speech on Campus What Campus Public Safety Needs to Know. FREE to IACLEA members, but registration REQUIRED.**

Understanding free speech on our campuses is of increasing importance. Whether it involves recruitment by hate groups that distribute flyers or controversial speakers being shouted down, all campus safety officers must have an understanding of the law and how to best keep all parties safe, while respecting people's right to free speech.

Join IACLEA and our guest speaker the Anti-Defamation League's National Campus Counsel Michelle Deutchman, on November 8, 2017, at 2 PM EASTERN for the first of a two conference calls on free speech on campus. Topics to be covered include trends on campuses (i.e. flyers and speakers), time/place/manner restrictions, security fees, and people shouting down speakers.

The two-part series is free for IACLEA members. Each call will last approx. 45 minutes.

Call-in information is below: 267-930-4000 Access Code:

If you have any questions for the presenter before or during the presentation, please send them to Training Director Josh Bronson at [jbronson@iaclea.org](mailto:jbronson@iaclea.org).

Part two will feature a presentation by campus police executives who have recently had controversial speakers on campus. More information on that shortly.

**UPCOMING Webinar Key Takeaways from the Penn State Investigation.**

November 16, 2018, 1 – 2 30 pm EASTERN

Mike Webster, director for regulatory compliance with Margolis Healy & Associates (MHA), will present an overview of critical lessons learned and key takeaways from the US Dept. of Education's review of Penn State Clery Act compliance. Webster was on the MHA team that helped Penn State prepare for the site visit by DoED, and he assisted the university with enhancements to its Clery Act compliance efforts.

This is free to IACLEA members, but registration is required. Please visit [iaclea.org/calendar](http://iaclea.org/calendar) to register.

## Arrests

### Man accused of gun threat to California university

Houston Chronicle - November 6, 2017

Man accused of **gun** threat to California **university**

## Awards/Honors

### Lycoming College to implement sexual assault education with \$300,000 Department of Justice grant

NorthCentralPA.com - November 6, 2017

nearly one in five undergraduate women experience sexual **assault** or attempted **assault** while in **college**. Title IX requires schools to address

## Campus Safety

### Safety Summit readies employees for an array of dangers

uoregon - November 6, 2017

### SHU to hold live test of emergency siren and PirateAlert systems

Essex News Daily - November 5, 2017

Seton Hall **University** will conduct a live test of its **emergency siren** and PirateAlert systems. The systems are designed to alert the **campus**

## Campus Safety - International

### Teenager arrested after police officer stabbed at Edinburgh College campus

Motherwell Times - November 6, 2017

on Monday in line with guidance from police. A spokesman for the **college** said: "The **safety** of our students and staff is our most important

## Crime Prevention

### A neighborhood watch approach to campus safety

The Panther Online - November 5, 2017

escorts students and faculty around **campus**. Awareness is achieved through **crime alert** bulletins, timely warnings, **campus** emails, crime-  
This article was authored by IACLEA's Immediate Past President Randy Burba.

### Annual Campus Night Safety Walk will hit the streets on Nov. 9

uoregon - November 6, 2017

it takes the whole community to keep that high standard. The Annual **Campus Night Safety** walk allows people to give the UO feedback on areas

### Confidential Student Informants work with UIPD in combatting drug trends

The Daily Ilini - November 6, 2017

community, and the safety risks." According to the **Campus Safety** Authorities, students can request confidentiality when reporting a crime,

## Training/Drills

### Pitt State Drill for Active Shooter Emergencies

Fourstateshomepage.com - November 5, 2017

State **University** was on high alert Saturday morning for a scheduled drill. The **university** partnered with Crawford County **Emergency Response**

## Transitions

### UH Hilo Announces New Director of Security

Big Island Now - November 6, 2017

of experience in **college security** administration in Hawai'i. He is currently the **safety** and **security** manager at Honolulu Community **College**,

## IACLEA

### Police Nationwide Work on Tactics for Far-Right Rallies

US News & World Report - November 6, 2017

Kurnick. Josh Bronson, training director for **the International Association of Campus Law Enforcement Administrators**, began developing a new  
This article has been picked up in more than 250 news outlets. IACLEA member Chief Linda Stump and IACLEA Training Director Josh Bronson are quoted.

### Crime Stoppers Barbados names new chairman

Barbados Today - November 4, 2017

of the West Indies, Cave Hill Campus. He is a member of the **International Association of Campus Law Enforcement Administrators** (I A.C.L.E.A.)

RT @IACLEAEXEC: @IACLEA\_Members know this type of tragedy can strike any of us. Be vigilant. Thoughts and prayers for Texas and our

Gene Deisinger - November 6, 2017

RT @IACLEAEXEC: @IACLEA\_Members know this type of tragedy can strike any of us. Be vigilant. Thoughts and prayers for Texas and our nation

Thanks International Association of Campus Law Enforcement Administratorsfor helping spread the word about No... <https://t.co/raKkDUKZTs>

UBuffaloPolice - November 5, 2017

Thanks **International Association of Campus Law Enforcement Administrators**for helping spread the word about No... <https://t.co/raKkDUKZTs>

**From:** [IACLEA Headquarters](#)  
**To:** [Felipe E. Garza](#)  
**Subject:** 11.13.2017--IACLEA News Digest  
**Date:** Monday, November 13, 2017 4:23:08 PM



# News Digest

Arrests   Campus Safety   Campus Safety - Canada   Campus Safety - International   Crime Prevention   Emergencies   Serious Crimes   Threats  
Training/Drills   IACLEA

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## Announcements.....

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This is free to IACLEA members, but registration is required. Please visit [www.iaclea.org/calendar](http://www.iaclea.org/calendar) to register.

## Arrests

### **Detroit man accused of killing WSU officer from St. Clair Shores deemed incompetent**

The Macomb Daily - November 10, 2017

incompetent to stand trial in the slaying of a **university** police officer and a separate **shooting** of two city officers. Prosecutors asked a

### **2nd Suspect Arrested In Brick Attack On Graduate Student**

CBS Pittsburgh - November 12, 2017

in Philadelphia say a second suspect is in custody in the **assault** of a **University** of Pennsylvania graduate student who was hit with a brick.

### **Suspect In Bomb Scare At CSU Arrested**

CBS Denver - CBS Local - November 8, 2017

## Campus Safety

### **Florida Universities To Bolster Mental Health Services**

Health News Florida - November 12, 2017

' budget and finance committee, said schools will also improve **campus safety** through other initiatives including more security cameras,

### **UW-Madison officials consider safe van rides for late-night students**

Madison.com - November 11, 2017

able to act as a mobile **emergency phone** between UWPD and SAFEwalk dispatchers. The department also offered other tips for safety on **campus**.

### **University of Tennessee police launch program to help student veterans in crisis**

Knoxville News Sentinel (AP) - November 10, 2017

### **York College beefs up security in the wake of recent incidents**

WHP CBS 21 Harrisburg - November 10, 2017

York **College** is making changes to its **safety** measures. The decision comes after a student was robbed at gunpoint by a group of young kids.

### **Mobile attention-getter pays tribute to law enforcement's past**

Penn State News - November 10, 2017

hand-me-down from Chris E. Miller, police chief and director of **campus safety**: a pair of vinyl "Penn College Police" decals, magnetized for

### **UNC Police Address Use of Undercover Officer at Silent Sam Protest**

Chapelboro.com - November 10, 2017

in a Thursday evening release attributed to associate vice chancellor for **campus safety** and risk management Derek Kemp and UNC Police chief

### **The relationship between university students and the police**

The Daily Athenaeum Online - November 10, 2017

of life in our community. The West Virginia **University** Police commit to preventing **crime**, preserving the peace and protecting lives and

## **Campus Safety - Canada**

### **University of Winnipeg upping security in wake of stabbings**

Blue Line - November 13, 2017

" t's always a concern when anything happens on campus, close to **campus**, the **safety** and security of our students and staff is a top priority

## **Campus Safety - International**

### **Accra Technical University Technician Re-Arrested For Rape**

News Ghana - November 10, 2017

Accra Technical **University** Technician Re-Arrested For **Rape**

### **Masked men assault guards outside AMU proctor's house**

News Summed up - November 10, 2017

police. He said preliminary inputs indicated that "hired professional from outside the **campus** were involved in yesterday night's **attack**".

## **Crime Prevention**

### **Administrators seek to prevent sexual assault through culture change**

The Minnesota Daily - November 13, 2017

### **Nationwide opioid solutions organization expands to ASU**

The State Press - November 12, 2017

### **A Number of Proactive Policing Practices Are Successful at Reducing Crime**

Health Medicine Network - November 11, 2017

, executive director of the Center for Evidence-Based **Crime** Policy at George Mason **University** and chair of the committee. " t's critically

### **An inside look at one night on SafeWalks patrol**

The Daily Ilini - November 11, 2017

talking to people, we are definitely helping prevent sexual assaults and other **crimes** on **campus**," Armstrong said. Their shifts go from 9 p.

### **What Do You Do In An Active Shooter Situation?**

KERA - November 10, 2017

is the executive director of the Advanced Law Enforcement **Rapid Response** Training (ALERT) Center at Texas State **University** in San Marcos.

## **Emergencies**

### **Body found near parking lot at Cal State San Marcos**

10News - November 13, 2017

### **Universities Around The State Use Emergency Systems To Alert Students, Faculty, Staff**

UPR - November 9, 2017

**Universities** Around The State Use **Emergency** Systems To **Alert** Students, Faculty, Staff

## **Serious Crimes**

### **Savannah State University student injured in Albany shooting**

WTGS - November 13, 2017

news release. The police department notified the **campus** community of a possible **shooting** and placed the **campus** on temporary lockdown at 10:

### **2 injured in campus shooting at Albany State University**

The Atlanta Journal-Constitution - November 13, 2017

2 injured in **campus shooting** at Albany State **University**

### **Student stabbed on Winston-Salem State campus**



## Threats

### Westfield State University lockdown lifted after search for 'suspicious male' seen on campus

The Boston Globe - November 13, 2017

notice during the lockdown while State Police and *university campus police* conducted a sweep of *campus* buildings. Procopio said that a

### Duquesne University Bomb Threat Prompts Backpack Warning: Report

Pennsylvania Patch.com - November 12, 2017

Duquesne *University Bomb Threat* Prompts Backpack Warning: Report

### UD asks students to 'move towards the core of campus' as DPD investigate assault

WRGT-TV Fox 45 News - November 10, 2017

UD asks students to 'move towards the core of *campus*' as DPD investigate *assault*

### Bomb threat at Nebraska Union cleared by UNLPD

Daily Nebraskan - November 10, 2017

## Training/Drills

### UK faculty practices emergency response training

WKYT-TV - November 9, 2017

LEXINGTON, Ky. (WKYT)- The *Campus Emergency Response* Team at the *University* of Kentucky spent the Thursday simulating disasters all to help

## IACLEA

### We love this new program from @IACLEA\_Members institution @UTPolice ... training officers to better support veteran...

IACLEA Members - November 13, 2017

We love this new program from [@IACLEA\\_Members](https://t.co/WZxisG29Ty) institution @UTPolice ... training officers to better support veteran

### RT @IACLEA\_Members : Great @NAMICommunicate MD summit on law enforcement and behavioral health at @JohnsHopkins. IACLEA will offer

Mark Bond, Ed.D - November 13, 2017

RT [@IACLEA\\_Members](https://t.co/WZxisG29Ty) : Great @NAMICommunicate MD summit on law enforcement and behavioral health at @JohnsHopkins. *IACLEA* will offer trainings

### Congratulations Lt Neef who is an @IACLEA\_Members <https://t.co/SwUq02xMTa>

Sue Riseling - November 10, 2017

Congratulations Lt Neef who is an [@IACLEA\\_Members](https://t.co/SwUq02xMTa) <https://t.co/SwUq02xMTa>

### Congratulations from @IACLEA\_Members Dealing effectively with mental illness on our campuses is important <https://t.co/6AGmfuWq2w>

Sue Riseling - November 9, 2017

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**From:** [IACLEA Headquarters](#)  
**To:** [Felipe E. Garza](#)  
**Subject:** 11.15.2017--IACLEA News Digest  
**Date:** Wednesday, November 15, 2017 10:48:17 AM



# News Digest

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[Policy/Legislation](#)   [Serious Crimes](#)   [Threats](#)   [IACLEA](#)

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This is free to IACLEA members, but registration is required. Please visit [www.iaclea.org/calendar](http://www.iaclea.org/calendar) to register. IACLEA thanks our friends at Allied Universal for their sponsorship of this webinar.

## Arrests

### 19-Year-Old Thug, Accused of Racist Attack on Black Cornell University Student, Charged With Hate Crime

The Root - November 15, 2017

19-Year-Old Thug, Accused of Racist **Attack** on Black Cornell **University** Student, Charged With Hate **Crime**

### Two arrested for shooting college's windows with BB gun

Claremore Daily Progress - November 14, 2017

Two arrested for **shooting college's** windows with BB gun

### Student indicted in Grambling State University shooting

KTRE ABC-9 - November 14, 2017

Student indicted in Grambling State **University shooting**

## Awards/Honors

### Scholarship established to honor fallen Americus officers

WTOC.com - November 14, 2017

fallen Americus Police Officer Nicholas Smarr and Georgia Southwestern State **University Campus Safety** Officer Jody Smith. It was created by

### Chief Higgins named as one of the 'Most Influential People in Security'

YALE - November 14, 2017

initiatives that continue to ensure a safe **campus** and community by preventing **crime**, championing exceptional relationships and building

## Campus Safety

### College campuses working to combat sexual assaults on campus

KBTX - November 15, 2017

' but in actuality, will not contribute to the reduction of sex **crimes** committed on **campus**." Texas A&M believes prohibiting sex offenders

### UVM police training shows officers how to diffuse conflict

My NBC5 - November 14, 2017

## Many SD universities offer bystander intervention training for sexual assault

KSFY News - November 14, 2017

something major from happening,” Augustana **University** Director of **Campus Safety**, Rick Tupper said. **University** officials said they’ve seen

## Logan Police encourage students to join “Code Red” system for off-campus alerts - The Utah Statesman

The Utah Statesman - November 13, 2017

or email. But unlike Code Blue, Code Red isn’t exclusive to on-**campus emergencies** and **alerts**. “We can do it for all of Cache Valley if we

## Campus Safety - Canada

### 'Suspicious' object prompts police to evacuate University of Toronto residences

Yahoo! News Canada - November 14, 2017

'Suspicious' object prompts police to **evacuate University** of Toronto residences

### Important safety reminders

McGill University - November 14, 2017

Security? Where **emergency phones** are located? How to request a safety escort? Please take a few minutes to visit McGill's **Campus Public**

### University of Winnipeg upping security in wake of stabbings

Blue Line - November 13, 2017

“ It’s always a concern when anything happens on campus, close to **campus**, the **safety** and security of our students and staff is a top priority

## Campus Safety - International

### Man arrested for shooting women with slingshot on college campus

Global Times - November 15, 2017

An Anhui Province man was arrested for **shooting** women on a **college campus** with ball bearings and a makeshift slingshot. Police said the 27-

## Crime Prevention

### University of South Dakota holds forum on sex assault

Capital Journal - November 15, 2017

crowd. It followed the arrests late last month of two **university** football players on **rape**-related charges. A \$300,000 grant was gifted to

### Administrators seek to prevent sexual assault through culture change

The Minnesota Daily - November 13, 2017

## Emergencies

### How active shooters are changing school security in the US

Turnto23 com - November 15, 2017

the practice. In 2002, Texas State **University** in San Marcos, Texas created the Advanced Law Enforcement **Rapid Response** Training (ALERT) in

## Policy/Legislation

### Campus, open-carry gun bills could be in trouble for 2018 session

Sun Sentinel - November 15, 2017

**Campus**, open-carry **gun** bills could be in trouble for 2018 session

### UAPD, Local Officials Warn How Guns Could Affect Campus Life

The Arkansas Traveler - November 14, 2017

UAPD, Local Officials Warn How **Guns** Could Affect **Campus** Life

## Serious Crimes

### More Than 70 Professors at Spelman Join Student Campaign That Names Alleged Sexual Offenders

Atlanta Daily World - November 15, 2017

conversations about sexual misconduct have raised concerns about **safety** on the **campus** of Spelman **College**. Every Spelman student deserves an

### Joe Biden Announces Plans With Lady Gaga to Set Up Trauma Centers for Sexual Assault Survivors

Yahoo! Travel - November 14, 2017

-era campaign turned nonprofit seeking to increase education regarding sexual **assault** on **college** campuses, the singer had much to say about



## Threats

### Police probe report of LCCC student with gun on campus

Citizens Voice - November 15, 2017

Police probe report of LCCC student with *gun* on *campus*

### Two arrested in air gun incident on UMD campus

Detroit Lakes Online - November 14, 2017

Two arrested in air *gun* incident on UMD *campus*

## IACLEA

@aucso @ProtectED\_HEI @UMHANUK @ManUtd @SWP\_Students @PAHELO\_UK @MHatWORK @SaferStudents @IACLEA\_Members ...  
<https://t.co/pY0fTIKId9>

Lisa Brooks-Lewis - November 15, 2017

@aucso @ProtectED\_HEI @UMHANUK @ManUtd @SWP\_Students @PAHELO\_UK @MHatWORK @SaferStudents @IACLEA\_Members <https://t.co/pY0fTIKId9>

RT @IACLEA\_Members : We love this new program from @IACLEA\_Members institution @UTPolice ... training officers to better support veterans

Policing News - November 13, 2017

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RT @IACLEA\_Members : #Officersafety bulletin on #fentanyl. @valorforblue <https://t.co/zKBGJExzXN>

Ashley Williams - November 15, 2017

RT @IACLEA\_Members : #Officersafety bulletin on #fentanyl. @valorforblue <https://t.co/zKBGJExzXN>

IACLEA - 1110 Bonifant Street Suite 220, Silver Spring, Maryland 20910 USA

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**From:** [Tech & Learning](#)  
**To:** [Val Ramirez](#)  
**Subject:** 35th ANNUAL AWARDS OF EXCELLENCE WINNERS ANNOUNCED BY TECH & LEARNING MAGAZINE  
**Date:** Monday, November 20, 2017 10:56:07 AM

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## FOR IMMEDIATE RELEASE

For more information, contact:  
Stephanie Rubin  
212-378-0457  
[srubin@nbmedia.com](mailto:srubin@nbmedia.com)

# **35th ANNUAL AWARDS OF EXCELLENCE WINNERS ANNOUNCED BY TECH & LEARNING**

## *Outstanding Education Technology Products Saluted*

NEW YORK, NY – (November 20, 2017) – *Tech & Learning* today announced the winners of its prestigious 35-year-old Awards of Excellence program. From the first dot matrix printers and green-screen monitors, to today's VR goggles and AI software, our judges have been rating and endorsing the best education technologies all along the way. Honored products from this year include innovative applications that break new ground as well as those that added significant enhancements to proven education tools. A panel of *T&L* advisors who tested hundreds of entries chose the winners. "Thanks to the work of our educator judges, *Tech & Learning* is proud to announce this year's Awards of Excellence awardees," said Kevin Hogan, Content Director. "Our readers should feel confident that these technologies will enable them in the classroom, in the front office, and even off campus. Congratulations!"

Entries were divided into two categories: New Products and Best Upgraded Products. Winning selections include software, apps and web-based products, as well as hardware and AV tools. Among the high-quality offerings being honored are resources addressing management, safety, communication, differentiated learning, assessment, and other key areas in education.

Please join us in congratulating the winners of the 2017 Tech & Learning Awards of Excellence. Look for detailed descriptions and judges' comments in the December/January Awards issue and on [techlearning.com](http://techlearning.com).

### **New Products:**

- Acer Chromebook R 11 C738T
- Acer Switch Alpha 12
- Aristo Educational Press Ltd
- AVer F50-8M Document Camera
- AVer S42i+ Cart
- Blackboard Classroom
- Califone 1534BK Headphone
- Califone PA11 PA Pro
- Califone The PowerPro PA920
- Casio's LampFree XJ-UT351WN Ultra Short Throw Projector
- CatchOn
- ClassLink Analytics
- Epson BrightLink 697Ui Wireless Full HD 3LCD Ultra Short-throw Interactive Display
- Epson PowerLite 685W WXGA 3LCD Presentation Display
- EquatIO
- Human Anatomy Atlas by Visible Body on zSpace 300 All-In-One for Education
- Instructure Canvas
- Kramer DIP-31M

- Kramer VIA GO
- Lightspeed Systems Relay for Chrome
- NUIEQ Lessons Online
- Open Lab Stagelight EDU
- Ozobot Evo
- PASCO Basic Modular Circuits
- PASCO Wireless CO2 Sensor
- Pearson Connexus
- PlayMada Games Collisions Chemistry
- PresenceLearning's Online Psychoeducational Assessments
- Promethean ActivPanel v5
- Raz-Plus Learning A-Z
- Ruckus Cloud Wi-Fi
- Sharp PN-C705B/C805B
- Total Motivation Science for the Next Generation
- Tripp Lite CSC36AC 36-Device AC Charging Cart for Chromebooks and Laptops
- Twig Science Reporter
- Vernier Software & Technology Vernier Thermal Analysis for FLIR ONE
- ViewSonic PS750W Interactive Ultra-Short Throw Projector
- Vivtek NovoPro

#### **Upgraded Products:**

- Accelerate Learning STEMscopes PreK-12 Curriculum
- Acer Chromebook 11 N7 C731T
- Alma
- Atomic Learning/Hoonuit
- Barracuda Backup
- Barracuda Next Gen Firewall
- Barracuda Web Security Gateway
- Bloomz App
- Curriculum Associates' i-Ready
- Cypher Learning NEO LMS
- Discovery Education Discovery Education Math Techbook
- Edsby
- Edthena
- GoGuardian for Chromebooks
- Impero Education Pro
- Infobase World Religions
- InFocus JTouch INF6502
- IXL Learning
- itslearning
- Kramer VP-796ASV
- Lightspeed Systems Web Filter 3: Longhorn
- News-O-Matic
- NWEA MAP Growth & MAP Skills
- Odysseyware Digital Curriculum
- Otus Student Performance Platform
- Pearson aimswebPlus
- Pearson Online & Blended Learning Professional Learning Model
- Pearson TELL, the Test of English Language Learning
- Pearson WriteToLearn
- PREPWORKS Learning Positioning System

- Promethean ClassFlow
- Renaissance Star 360
- Renaissance-U
- Securly
- Shmoop
- StudySync BookheadEd Learning
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**From:** [New Atlas](#)  
**To:** [William Smith](#)  
**Subject:** 50,000-year-old poop reveals Neanderthals' gut microbiomes  
**Date:** Monday, February 8, 2021 10:01:42 AM

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**BIOLOGY**

## 50,000-year-old poop reveals Neanderthals' gut microbiomes



Scientists have studied 50,000-year-old Neanderthal poop, and analyzed the DNA of microbes to determine their gut microbiome. Many species are still present in modern humans, revealing the "old friend" bacteria that may be most crucial to our health. [Read more](#)

**SPECIAL PROMOTION FOR NEW ATLAS**

**READERS**

## Get Windscribe VPN Pro and surf the web securely and privately



Whether writing code, online shopping, or doing work, chances are, you'd like privacy. Given this digital climate offers very little of that, you may need some extra crypto-cushion. The Windscribe VPN Pro Plan: 1-Year Subscription has you covered. [Read more](#)

**PHOTOGRAPHY**

## 2020 Travel Photographer of the Year awards: All the winners and more



2020 was the worst year for travel in decades, but if this selection of images from the 2020 Travel Photographer of the Year awards is any indication, it's been an extraordinary year for visual creativity. Enjoy this vicarious feast of a gallery. [Read more](#)



#### MEDICAL

### Regular oral doses of ketamine significantly reduce suicidal thoughts



The notion of using ketamine as an anti-depressant is gathering steam, and a new study has shown how this might work in practice, with chronic suicidality sufferers offered rapid relief through oral administration of the drug in clinical settings. [Read more](#)

#### MOTORCYCLES

### Suzuki's outrageous Hayabusa gets a ground-up third-gen overhaul



The Suzuki GSX-1300R Hayabusa was nothing short of shocking on debut in 1999, instantly becoming the fastest production bike of the century and an icon of speed and function-focused design. And 22 years later, we finally get a ground-up overhaul. [Read more](#)

#### SPACE

### Cold gas cloud in our galaxy could be hiding universe's missing matter



By studying the twinkling of stars, astronomers in Australia have discovered a huge cloud of cold gas in our galaxy, not far from Earth. This invisible mass could provide new hints about where to find the universe's missing matter. [Read more](#)

#### AIRCRAFT

### Rolls-Royce tests 100% sustainable aviation fuel in small jet engine

As part of its goal to reach net zero carbon dioxide emissions by 2050, Rolls-Royce has begun testing 100-percent Sustainable Aviation Fuel (SAF) in a small commercial business jet, which could lead to lifecycle emissions



reductions of over 75 percent. [Read more](#)

**ENERGY**

### Silicon arches boost structural integrity of high-capacity batteries



A research team in Japan has come up with a way of incorporating silicon into lithium battery anodes that overcomes the durability issues that have plagued such efforts so far, through tiny nano-scale arches that bring some much-needed strength. [Read more](#)

**MEDICAL**

### Life-saving 3D-printed airway stent biodegrades when its job is done



For patients with an injured or compromised trachea, the insertion of a stent is often required in order to keep their airway open. A new type of airway stent should remain in place better than others, and will biodegrade when no longer needed. [Read more](#)

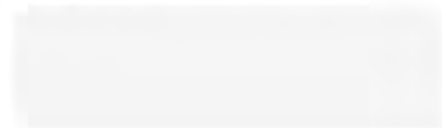
**MOTORCYCLES**

### Volcon Runt kids' electric moto lets you geo-fence junior's ride



The fat-wheel electric Volcon Grunt just got a baby brother built for kids. A little smaller, a little slower and with neat geofencing capability, the Volcon Runt follows the odd, curvy lines of the original in the name of silent family mud-flinging. [Read more](#)

**AUTOMOTIVE**



## Moto-hauling WoodVans camper is an extra-homey 2- and 4-wheel explorer



Czech shop WoodVans warms up the motorbike-hauling camper, creating a Moto van so cozy and inviting it could double as a winter retreat for four people, at least when it's not busy serving as a dirt bike shuttle and base camp. [Read more](#)

### HOME ENTERTAINMENT

## Optoma aims to brighten up pro installations with latest laser projector



Optoma has launched a new laser projector for professional installations such as museums, conference rooms and lecture halls. The ZU720TST is billed as the world's first short-throw, 7,000-lumens, fixed-lens, WUXGA laser projector. [Read more](#)

### WEARABLES

## First-of-a-kind sweat sensor tracks stress levels around the clock



Scientists have developed a patch designed to continuously monitor stress levels over the course of the day, which they hope will make it easier to spot signs of stress-related disease caused by disruptions to natural hormonal cycles. [Read more](#)

### BICYCLES

## Adaptable bike helmet features interchangeable shells



While a vented bike helmet may keep your head cool on hot days, it certainly doesn't help keep it warm on cold days. That's why the Bridger helmet was created, as it sports interchangeable shells for different types of weather. [Read more](#)

**WEARABLES**

## KEF takes the fight to Apple with Mu3 true wireless ANC earphones



Active noise cancellation has added another level of immersion to the relatively new true wireless earphones space, with Apple and Sony the manufacturers to beat. Now veteran UK audio brand KEF is challenging the top players with the Mu3 earphones. [Read more](#)

**MUSIC**

## AI tech reproduces realistic music from silent piano-playing videos



It's easy to imagine a program that could visually identify which pieces of music were being performed in silent piano-playing videos. A new AI system goes further, however, by reproducing the sound of that piano-playing in a realistic fashion. [Read more](#)

**MOBILE TECHNOLOGY**

## Samsung Galaxy S21, S21+ and S21 Ultra vs iPhone 12, mini, Pro and Pro Max



The first flagships for 2021 are here – Samsung's Galaxy s21 series. But how do they stack up against the competition? New Atlas compares the specs and features of the Galaxy S21, S21+ and S21 Ultra to the iPhone 12, 12 mini, 12 Pro and 12 Pro Max. [Read more](#)

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**From:** Melanie Kenzig  
**To:** Val Ramirez  
**Subject:** 911Cellular Sole Sourcing Criteria  
**Date:** Tuesday, October 18, 2016 9:51:29 AM  
**Attachments:** image003.png

---

As always it was a pleasure to talk to you today! Per your requested I put together a list of justifications for Sole Sourcing. Also attached our Partner's at LSU did their own research and put together an app review and statement about why they chose us over other vendors (Please feel free to reach out to them!). If you need anything else from me please let me know!

- **Indoor Positioning System (IPS):** No other vendor has the capability to be able to locate an individual inside of a building using a Safety App.
- **Phone call is placed:** When the application is used a phone call is placed to Campus Police just like a call normally would. Dispatchers also receive all of the information that is provided from the Safety App.
- **Geo-Fencing:** We are the only vendor that allows you to pinpoint exactly where your jurisdiction is on your campuses. Other vendors just give you a large radius around your campus area.
- **Integration:** All of those features mentioned above and more are all in one system. You cannot find full integration like this in any vendor.
  - iReport - A see something, say something feature. Send text to dispatchers. Also, send photos or videos. The dispatchers can reply to the individual through the application asking for more information
  - Friend Watch - This is a feature for your emergency contacts to track your location via GPS.
  - Incident/Crime Map - Place pins on a map of campus letting students, staff, and faculty know of incidents that have happened on campus. You can choose how long these pins stay on the map.
  - Where's the Shuttle - Add your campus shuttle schedules onto the application.
  - Safety Escort - A button for students to easily call your escort service to be escorted to a certain place on campus.
  - Emergency Procedures - Add unlimited number of Emergency Procedures to the application via PDF files.
  - Link ability - There is the ability to link to other apps or website through our application.
  - Mass Notification - Our application dashboard integrates with 911Cellular's Mass Notification system. Also, with our system you can send app users push notifications as an enhancement to your mass notification system that you use now.

No other vendor has the ability to listen for a possible gun shot on campus using a Safety App.

LSU's statement:

*Throughout 2013 and 2014, LSU PD actively researched and reviewed mobile applications (iOS and Android), 52 documented with a few more post-result reviews. The objective was to identify a feature rich safety and security solution that would increase communication and accessibility between the community and university police department, afford community members to leverage technology, etc. Most apps fell short and either focus solely on emergency "panic" type reporting or non-emergency reporting. Others have processes which LSU PD disagrees with such as escort monitoring features that "alert" police and pre-identified contacts simultaneously in the event that the user fails to acknowledge a prompt in a timely manner.*

*Through this research, a product by 911 Cellular was identified as the clear choice based on features, pricing and support. The dispatch interface is clean and simple and acts as a 911 Public Safety Answering Point (enhanced caller identification point) for mobile users that contact LSU PD via phone or text based reporting. Other features include 2-way texting b/t police and the app user, custom geo-location options for on/off campus services, interfaces with the internal LSU computer network for internal building location identification, an escort feature, an emergency response guidebook maintained locally, etc. Attached is a brief overview of this app and the 911 Cellular desktop "panic" button. Additionally, branding of the app is by the purchaser which affords additional flexibility not found with other products.*

*Research shows that industry standard pricing models are based on core population at \$2.-\$3. per student, staff and faculty. Effectively LSU would see costs of \$60,000. to \$90,000. 911 Cellular recognized the value of pricing for service. Approximately March 2014, LSU Student Government (SG) approached LSU PD about a mobile safety application. LSU PD shared our research with SG, resulting in the passage of LSU SG Senate Bill 12 which provided student financial support for the acquisition of the mobile safety application. A valid License Agreement from 911 Cellular was completed during the summer of 2014. For more information visit [lsupd.com](http://lsupd.com).*

Thank you,

-ks

**Kevin Scott**

Office [225.578.7691](tel:225.578.7691)

Fax [225.578.3102](tel:225.578.3102)

Main [225.578.3231](tel:225.578.3231)

[krscott@lsu.edu](mailto:krscott@lsu.edu)



Melanie Kenzig  
Safety Solutions Advisor  
911Cellular LLC  
6001 Cochran Rd, Suite 911  
Solon, OH 44139  
Office: [216-283-6100](tel:216-283-6100)  
<https://www.911cellular.com/>



**From:** [New Atlas](#)  
**To:** [William Smith](#)  
**Subject:** 2016 in review: Hits and misses in mobile technology  
**Date:** Friday, December 30, 2016 10:06:06 AM

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**MOBILE TECHNOLOGY**

## 2016 in review: Hits and misses in mobile technology



What did 2016 bring for smartphones, laptops and other mobile technology? A few heralded releases surpassed expectations, while others promptly fell flat. Let's take a look back and which products and trends came out on top with a win – and which ones chalked up a big loss. [Read more](#)

**AUTOMOTIVE**

## Review: 2017 Toyota 86 is loads of fun, without the price tag



The 2017 Toyota 86 takes over for the discontinued Scion FR-S as the brand's entry-level sports coupe. Built in collaboration with Subaru, the 86 has the best of both brands jammed into one tiny, fun package. [Read more](#)

**GOOD THINKING**

## One Big Question: What will dating be like in 20 years?



You might not think your crock pot would have a lot to do with your love life, but as we enter the age of the Internet of Things (IoT), connected devices can collect data about our behaviors that might actually help match us with our ideal partners. We explore this idea through One Big Question. [Read more](#)

**AROUND THE HOME**

## Samsung VR7000 robot

## vacuum takes orders via Amazon Echo



Samsung Electronics will be debuting its latest Powerbot vacuum cleaner, the VR7000, at CES next week. The VR7000 is not only 28 percent slimmer than previous Samsung robotic vacuums, but can be operated by voice commands using Amazon's Echo smart speaker. [Read more](#)

### HEALTH & WELLBEING

## Can't shed those pounds? The problem might be in your head



A new study may provide clues as to why it is so difficult for obese people to maintain the motivation to keep active. If our mice cousins are any guide, the cause may not be the extra physical effort required to shift that spare tire we're carrying, but the result of altered dopamine receptors. [Read more](#)

### DRONES

## Drone air traffic control system being developed in Singapore



Commercial drone networks need some structure, so Nanyang Technological University is developing an air traffic control system for drones in Singaporean airspace, exploring ideas like geofencing, designated flight lanes and ground stations that track all airborne UAVs. [Read more](#)

### GAMES

## How to use an Xbox One controller on a Mac



Your Mac might not have the massive library of games available to Windows gamers, but you can still play them in style by connecting an Xbox One controller - and you don't need any extra hardware to do it. [Read more](#)



## ENERGY

### Slo-mo energy harvesting could see finger presses powering touchscreen devices



Researchers from Penn State have developed a new technology that can harness the movements of a user's fingers against a touch screen to generate electricity. In time, the team hopes the technology could provide as much as 40 percent of the energy required by a next-gen smartphones and tablets. [Read more](#)

## MOBILE TECHNOLOGY

### How Samsung can rebound from the Note 7 debacle in 2017



It's no secret that, after a strong start, Samsung had a rough bottom half of the year, with the flaming Galaxy Note 7 debacle. After taking that kind of knock to consumer trust and the Samsung brand, it'll take some strong moves to quickly rebound. [Read more](#)

## DRONES

### Amazon floats the idea of drone-dropping airships



When it comes to delivery-by-drone, one of the main limiting factors is battery life. Well, a recently-unearthed patent filed by Amazon addresses that issue. It proposes using airships as "airborne fulfillment centers" that would drop cargo-carrying drones toward the buildings below. [Read more](#)

## MATERIALS

### Scientists create silk structures with hidden powers

Scientists say they've devised a way to create "programmable" silk-based forms that have a variety of optical, chemical or biological functions. Imagine pins or other



mechanical components that change color when they near a breaking point, or solids that can deliver drugs, among other possible uses. [Read more](#)

#### MUSIC

### Musicians can now control stage lighting with a stomp



Making sure that band members are adequately illuminated during a performance can be just as important to a successful club gig as the hours of rehearsal needed to nail down the set list. The StompLight does just what its name suggests, putting multi-color LED lighting at the feet of players. [Read more](#)

#### COMPUTERS

### Twitter CEO considers implementing an edit function



In a spontaneous, and expansive, open conversation with the public on Thursday, Twitter CEO Jack Dorsey noted that the company is “thinking a lot” about ways to incorporate an edit function into their social media platform. [Read more](#)

#### AUTOMOTIVE

### Volvo looks away from the road to Skype for Business



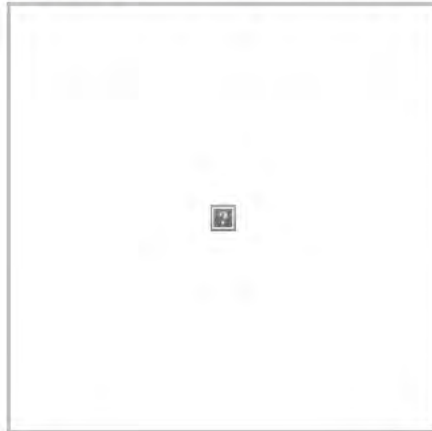
Volvo Cars will introduce Skype for Business to its new 90 Series vehicles. This makes Volvo the first carmaker to launch an in-car productivity tool like Microsoft’s collaborative app. Is this just a new distraction, or a next step in autonomous driving? [Read more](#)

#### SPECIAL PROMOTION FOR NEW ATLAS

#### READERS

**Save 70% on Disk Drill PRO**

### 3, the Top Data Recovery App for Mac and Windows



Accidents happen, which is why it's critical to have a data recovery system at your disposal. Disk Drill Pro makes it easy to recover documents, music, photos, videos, or even whole partitions that have gone missing from your computer. With just a single push of a button, Disk Drill can recover over 200 types of files on your computer or even on external drives when you connect to a computer. Don't get caught in a pinch by losing data - Disk Drill Pro is your insurance policy. [Read more](#)

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**From:** [david@campusmediagroup.com](mailto:david@campusmediagroup.com)  
**To:** [Adriana L Garza](#)  
**Subject:** Adriana do have some time this week or next to discuss? Thank you in advance.  
**Date:** Friday, October 26, 2018 3:29:22 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image006.png](#)

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Dear Adriana-

For over 20 years Campus Media Group has offered a variety of effective and affordable student and parent marketing tactics at Universities and Junior Colleges throughout the US.

These tactics have driven amazing ROI for our clients. I would love to do the same for you! We specialize in comprehensive planning and activation using both digital and traditional

marketing to reach and engage each brand's exact target audience!

WHAT DO WE DO?

- Online ad strategy, buying and optimization
- Mobile Marketing and in-app advertising
- Traditional on-campus marketing activation and marketing
- Experiential and custom Guerilla marketing
- Direct marketing to students

Expert Level of Experience

- **TARGETED EMAIL**
- **Recruitment advertising**
- **Enrollment marketing**
- Retail promotion
- Fast Food/QSR
- Lead Generation
- Street Teams (Small one campus activation to National Activation)
- Brand Ambassador Programs
- Mobile Geo-Fencing

**On Campus Advertising including Campus Postering, Tabling, Greek Outreach, Newsracks 3'x2' , Newspaper Kiosks 4'x2' ,Bus and Bike Shelters 6'x4' ,Interior Transit Card 27"x11 1/8" , Wall Panel Displays 6'x4'**

We also have experience working with Universities throughout the US for Enrollment and brands both Large and Small for Recruitment and Lead Generation in nearly every industry.

Some of our clients include Jockey, State Farm, Goldman Sachs, Jimmy Johns, Neutrogena, Sprint,

Toyota, Vans, Subway, Pizza Hut and Warner Bros.

Ready to talk? Interested in a media kit? Please email me or call me anytime at 443-794-9187.

Thank you,



**David Braunstein | Account Development Manager**

[david@campusmediagroup.com](mailto:david@campusmediagroup.com)

(o) 443.794.9187

(f) 952.854.3104

[www.campusmediagroup.com](http://www.campusmediagroup.com)



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**From:** [Greg Fox](#)  
**To:** [Adriana L Garza](#)  
**Subject:** Adriana, recruit more students using geofencing!  
**Date:** Tuesday, January 19, 2021 7:03:49 AM

---

Dear Adriana,

I wrote a great free report on how you can reach adult learners and non-traditional students exactly where they are using the latest geofencing digital ad technology.

38% of all U.S. college students fall in this category. You can be the first school they talk to.

You stop spending your limited ad dollars on ads that don't produce immediate return.

Is my report something you'd be interested in looking at?

Let me know by replying to this email and I'll send it to you along with an amazing case study from one of your sister 2-year institutions.

Good luck and stay safe,

Greg Fox  
504-812-7835 - Cell  
[hgfox@igofox.com](mailto:hgfox@igofox.com)  
[www.getfoxmarketing.com](http://www.getfoxmarketing.com)

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**From:** [AirMap](#)  
**To:** [William Smith](#)  
**Subject:** AirMap and Industry Partners Successfully Demonstrate Dynamic Geofencing Capabilities  
**Date:** Tuesday, October 15, 2019 12:05:32 PM

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**NEWS**

**AirMap, Aeromapper, SPH Engineering and Industry  
Partners Successfully Demonstrate Dynamic  
Geofencing Capabilities as Part of SESAR  
GEOSAFE Project**

Earlier this year, the European Commission adopted EU-wide rules designed to pave the way for safe, efficient, and secure airspace access for large numbers of drones. As part of these rules, EU Member States can define designated no-fly zones where drones are not allowed to enter, including airports, airfields, and city centers.

Geofencing is essential to ensuring that drones comply with airspace restrictions. Geofences prevent drones from entering no-fly zones and keep them away from protected areas and critical infrastructure. Geo-caging, by contrast, does not allow drones to fly beyond a set boundary. Both measures are critical to keeping complex low-altitude airspace safe for all.



In an effort to evolve U-space capabilities for EU-wide implementation, AirMap is participating in GEOSAFE, a SESAR Joint Undertaking funded project aimed at researching, developing, and testing foundational and advanced geofencing services. Learn more about how AirMap and industry partners recently demonstrated the three tiers of geofencing aligned with U-space capability levels.

[Learn More](#)





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**From:** [AirMap](#)  
**To:** [William Smith](#)  
**Subject:** AirMap Product Update - Drag & Drop Flight Planning and LAANC Expansion  
**Date:** Friday, May 24, 2019 2:05:36 PM

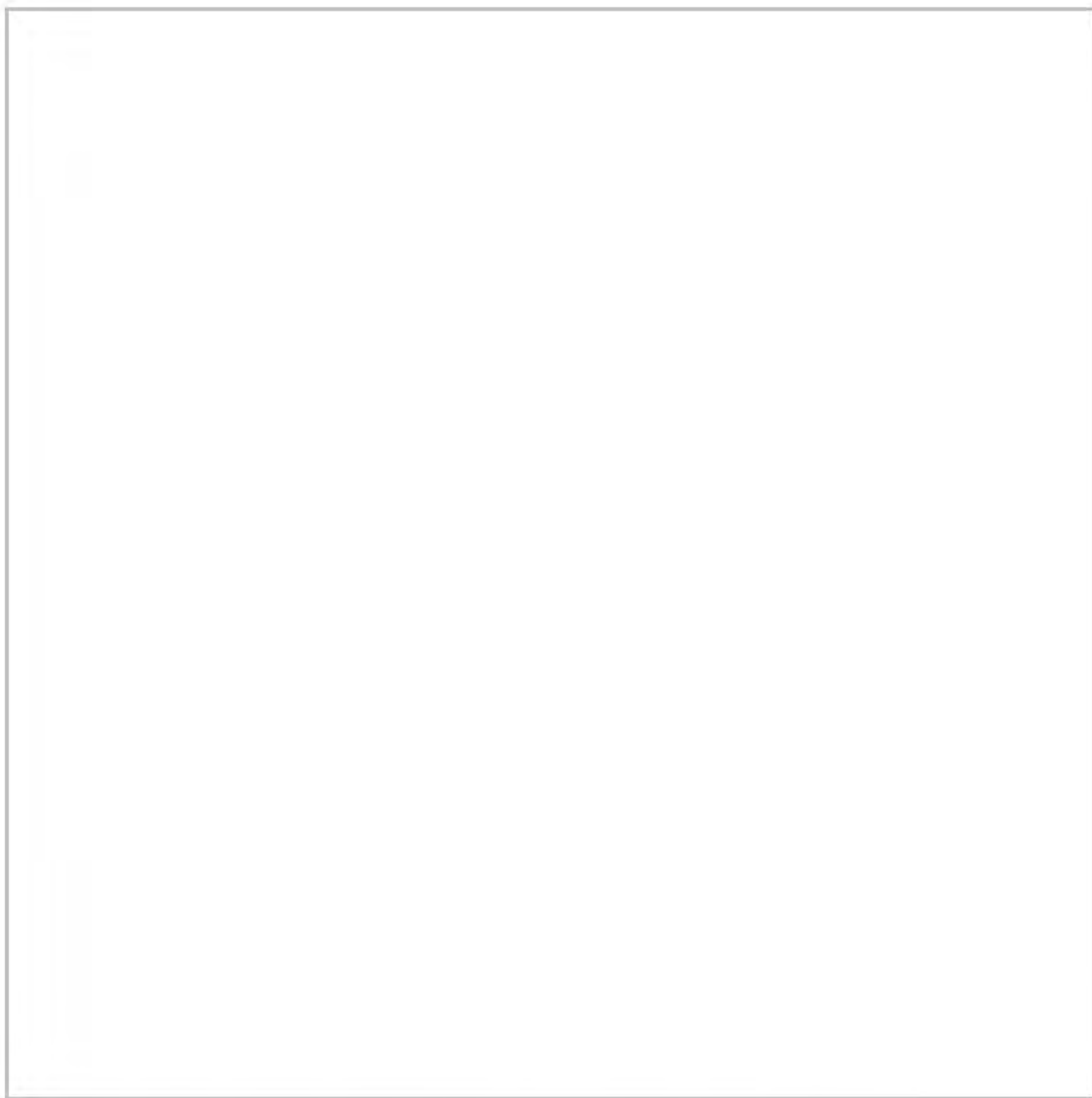
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## May 2019 Product Update

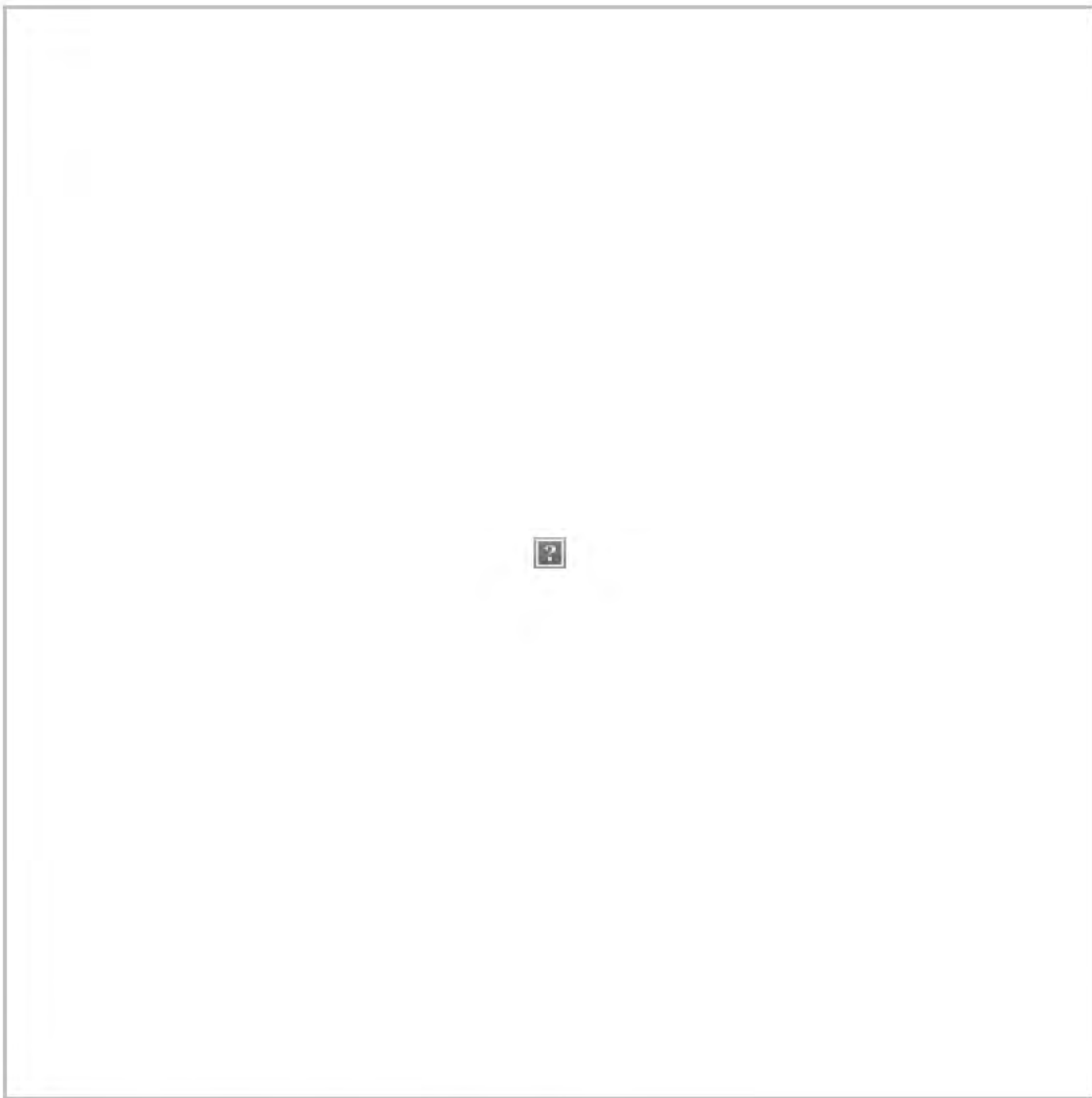
This month, we're bringing you two exciting new features in the [AirMap for Drones Web App](#) for a richer user experience and easier, more precise flight planning in your next drone mission.

Moreover, the [FAA LAANC program](#) has expanded to 109 contract towers across the United States. Read below to see if your nearest airport is included.



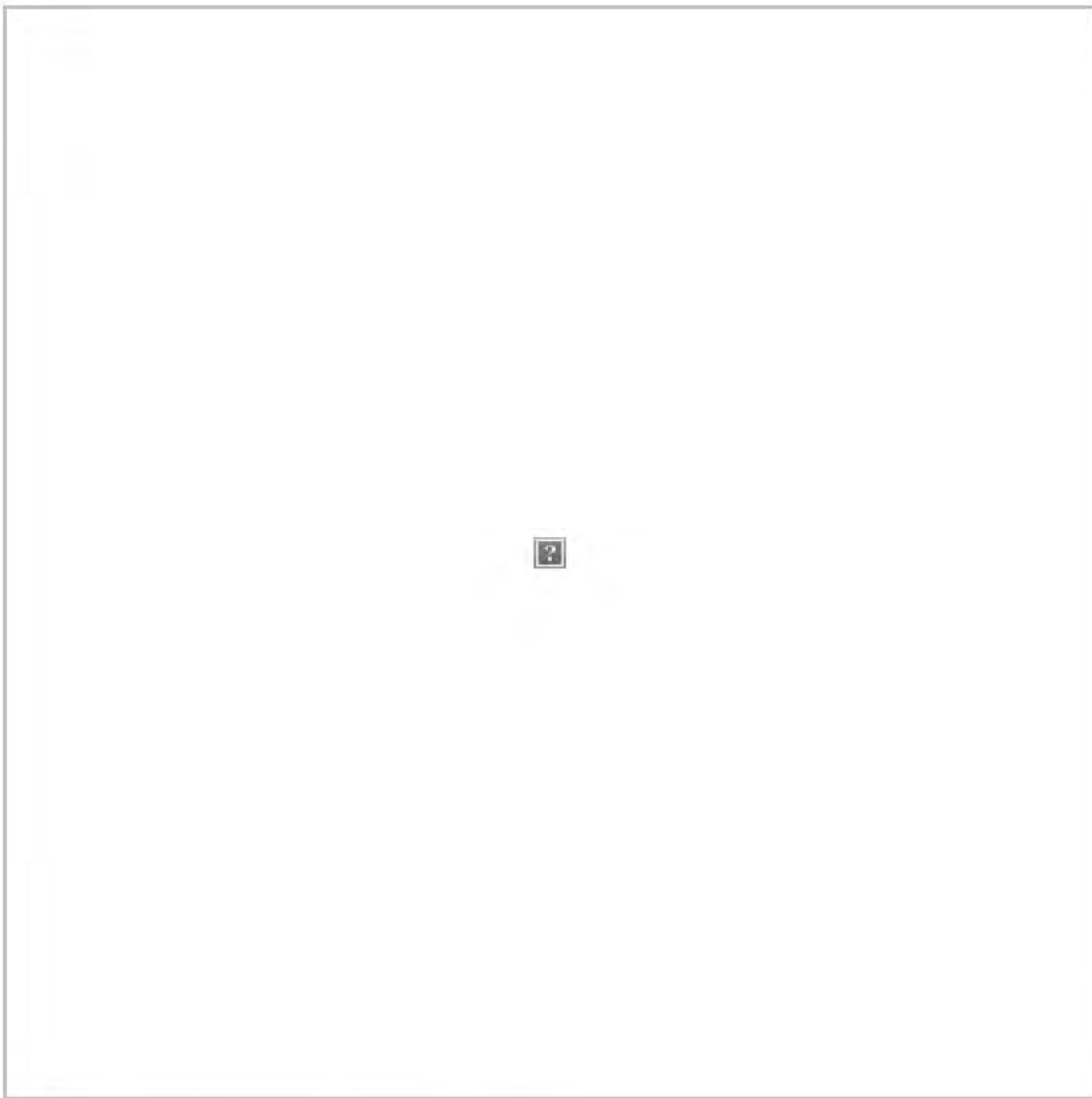
### **“Drag & Drop” Flight Planning with JSON and GeoJSON**

Need to plan a flight path to precise location specifications? Want to share a flight plan across multiple operators? With our new Drag & Drop Flight Planning feature, drone operators can upload a geometry object in JSON or GeoJSON from the flight planning view in the [Web App](#) and then adjust flight plan specifications accordingly. Log in at [app.airmap.com](http://app.airmap.com) to try it out.



### **Notice of Authorization Downloadable PDFs**

The [AirMap for Drones mobile application](#) already offers the ability to download a Notice of Authorization to demonstrate LAANC compliance and unlock geofences near airports. Now, this same feature is available in the [Web App](#). Each [Notice of Authorization](#) includes pilot information, issue date, flight plan details, and a list of Part 107 operating rules.



## LAANC Expansion to Contract Towers

Commercial drone operators can get near-instant access to fly in U.S. controlled airspace by requesting authorization through the [FAA's LAANC program](#). As a UAS Service Supplier (USS) for LAANC, AirMap makes it easy to request digital authorization through the AirMap for Drones mobile and web apps, as well as our AirMap [LAANC Deep Linking partner applications](#).

More than 550 ATC facilities are now LAANC-enabled, including 109 newly-added contract towers. Check our [official list](#) to find the facility nearest to you.

[Learn More](#)



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**From:**  
**To:**  
**Subject:** AirMap Provides UTM Services to 4 European Network of U-space Demonstrations  
**Date:** Thursday, November 8, 2018 4:17:49 PM

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**NEWS**

**European Network of U-space Demonstrations  
Utilize AirMap for UTM Needs**



The European Commission recently announced the European Network for Drone Demonstration. The Network will assist several projects across Europe to demonstrate U-space capabilities and applications to establish a reliable and safe airspace infrastructure.

**AirMap will provide U-space services in projects across Spain, the Netherlands, France, Finland, and Estonia.**

The projects will test drone technologies and applications ranging from agricultural area surveys, commercial and urgent care parcel delivery, security surveillance, and emergency response for firefighters, police, and search and rescue to help accelerate the progress of commercial drone operations across

## Europe.

### **GOF USPACE**

The GOF U-space will work to establish a pre-operational flight information management system (FIMS) with tests in Finland and Estonia.

### **DOMUS**

DOMUS will demonstrate multiple U-space suppliers conducting missions in rural, urban, maritime, and airport settings in Andalusia, Spain.

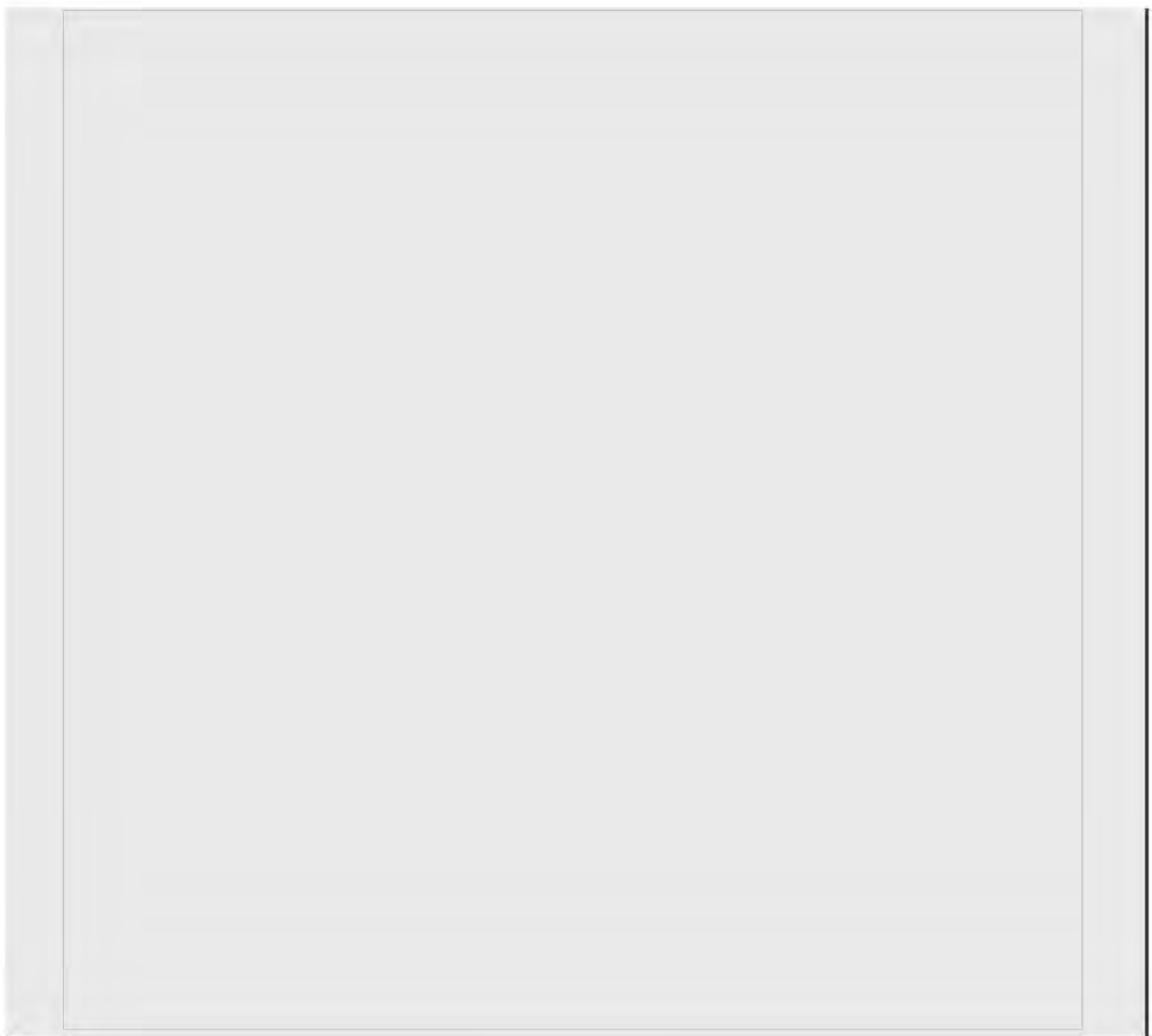
### **GEOSAFE**

Geosafe projects in France will establish geofencing solutions around U-space regulation for commercial drone missions.

### **VUTURA**

VUTURA's projects aim to test the U-space network for BVLOS flights in rural and urban areas in the Netherlands.

[Learn More](#)



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**From:** Christopher S. Penn | @cspenn  
**To:** Adriana L. Garza  
**Subject:** Almost Timely News from @cspenn for 1 December 2019  
**Date:** Sunday, December 1, 2019 7:51:45 PM

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*[Building forecasts and setting goals for 2020? Check out my new Google Analytics Channel Traffic Forecast, which helps you set goals for 2020 across all your digital channels.](#)*

## Happy Resolutions Rehearsals season!

As I shared on [Instagram today](#), December 1st is the start of the final month of the year - and in this case, the decade as well. Lots of people are already putting together grand plans for the next decade. They'll do this differently, that differently, stop this, start that. However, one of the challenges of any change is that the change has to be sustainable. It has to be something you want to do.

Very often, what happens is that we make a change and then discover how many other things in our life block that change, from relatives offering unhelpful commentary to our own self-doubts. Compound that with the societal pressures to make some kind of change as the calendar rolls over, and you end up with a recipe for high-pressure failure.

So, I recommend rehearsals. No one is expecting resolutions or big changes now. No one is watching, no one is critiquing, no one is stalking your Instagram to see what's different now. Now's the time to beta test, to try out some changes you might like to make - and you have the whole month to try it out privately with no expectations, no public pressure. This is the time to find out how sustainable a change is, whether it's reading a book a week, taking an online course, starting a new class, making physical changes to your body and your nutrition, whatever the change is - beta test it. Try it out. See what opposes you.

The best case scenario is that you find the change to be sustainable and even enjoyable, so that when the calendar rolls over and your peers share the big changes they plan on making, you can share yours (if you choose to do so) with great confidence, **because you'll already have a full month under your belt**. Even if you ignore societal and peer pressures, you'll have the joy of making the change and enjoying the benefits a month earlier than everyone else.

If the change turns out not to be sustainable, you have the opportunity to change the change, to make adjustments, to see what is sustainable, to pivot. Do so now. Find out what works and what doesn't.

Rehearsal is all about working out the bugs and knowing where the tough spots will be.  
**Rehearse now for whatever you want to be next.**

## Unsubscribe/Remove Yourself

Years ago, [Paul Muller](#) made me a beautiful, unmistakable unsubscribe button. Thanks to Plotagraph, I've made it even more eye-searingly unforgettable.



A handful of people have said the link doesn't work (because it opens a new, pre-filled email message); if that capability is blocked in your mail reader, just send an email to [newsletter@christopherspenn.com](mailto:newsletter@christopherspenn.com) with Unsubscribe (your email address here) as the subject and the body, and the automated script that processes unsubscribes will take it from there.

## Do Something With Your Marketing Weekly Video

In this week's Do Something With Your Marketing, I want you to change how you think about product and service demonstration. Instead of doing something live (which is fine for a livestream in a low-pressure, no expectations environment), consider approaching demos differently. Watch the video for full details.

Click on this screen to play the video: 

Enjoy these videos? [Get plenty more by subscribing to my YouTube channel.](#)

## In Case You Missed It : Content I Published Recently

- *10 clicks:* [You Ask, I Answer: Black Friday Marketing Trends?](#)
- *7 clicks:* [You Ask, I Answer: Agency Social Media Marketing Strategy?](#)
- *4 clicks:* [Content is a commodity](#)
- *3 clicks:* [You Ask, I Answer: Remarketing Strategy and Tips?](#)
- *2 clicks:* [{PODCAST} In-Ear Insights: Social Media Competitive Research](#)

## Social Sync

Let's make sure we're connected in the places it suits you best. Here's where you can find different content:

- [My blog](#) - daily videos, blog posts, and podcast episodes
- [My YouTube channel](#) - daily videos, conference talks, and all things video
- [My company, Trust Insights](#) - marketing analytics help
- [My podcast, Marketing over Coffee](#) - weekly episodes of what's worth noting in marketing
- [My second podcast, In-Ear Insights](#) - the Trust Insights weekly podcast focused on data and analytics
- [On Twitter](#) - multiple daily updates of marketing news
- [On LinkedIn](#) - daily videos and news
- [On Instagram, mostly personal photos](#) - personal photos and travel

## Your Perspectives: Content I'm Reading and Sharing

### Social Media Marketing

- *198 clicks:* [4 Creative Ways to Generate Organic Instagram Engagement via Social Media Examiner](#)
- *179 clicks:* [How to Use Facebook Ads to Promote Limited-Time Offers via Social](#)

## Media Examiner

- *56 clicks:* [Twitter to Dormant Account Holders: Use em or Lose em \(UPDATED\)](#)  
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- *217 clicks:* [The 5 Common Mistakes Every Content Marketer Should Know](#)
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Want to do the same with your Google Analytics data? [Sign up today for a Google Analytics Most Valuable Pages report of your website for \\$499.](#)

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- *430 clicks:* [Stop explaining black box machine learning models for high stakes decisions and use interpretable models instead](#)
- *65 clicks:* [The 14 AI Content Marketing Influencers You Need To Know](#)

## **Analytics, Stats, and Data Science**

- *156 clicks:* [Top 8 Data Science Use Cases in Marketing](#)
- *113 clicks:* [Would you buy insights from this guy? \(How to assess and manage a Data Science vendor\)](#)
- *15 clicks:* [How Big Brands Are Using Automated Data Analytics That Bring Results via insideBIGDATA](#)

## **SEO, Google, and Paid Media**

- *406 clicks:* [It's Content and It's Links Are We Making SEO Too Complicated? via Moz](#)
- *363 clicks:* [SEO Channel Context: An Analysis of Growth Opportunities via Moz](#)
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- What questions you should be asking of vendors
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- What great data is - and isn't
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Plus, discover who should and shouldn't pursue a career in AI and machine learning - and get a shortlist of valuable resources for getting started.

[Digital Edition \(iBooks, Kindle, PDF\):](#)

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## Upcoming Events I'll Be Attending

Here's where I'm speaking and attending. Say hi if you're at an event also:

- [Agorapulse Social Success Summit](#), December 2019, Online - closes soon!
- Social Media Marketing World 2020, February 2020, San Diego
- ContentTech Summit, April, San Diego
- MarTech West, April, San Jose
- MAICON 2020, July 2020, Cleveland

**If you're an event organizer, let me help your event shine. [Visit my speaking page for more details.](#)**

*FTC Disclosure: Events with links have purchased sponsorships in this newsletter and as a result, I receive financial compensation for promoting them.*

Can't be at an event? Stop by my private Slack group instead, [Analytics for Marketers](#).

## Conclusion

Thanks for subscribing and reading this far. I appreciate it. As always, thank you for your support, your attention, and your kindness.

See you next week,

*Christopher S. Penn*

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**From:** [Christopher S. Penn | @cspenn](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Almost Timely News from @cspenn for 5 April 2020  
**Date:** Sunday, April 5, 2020 9:55:44 PM

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## Almost Timely News



Where does your happiness come from?

Over the past few weeks, as more and more of the world has entered quarantines to slow down the spread of COVID-19, I've seen more friends express their unhappiness than ever before at the change in circumstances. To be sure, these are not happy times. Millions of infections, tens of thousands of deaths, job losses, and a political class in many nations that seems content to fiddle while the world burns. These are certainly not circumstances that beget happiness, so to insist that anyone pretend to be happy is absurd.

But that's not what I was pondering, and maybe you might want to ponder, too. Where does

your happiness come from? When times are good, what makes you happy?

There's a lot to be missed from the world that was, yes. But how much of that was truly essential to our happiness?

There's a lot left to be desired about the world that is, now. But how much of it is truly damaging to our happiness?

In some ways, this is a magical time for anyone who wants to understand themselves, because so much of what is "normal" has been stripped away, leaving us only with the essentials: ourselves. What is left when everything else is taken away is closer to who we really are. Just as wildlife returns to our cities when we are quiet, our true natures return to us when we are quiet.

I remember a quote from the very old TV series, Kung Fu, that has stuck with me over the decades: *"If I tell you that you are not within a prison, but the prison is within you, can you believe that?"*

We may be in the situation we're in for some time; our lockdown for the good of everyone can start to feel like imprisonment. So, consider that quote carefully. Are you within the prison, or is the prison within you? If you're able to, identify the things that make you happy, and see how much of that comes from within. If you dig deep and find what makes you happy inside of yourself (as opposed to what's outside in the world), you may be able to find that same happiness in any situation - and the prison mindset will vanish, even if you are physically confined to where you are.

Again, this is not to say we ignore reality. Some very close friends have lost their health, their jobs, their livelihoods, and they are right and natural to be unhappy. But even in the middle of all that, could you still find happiness inside yourself in some way?

If you could, imagine how much more powerful you will be when the world starts back up. **You will have found happiness without leaning on the world to provide it, and that is freedom.**

I hope you find your freedom.

## **Unsubscribe/Remove Yourself**

Too many email marketers make unsubscribe buttons/links difficult to find. So we're clear, here's mine:

Click me to unsubscribe!



A handful of people have said the link doesn't work (because it opens a new, pre-filled email message); if that capability is blocked in your mail reader, just send an email to [newsletter@christopherspenn.com](mailto:newsletter@christopherspenn.com) with Unsubscribe (your email address here) as the subject and the body, and the automated script that processes unsubscribes will take it from there.

## Weekly Video

In this week's video, we're doing some deep digging into finding a potential source of misinformation about COVID-19 and vaccine testing in Africa. Based on a question a friend had for me, we use Facebook's Crowdtangle and Talkwalker software to rewind some social media data and see if there's a conspiracy underneath. If you've ever wanted to do a deep dive into how social media monitoring tools can uncover trails of evidence, you'll enjoy this Saturday Night Data Party.

Click on this screen to play the video:

Do Something With Your Marketing



## In Case You Missed It

- [You Ask, I Answer: Using Company Names in Blog Content?](#)
- [You Ask, I Answer: Conference Alternatives for Lead Generation?](#)
- [You Ask, I Answer: Advice for May Graduates in PR?](#)
- [You Ask, I Answer: Scheduling Availability When Working From Home?](#)
- [{PODCAST} In-Ear Insights: Finding Product Market Fit](#)
- [The Importance of Tag Memes for Understanding Social Networks](#)

## Social Sync

Let's make sure we're connected in the places it suits you best. Here's where you can find different content:

- [My blog](#) - daily videos, blog posts, and podcast episodes
- [My YouTube channel](#) - daily videos, conference talks, and all things video
- [My company, Trust Insights](#) - marketing analytics help
- [My podcast, Marketing over Coffee](#) - weekly episodes of what's worth noting in marketing
- [My second podcast, In-Ear Insights](#) - the Trust Insights weekly podcast focused on data and analytics
- [On Twitter](#) - multiple daily updates of marketing news
- [On LinkedIn](#) - daily videos and news
- [On Instagram, mostly personal photos](#) - personal photos and travel

## Your Perspectives: Content I'm Reading and Sharing

Let's look at the most interesting content from around the web on topics you care about.

### Social Media Marketing

- [How to Use Social Media in Healthcare: A Guide for Health Professionals](#)
- [A Step-by-Step Guide to Advertising on Instagram](#)
- [Twitter Gives Marketers a Content Calendar Full of Tweet Prompts via Search Engine Journal](#)

### Media and Content

- [Top 2020 WordPress Plugins for Business Data Visualization via ReadWrite](#)
- [7 Newsletter Signup Strategies For Your Online Store \(2020\)](#)
- [People are listening to less podcasts, potentially due to less commuting](#)

## Advertisement: Make Better Videos with Techsmith Camtasia

If you enjoy my videos, like You Ask, I Answer, Do Something With Your Marketing, Saturday Night Data Party, and many others, then consider using the platform I use to edit and publish them: Techsmith Camtasia. Camtasia is just the right balance between too easy and inflexible, like iMovie, and absurdly complex and expensive, like Adobe Premiere. It's got just the right features, from subtitle editing to all the usual transitions and special effects, and it's a desktop app, so there's none of this crazy trying to "edit in the cloud" (which is insane for video production). If you need to produce videos, screencasts, and even animations, give Camtasia a try.

- [Learn more about Techsmith Camtasia >>](#)

### Tools, Machine Learning, and AI

- [How \(not\) to use Machine Learning for time series forecasting: The sequel](#)
- [Google's WaveNetEQ fills in speech gaps during Duo calls via VentureBeat](#)
- [IBM Releases Novel AI-Powered Technologies to Help Health and Research Community Accelerate the Discovery of Medical Insights and Treatments for COVID-](#)

## **Analytics, Stats, and Data Science**

- [Feature Scaling using Normalization and Standardization](#)
- [Email Analytics: The 8 Email Marketing Metrics & KPIs You Should Be Tracking](#)
- [Research into 1,001 Data Scientist LinkedIn Profiles, the latest](#)

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- [Every Company Should Prioritize Continuous R&D: Heres How to Do It via ReadWrite](#)

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- [Disney Surpasses Netflix to Become the Most Downloaded App in USA, Report Apptopia and Braze via MarTech Advisor](#)
- [We asked a computational poet if machines will ever replace human writers](#)
- [Watch movies with your friends via Discord's livestreaming feature](#)

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- [A traditional economic stimulus wont work. Heres what might.](#)
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- [Zoom 'unsuitable' for government secrets, researchers say via BBC News](#)

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- What questions you should be asking of vendors
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## Upcoming Events I'll Be Attending

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- MAICON 2020, July 2020, Cleveland
- ContentTech Summit, August, San Diego
- MarTech East, October, Boston
- MarketingProfs B2B Forum, November, San Francisco
- MadConNYC, December 2020, New York City

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## Conclusion



Thanks for subscribing and reading this far. I appreciate it. As always, thank you for your support, your attention, and your kindness.

See you next week,

*Christopher S. Penn*

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**From:** Christopher S. Penn | @cspenn  
**To:** Adriana L. Garza  
**Subject:** Almost Timely News from @cspenn for 7 July 2019  
**Date:** Sunday, July 7, 2019 8:08:35 PM

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*I'm falling behind.*

If you were to ask me what keeps me up at night in terms of worries, it's that fear, the fear of falling behind. I suppose it's a cousin of FOMO, fear of missing out, in that I fear falling behind and not being able to keep up with what's cutting-edge in our industry.

For example, I'm about to give a keynote talk at the Marketing AI Conference, MAICON, in a couple of weeks on how AI is changing marketing. One section of the talk shows a cutting-edge use-case of natural language generation - how a machine can write content for us. That short sequence in my slide deck is about a month old, and uses OpenAI's GPT-2 software to generate really good, readable text.

It's out of date. Just two weeks ago, researchers at Google Brain, in collaboration with Carnegie Mellon University, released XLNet, an even better, more powerful, faster, supposedly more accurate natural language model. I'm falling behind, aren't I?

What cures this fear? I can't speak for anyone else besides me, but for me, it's getting my hands on a new technology and at least taking it for a spin. I tried out XLNet to see what it can and can't do, and while it's better in some cases than the incumbent technology, in other cases it's not quite as good yet, at least when you use it straight out of the box.

But knowing about it, knowing what it can and can't do, having a basic understanding of it is what quells that fear. I may not be proficient in the use of the technology, but at least I know of its existence and promise, and where it fits into the landscape.

For me, **the cure to my fears is to always be learning, always be testing.** As one of my martial arts teachers, Stephen K. Hayes, says, "I'd rather be discovering new questions than defending old answers".

How do you face the fear of falling behind? What do you do to quell that fear? Do you even have that fear?

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Years ago, [Paul Muller](#) made me a beautiful, unmistakable unsubscribe button. Thanks to Plotagraph, I've made it even more eye-searingly unforgettable.



## Do Something With Your Marketing Weekly Video

In this edition of Do Something With Your Marketing, I want you to document your

marketing analytics approach by answering four key questions about your analytics. These four questions form the backbone of every great analytics strategy and will massively help you deliver value to your company. Watch the video for the questions.

Click on this screen to play the video: 

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*Stay tuned for a special promotional email later this week.*

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- *14 clicks:* [{PODCAST} In-Ear Insights: Quarterly Review and Planning via Trust Insights Marketing Data & Analytics Consulting](#)
- *10 clicks:* [You Ask, I Answer: Key Features of Google Search Console?](#)
- *4 clicks:* [You Ask, I Answer: Channel and Content Performance Metrics?](#)
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- [My blog](#)
- [My company, Trust Insights](#)
- [My podcast, Marketing over Coffee](#)
- [On Twitter](#)
- [On LinkedIn](#)
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## **Your Perspectives: Content I'm Reading and Sharing**

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- *94 clicks:* [9 Ways to Increase Your Messenger Bot Engagement](#)
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- *33 clicks:* [Facebook Reveals Cause of July 3rd Outage, Also Affecting Instagram](#)

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Here's where I'm speaking and attending. Say hi if you're at an event also:

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- MarketingProfs B2B Forum, November 2019, Washington DC

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*Christopher S. Penn*

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**From:** Christopher S. Penn | @cspenn  
**To:** Adriana L. Garza  
**Subject:** Almost Timely News from @cspenn for 8 December 2019  
**Date:** Sunday, December 8, 2019 8:12:38 PM

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*[Building forecasts and setting goals for 2020? Check out my new Google Analytics Channel Traffic Forecast, which helps you set goals for 2020 across all your digital channels.](#)*

This week wraps up the final sessions of COP25, the massive climate change summit being held in Madrid. Ignoring the politicians (which you kind of have to do these days to maintain your sanity) for a moment, the scientific data coming out of COP25 is sobering at the least, and borderline soul-crushing at the worst.

Here's what it boils down to, in my interpretation, with the disclaimer that I am not a climatologist and that these are my opinions only, not backed by any independent research I've done. The decade we just experienced - 2010-2019 - is likely to be seen through the same lens as the 1920s, when we look back in history. It was the best and worst of times, and people largely did not foresee what was to come next, which was two decades of strife and conflict. The upcoming decade, 2020-2029, will be the end of "normalcy", from supply chain disruptions to an overall decline in quality of life due to climate change. It will also be the last decade in which our species has any meaningful chance to mitigate the impact of climate change, which will mean substantial, disruptive change if we do it, as a civilization, and catastrophic consequences if we don't.

*In short, the coming decade presages massive change and a likely decline in material quality of life.*

So, what are we to do to prepare? Take a moment to go through this thought exercise. Pretend that you knew your date of death, and that date was January 1, 2030. On that day, at 12 AM your time, you simply stopped and perished.

**What would be your priorities over the next 10 years if you knew for certain that was it, that was all the time you were allotted?** Would you go visit that place you've always wanted to see? Would you strengthen the relationships you have? Would you enjoy every moment, every meal, every laugh? I would hope that you would, that you could.

**What would you stop doing?** What time would you stop wasting? Would you stick it out in a job you hate, hoping it'll get better or something will magically drop into your inbox? Would you allow unhealthy people to sap precious minutes from your finite supply? Beginning January 1, 2020, you will have 87,600 hours left until January 1, 2030. How many of those can you reclaim for yourself - ending stupid, pointless meetings, removing waste everywhere you can so that you can enjoy what you have?

To read more from a credible source, [dig into this paper by the Global Commission on Adaptation](#), chaired by former UN Secretary General Ban Ki-Moon and supported by the Bill and Melinda Gates Foundation.

**Unsubscribe/Remove Yourself**

Years ago, [Paul Muller](#) made me a beautiful, unmistakable unsubscribe button. Thanks to Plotagraph, I've made it even more eye-searingly unforgettable.



A handful of people have said the link doesn't work (because it opens a new, pre-filled email message); if that capability is blocked in your mail reader, just send an email to [newsletter@christopherspenn.com](mailto:newsletter@christopherspenn.com) with Unsubscribe (your email address here) as the subject and the body, and the automated script that processes unsubscribes will take it from there.

## Do Something With Your Marketing Weekly Video

In this week's Do Something With Your Marketing, it's a special for my agency friends. Think about the agency model, and then think about how that's likely to change, especially facing economic headwinds. In the video, I share a couple of models that may be alternatives.

Click on this screen to play the video:



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- [My second podcast, In-Ear Insights](#) - the Trust Insights weekly podcast focused on data and analytics
- [On Twitter](#) - multiple daily updates of marketing news
- [On LinkedIn](#) - daily videos and news
- [On Instagram, mostly personal photos](#) - personal photos and travel

## Your Perspectives: Content I'm Reading and Sharing



## Social Media Marketing

- *562 clicks:* [Twitter to introduce stricter content NSFW guidelines worrying adult content creators](#)
- *226 clicks:* [Advertisers applaud Facebook's publisher whitelists via Digiday](#)
- *107 clicks:* [How to Automate Personalized Video Messages via Facebook Ads via Social Media Examiner](#)

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- *283 clicks:* [Demystifying Gen Z: Please, no TV commercials Adweek](#)
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## Tools, Machine Learning, and AI

- *166 clicks:* [10 Free Top Notch Machine Learning Courses](#)
- *131 clicks:* [Enabling the Deep Learning Revolution](#)
- *68 clicks:* [Google Open Sources MobileNetV3 with New Ideas to Improve Mobile Computer Vision Models](#)

## Analytics, Stats, and Data Science

- *141 clicks:* [Data Science Curriculum Roadmap](#)
- *106 clicks:* [The Essential Toolbox for Data Cleaning](#)
- *42 clicks:* [Statistical Thinking for Industrial Problem Solving a free online course](#)

## SEO, Google, and Paid Media

- *185 clicks:* [The Local Algorithm: Relevance, Proximity, and Prominence via Moz](#)
- *100 clicks:* ['It's tougher for media buyers to get wins': Confessions of a DTC media buyer on the consequences of rising CPAs via Digiday](#)
- *46 clicks:* [PPC & CRO Synergy: 6 Tips for Success](#)

## Advertisement: Agorapulse Social Media Monitoring

Your time is at a premium, isn't it? Mine is. I want one tool to do the lion's share of work for me in social media marketing, and [Agorapulse is that tool](#). Bulk upload your scheduled content. Track activity metrics on stuff you share. Best of all, enjoy one inbox for Twitter, Facebook, Instagram, YouTube, and LinkedIn. That's right: no more logging into 5 different apps just to see who you need to reply to. Instead, sign into Agorapulse and take care of business in one shot.

[Try out Agorapulse today for free for 14 days.](#)

### Good Reads, Long Reads, Interesting Stuff

- *290 clicks:* [This New Circuit Architecture Doesn't Require Electricity For Computing](#)
- *95 clicks:* [Ten crucial employment law changes to look out for in 2020](#)
- *48 clicks:* [Artificial Friend or Virtual Foe](#)

### Fun, Games, and Entertainment

- *167 clicks:* [Tesla Model 3 Autopilot Gracefully Avoids Road Barrels At 125 km/h](#)
- *82 clicks:* [AI cameras to catch texting Australian drivers via BBC News](#)
- *37 clicks:* [Amazon unveils DeepComposer, an AI-enabled piano keyboard via VentureBeat](#)

### Economics, Politics, Environment, and Society

- *34 clicks:* [MIT engineers made a cheaper and more efficient device to trap carbon dioxide](#)
- *28 clicks:* [How to Effectively Apologize in the #MeToo Era Adweek](#)
- *26 clicks:* [TikTok sent US user data to China, lawsuit claims via BBC News](#)

## Advertisement: AI For Marketers, Second Edition

In this all-new, completely rewritten edition, you'll see the future of marketing as AI changes it forever. What's inside?

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Plus, discover who should and shouldn't pursue a career in AI and machine learning - and get a shortlist of valuable resources for getting started.

[Digital Edition \(iBooks, Kindle, PDF\):](#)

[Print edition on Amazon:](#)

## Upcoming Events I'll Be Attending

Here's where I'm speaking and attending. Say hi if you're at an event also:

- [Agorapulse Social Success Summit](#), December 2019, Online - closes soon!
- Social Media Marketing World 2020, February 2020, San Diego
- ContentTech Summit, April, San Diego
- MarTech West, April, San Jose
- MAICON 2020, July 2020, Cleveland

**If you're an event organizer, let me help your event shine. [Visit my speaking page for more details.](#)**

*FTC Disclosure: Events with links have purchased sponsorships in this newsletter and as a result, I receive financial compensation for promoting them.*

Can't be at an event? Stop by my private Slack group instead, [Analytics for Marketers](#).

## Conclusion

Thanks for subscribing and reading this far. I appreciate it. As always, thank you for your support, your attention, and your kindness.

See you next week,

*Christopher S. Penn*

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**From:** Christopher S. Penn | @cspenn  
**To:** Adriana L. Garza  
**Subject:** Almost Timely News from @cspenn for 15 December 2019  
**Date:** Sunday, December 15, 2019 10:20:50 PM

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*[What data made 2019 stand out? Read the 12 Days of Data blog post series I'm writing on the Trust Insights blog, on everything from press release data to the latest Instagram engagement rates for brands and influencers! The first 5 days are linked in this post here »](#)*

I was listening to a podcast recently, [Robert Rose's The Weekly Wrap](#), and he was reviewing an article about fears that data was squeezing all the creativity out of marketing, that people who obeyed data and analysis would have no means of creative expression, no ability to rely on intuition, no joy in their work.

That point of view, and I can't remember which publication Robert was indicating it was in, is by someone who doesn't understand the role and power of data and insights. Alfred Korzybski, founder of general semantics, is famously quoted, "*The map is not the territory*". Maps are useful for knowing where we are and understanding where we need to go, but maps don't tell us where to step, or to not walk face first into a tree, or how to deal with a bear in front of us. Maps are guides, helping us go in the direction we're supposed to go in order to achieve our goals.

Data is the same. Data is not reality - data is, at best, a measurement of reality past and present. If data indicates that the best topic for your blog this week is about freshly-squeezed orange juice, and you choose to blog about apple pie, you may discover something new, but odds are you will discover you should have written about orange juice. Nowhere in that data, that guidance, is there prescriptive advice about exactly what to write, or how to write it, or what image should go with it, or how snarky you should or shouldn't be. The data is the guide, but you still have to create.

Data and insights are guardrails to help you avoid swerving off the road and crashing. They're not train rails on which you may never deviate your course.

## Unsubscribe/Remove Yourself


Years ago, [Paul Muller](#) made me a beautiful, unmistakable unsubscribe button. Thanks to Plotagraph, I've made it even more eye-searingly unforgettable.



A handful of people have said the link doesn't work (because it opens a new, pre-filled email message); if that capability is blocked in your mail reader, just send an email to [newsletter@christopherspenn.com](mailto:newsletter@christopherspenn.com) with Unsubscribe (your email address here) as the subject and the body, and the automated script that processes unsubscribes will take it from there.

## Do Something With Your Marketing Weekly Video

In this week's Do Something With Your Marketing, I have a tip for checking out and vetting a software vendor. If you're evaluating a piece of software for purchase, this tip will help you see past the shine of a great demo and under the hood a little bit.

Click on this screen to play the video: 

Enjoy these videos? [Get plenty more by subscribing to my YouTube channel.](#)

## In Case You Missed It : Content I Published Recently

- *14 clicks:* [You Ask, I Answer: Which Brand KPIs?](#)
- *9 clicks:* [You Ask, I Answer: Tracking PDFs as Pageviews in Google Analytics?](#)
- *6 clicks:* [You Ask, I Answer: Identifying Complementary Brands for Collaboration?](#)
- *6 clicks:* [12 Days of Data, Day 1: Facebook Brand Engagement Statistics for Unpaid Content](#)
- *5 clicks:* [You Ask, I Answer: Marketing Conferences to Attend in 2020?](#)
- *5 clicks:* [12 Days of Data, Day 3: Instagram Brand Engagement Statistics for Unpaid Content](#)
- *2 clicks:* [12 Days of Data: Introduction](#)
- *2 clicks:* [12 Days of Data, Day 5: YouTube Engagement Statistics for Videos With More Than 100 Views](#)
- *1 clicks:* [12 Days of Data, Day 4: Instagram Influencer Engagement Statistics for Unpaid Content](#)
- *1 clicks:* [12 Days of Data, Day 2: Facebook Influencer Engagement Statistics for Unpaid Content](#)

## Social Sync

Let's make sure we're connected in the places it suits you best. Here's where you can find different content:

- [My blog](#) - daily videos, blog posts, and podcast episodes
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- [My second podcast, In-Ear Insights](#) - the Trust Insights weekly podcast focused on data and analytics
- [On Twitter](#) - multiple daily updates of marketing news
- [On LinkedIn](#) - daily videos and news
- [On Instagram, mostly personal photos](#) - personal photos and travel

## Your Perspectives: Content I'm Reading and Sharing

### Social Media Marketing

- *116 clicks:* [How to Clear Facebook Cache, Twitter Cache, and LinkedIn Cache so Your Content Looks Right via Social Media Examiner](#)

- *114 clicks:* [Writing Facebook Ad Copy That Converts via Social Media Examiner](#)
- *29 clicks:* [Can TikTok rival Instagram for influencer marketing success? Econsultancy](#)

## Media and Content

- *63 clicks:* [Marketers want more control: Insights from the Digiday Brand Summit via Digiday](#)
- *54 clicks:* [‘Our team is too small’: Marketers sound off on their biggest challenges via Digiday](#)
- *49 clicks:* [2020 B2C Content Marketing: An Excellent Adventure \[New Research\]](#)

## Advertisement: Google Analytics Most Valuable Pages

What pages on your website really help conversions? Most analytics tools - Google Analytics included - help you understand what the last thing someone did was, the last page they were on, but not what pages nudged the customer forward. I have over 2,000 posts on my blog, and I needed to know what posts to tune up most so that it would move the needle on book sales, newsletter signups, and speaker bookings. So, using machine learning technology and Google Analytics data, I built a tool that answered this question, and **in just three weeks, I’ve increased conversions on my website by 38%**.

Want to do the same with your Google Analytics data? [Sign up today for a Google Analytics Most Valuable Pages report of your website for \\$499.](#)

## Tools, Machine Learning, and AI

- *72 clicks:* [NeurIPS 2019 Outstanding Paper Awards](#)
- *71 clicks:* [Deploying a pretrained GPT-2 model on AWS](#)
- *40 clicks:* [Google launches AutoML Natural Language with improved text classification and model training via VentureBeat](#)

## Analytics, Stats, and Data Science

- *83 clicks:* [The 4 Hottest Trends in Data Science for 2020](#)
- *5 clicks:* [3 steps to effective data classification for business-ready data via IBM Big Data & Analytics Hub](#)
- *2 clicks:* [Role of Mobile App Analytics In-App Engagement](#)

## SEO, Google, and Paid Media

- *1328 clicks:* [10 Paid Search & PPC Best Practices for 2019](#)
- *145 clicks:* [Spectator to Partner: Turn Your Clients into SEO Allies via Best of Whiteboard Friday via Moz](#)
- *73 clicks:* [Becoming an Industry Thought Leader: Advanced Techniques for Finding the Best Places to Pitch Guest Posts via Moz](#)

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## **Good Reads, Long Reads, Interesting Stuff**

- *141 clicks:* [‘Let them try it’: Agency execs see the in-house marketing trend fading via Digiday](#)
- *43 clicks:* [Russian Cops Are Selling Surveillance System Data To Hackers: Report](#)
- *35 clicks:* [The Future of TV Will Look Like Cable, Except Better for Viewers Adweek](#)

## **Fun, Games, and Entertainment**

- *115 clicks:* [Astronomers Discover Biggest Black Hole That Can Pack ‘40 Billion’ Suns](#)
- *85 clicks:* [Tesla Model 3 Vs Heavy Fog: Will Autopilot Work In No Visibility?](#)
- *40 clicks:* [Bosch and Daimler launch self-driving car pilot in San Jose via VentureBeat](#)

## **Economics, Politics, Environment, and Society**

- *113 clicks:* [Comparing two U.S. economic recessions, recoveries via Pew Research Center](#)
- *90 clicks:* [Emotion-detecting tech should be restricted by law via AI Now via BBC News](#)
- *11 clicks:* [What do the EUs ethical guidelines for AI mean for American companies? via insideBIGDATA](#)

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**From:** Christopher S. Penn | @cspenn  
**To:** Adriana L. Garza  
**Subject:** Almost Timely News from @cspenn for 15 September 2019  
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***If you missed it earlier this week, I just released a new research paper on what social networks will be popular and worth paying attention to in 2020. If you're wondering what to plan and budget for social media in 2020, get the paper here. Enjoy!***

### **Brand is memory.**

I was thinking about the power of brand on a drive back from my parents' house recently. As I drove past billboards and road signs, I noticed my own reactions to logos and brands. Some brands recalled pleasant memories, pleasant associations of days gone by. Other brands spurred anger or revulsion at past bad experiences. No matter what, any brand that I knew and recalled was linked to some kind of memory, some kind of past experience.

When I listen to marketers, especially at conferences, talk about building brand and branding, almost never do they reference the actual construction of memories. Most often, when marketers talk branding, they end up in arcane, circular discussions about logos, colors, fonts, how often an ad should run in order to establish "brand recall", market share, brand mentions in the news...

... everything except the actual memories customers have of their interactions with us. And the priorities of some companies are hilariously backwards, aren't they? They'll spend millions of dollars slapping their logo on a stadium, but won't spend pennies per employee to teach employees how not to abuse customers and deliver terrible service.

What's funnier is, in analytics, how many people spend enormous time and effort on things like social media monitoring or other analytics instead of just doing the simplest (but not cheapest) approach: asking people how they heard of us, or what made them come into the store today. Asking people after an interaction with us, "how was your visit?" or "how was your purchase?"

Brand is memory. What memories do your customers and prospects have of you? Are those memories good or bad? Do you know?

**Your customers do.**

## **Unsubscribe/Remove Yourself**

Years ago, [Paul Muller](#) made me a beautiful, unmistakable unsubscribe button. Thanks to Plotagraph, I've made it even more eye-searingly unforgettable.



## **Do Something With Your Marketing Weekly Video**

In this week's Do Something With Your Marketing, I want you to put together some common marketing governance documents. Governance can be as simple as who, what, where, when, why, and how, but we need things written down in order to accelerate progress. Watch the video to learn more.

Click on this screen to play the video:



Enjoy these videos? [Get plenty more by subscribing to my YouTube channel.](#)

## In Case You Missed It : Content I Published Recently

- *198 clicks:* [Social Networks 2020: Where to Invest Time and Resources in Social Media Marketing](#)
- *51 clicks:* [Pumpkin Spice Data Analytics](#)
- *39 clicks:* [#INBOUND19 and #CMWorld 2019: A Visualized Data Recap](#)
- *29 clicks:* [5 Practical Applications of AI For Content Marketers at CMWorld 2019](#)
- *15 clicks:* [You Ask, I Answer: LinkedIn Contact Export Data Details?](#)
- *11 clicks:* [You Ask, I Answer: Conversion Rate Optimization Strategies?](#)
- *6 clicks:* [You Ask, I Answer: SEO Trends for 2020?](#)
- *5 clicks:* [You Ask, I Answer: Categorical Prediction Techniques for Google Analytics?](#)
- *1 clicks:* [5 Practical Applications of AI For Inbound Marketers](#)

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- [My YouTube channel](#) - daily videos, conference talks, and all things video
- [My company, Trust Insights](#) - marketing analytics help
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- [On Twitter](#) - multiple daily updates of marketing news
- [On LinkedIn](#) - daily videos and news
- [On Instagram, mostly personal photos](#) - personal photos and travel

## Your Perspectives: Content I'm Reading and Sharing

### Social Media Marketing

- *91 clicks:* [Consumer Reports finds Facebook not offering privacy setting to many users:](#) It turns out that not all Facebook accounts have access to a privacy setting that can stop the company from using face-recognition technology on users' images.
- *52 clicks:* [11 Social Media Marketing Strategies for Ecommerce Websites:](#) As Brent Csutoras, co-owner and adviser of Search Engine Journal, puts it: In 2019, businesses need to really take the time to understand their customers and how they interact with the brand on each social media site, and then engage with them in the right tone, with the

right medium, and in their communities.

- *10 clicks:* [To Post or Not to Post? Social Media for Small Business](#): Gender also plays a massive role in selecting the right social media platform.

## Media and Content

- *180 clicks:* [Fake news: BBC and tech firms join forces to fight disinformation](#): These are external links and will open in a new window Plans to help tackle so-called fake news have been announced by the BBC and some of the biggest names in journalism and technology.
- *34 clicks:* [YouTube Removes 17,000 Channels for Hate Speech](#): The Google-owned company calls the June update in which YouTube said it would specifically prohibit videos that glorify Nazi ideology or deny documented violent events like the Holocaust a fundamental shift in our policies that resulted in the takedown of more than 100,000 individual videos during the second quarter of the year.
- *8 clicks:* [Using Throwback Thursday to Market Your Best Content](#): The only time a post like this works is if the experience was truly universal, like the moon landing.

## Advertisement: Digital Customer Journey Mapping

As a marketer, you've done a great job being everywhere your future customers are. You've started a blog, maybe a podcast, you post to YouTube and crosspost to Medium. You hang out on Facebook, LinkedIn, Twitter, Pinterest, Instagram, and install every new app on your phone as soon as early adopters say it's cool. You publish like crazy, from email newsletters to guest posts to pitching your content with public relations. You've checked every marketing box you can.

But then you look at your analytics. What's really working? Google Analytics is a great starting place, but it doesn't give you concrete answers about what specific tactics like Facebook are working. And Google Analytics definitely does not tell you in what order your customers interact with you across channels.

*Wouldn't it be better for you to focus on the channels that are really working?*

I wrote software to answer this: Digital Customer Journey Mapping, from my company, Trust Insights. Using your Google Analytics data and advanced artificial intelligence technology, we do the hard work of understanding every interaction a customer has with you on every digital channel up to the moment of goal completion. The result is a one-page chart that helps you understand what channels are delivering for you and what customers want to hear from you – and when.

[Purchase a Digital Customer Journey Map for \\$799 and start focusing on what's really working for you and your customers today.](#)

## Tools, Machine Learning, and AI

- *488 clicks:* [AI identifies drug candidate in weeks](#): The researchers trained their algorithm using databases of known DDR1 inhibitors, kinase inhibitors, nonkinase inhibitors, and patent-protected molecules.

*299 clicks:* What enterprises intend to do with artificial intelligence: Survey shows business process automation and customer support are the low-hanging fruit with initial AI rollouts, but many organizations are moving on to tackle data analytics.

- *159 clicks:* [Facebook, Microsoft: We'll pay out \\$10m for tech to spot deepfake videos:](#) So, Facebook is going to help create that dataset of deepfake video and audio with paid actors using the latest deepfake techniques.

## **Analytics, Stats, and Data Science**

- *43 clicks:* [College Grads Need These Data Science Skills:](#) Metis also teaches all these skills at our data science bootcamp and bootcamp prep courses, which assign pre-work before the bootcamp starts, Reif says.
- *26 clicks:* [Free PDF download: Tech budgets 2020, a CXO's guide:](#) The results of that research is summarized in the infographic Research: 2020 IT budgets increase as priorities grow.

## **SEO, Google, and Paid Media**

- *188 clicks:* [Google Ranking Factors 2019: Opinions from 1,500 Professional SEOs:](#) The visual below compares the responses from the 8.1% (129) of survey-takers who said they were in the top 10% of the field to the average across all survey-takers.
- *114 clicks:* [Google bars ads for unproven therapies, including stem cells:](#) Paul Knoepfler, a stem cell biologist at the University of California at Davis and longtime critic of the for-profit stem cell industry, called the new Google policy a big deal.
- *14 clicks:* [Google is making its differential privacy tool available to all developers:](#) Google has already announced several open-source privacy projects this year, including Private Join and Compute, which helps companies that work together encrypt their data.

## **Advertisement: Google Analytics Most Valuable Pages**

What pages on your website really help conversions? Most analytics tools - Google Analytics included - help you understand what the last thing someone did was, the last page they were on, but not what pages nudged the customer forward. I have over 2,000 posts on my blog, and I needed to know what posts to tune up most so that it would move the needle on book sales, newsletter signups, and speaker bookings. So, using machine learning technology and Google Analytics data, I built a tool that answered this question, and **in just three weeks, I've increased conversions on my website by 38%.**

Want to do the same with your Google Analytics data? [Sign up today for a Google Analytics Most Valuable Pages report of your website for \\$499.](#)

## **Good Reads, Long Reads, Interesting Stuff**

- *8117 clicks:* [Something Strange Is Happening in the Fermi Bubbles:](#) We think that the gamma rays are produced within the bubbles by cosmic rays, which themselves are high-energy particles (do you get the overall high energy theme here?).
- *109 clicks:* [To cultivate a productive future workforce, schools must teach socio-emotional skills:](#) Increasingly, research suggests that apart from focusing on cognitive skills, education must include curriculum around emotional intelligence development

such as emotional awareness and social skills that provides them with the ability to cooperate and collaborate with others, and to deal constructively with conflict.

- *53 clicks:* [Employee pay surges as IT firms, startups vie for talent](#): Why are some firms willing to pay such a high premium?

## **Fun, Games, and Entertainment**

- *1119 clicks:* [Top Netflix, streaming shows this week: 'Dark Crystal,' 'Titans'](#): Rotten Tomatoes critic score (Season 3): 90% What critics said: On the evidence of this plodding and predictable third season, the Duffers can't skip town soon enough.
- *57 clicks:* [Technology is making us more impatient, says study](#): They're only prepared to wait 28 seconds for their kettles to boil, before they boil over themselves.
- *6 clicks:* [First Ever Black Hole Image Earns Research Team a Science 'Oscar' & \\$3 Million](#): Then, when the teams came together in July 2018 to compare their findings, they saw that all of the groups were producing similar images showing the black hole silhouette.

## **Economics, Politics, Environment, and Society**

- *604 clicks:* [The explosion of alternative data gives regular investors access to tools previously employed only by hedge funds](#): Or there may be little visibility into what makes up the data.
- *103 clicks:* [Nation building requires coordination between artificial intelligence and human compassion](#): President: Forty-six teachers, shortlisted by the Union Human Resource Development Ministry from across the country, were conferred the award.
- *49 clicks:* [What Does Good Cyber Resilience Look Like in 2019?](#): There you have it: the three Ds of cyber risk management.

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Plus, discover who should and shouldn't pursue a career in AI and machine learning - and get a shortlist of valuable resources for getting started.

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[Print edition on Amazon:](#)

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Here's where I'm speaking and attending. Say hi if you're at an event also:

- MarTech East, September 2019, Boston
- [Talkwalker](#), September 2019, New York City
- MarketingProfs B2B Forum, October 2019, Washington DC
- Social Media Marketing World 2020, February 2020, San Diego

**If you're an event organizer, let me help your event shine. [Visit my speaking page for more details.](#)**

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See you next week,

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**From:** Christopher S. Penn | @cspenn  
**To:** Adriana L. Garza  
**Subject:** Almost Timely News from @cspenn for 24 November 2019  
**Date:** Sunday, November 24, 2019 7:34:08 PM

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*[Building forecasts and goals for 2020? Check out my new Google Analytics Channel Traffic Forecast, which helps you set goals for 2020 across all your digital channels.](#)*

### **Time, talent, or treasure.**

This oft-used triplet comes from the Maine Cultivator in 1845, and refers to what you have to give in order to achieve your goals. I mention this because several times very recently, I have been asked about the tradeoffs of different software systems in marketing.

For example, I send my newsletter out weekly using the self-hosted, open-source [Mautic](#) software. I run a containerized Linux server on Google Cloud and the emails are poured into a big pipe at Amazon's Simple Email Service. This setup allows me to run what is a personal newsletter at very, very low cost - about \$11 per month to send this newsletter to more than 45,000 subscribers weekly.

To do the same using commercial software like Mailchimp, it would cost me \$259/month. In Hubspot, it would cost me \$1,470 per month on the starter plan.

So what's the tradeoff? How can Mautic be so much cheaper? It comes down to the triplet above. With Mailchimp and Hubspot, you're paying money - your treasure - in exchange for saving time and not having specific talents. Mautic trades in the opposite direction. You need to have the time to administer it and the server it runs on, and you need to have the appropriate technical skills to do so including Linux/UNIX system administration skills, the ability to work with containers or VPS servers, and the ability to configure, deploy, and integrate services from Google Cloud and Amazon AWS.

Everything you want to accomplish will cost you varying amounts of time, talent, or treasure. The question is, which do you have the most of, and which do you have the least of? That will tell you two things. First, it tells you what options are realistic today - if you do not have the talent to do X, then X is off the table for now. Second and more important, it gives you a roadmap to your future. If X is out of reach today, that doesn't preclude your ability to grow your talent, over time, in X. In doing so, you'll see something powerful happen - the more talent you grow and time you allocate, the less treasure you'll need to spend. This is true for organizations and individuals alike.

So, where do you need treasure the most? Those are the places you must grow talent and invest time now.

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## Do Something With Your Marketing Weekly Video

In this week's Do Something With Your Marketing, I want you to find a tips and tricks video. As I've been doing some of my own professional development, I've found this genre to be incredibly helpful. Watch this week's video for more details.

Click on this screen to play the video:



Enjoy these videos? [Get plenty more by subscribing to my YouTube channel.](#)

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- *7 clicks:* [You Ask, I Answer: Google SEO Strategy in 2020?](#)
- *4 clicks:* [{PODCAST} In-Ear Insights: The Marketing Mailbag](#)
- *3 clicks:* [You Ask, I Answer: Marketing Professional Development?](#)
- *2 clicks:* [You Ask, I Answer: Link Building Cold Outreach?](#)

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- [On Instagram, mostly personal photos](#) - personal photos and travel

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- *272 clicks:* [How to Use Instagram Hashtags for Business: A Guide for Marketers via Social Media Examiner](#)
- *142 clicks:* [How to Customize Facebook Ads for the Customer Journey via Social Media Examiner](#)
- *30 clicks:* [Facebook 101: What Every Smart Social Media Manager Needs to Know via Agorapulse](#)



## Media and Content

- *152 clicks:* [How to Go Live in HD Quality From Your Computer via Social Media Examiner](#)
- *147 clicks:* [Non-mobile phone users in emerging countries: What hinders their access? | Pew Research Center](#)
- *121 clicks:* [Identifying Content Marketing Trends to Enhance Your 2020 Strategy](#)

## Advertisement: Google Analytics Most Valuable Pages

What pages on your website really help conversions? Most analytics tools - Google Analytics included - help you understand what the last thing someone did was, the last page they were on, but not what pages nudged the customer forward. I have over 2,000 posts on my blog, and I needed to know what posts to tune up most so that it would move the needle on book sales, newsletter signups, and speaker bookings. So, using machine learning technology and Google Analytics data, I built a tool that answered this question, and **in just three weeks, I've increased conversions on my website by 38%**.

Want to do the same with your Google Analytics data? [Sign up today for a Google Analytics Most Valuable Pages report of your website for \\$499.](#)

## Tools, Machine Learning, and AI

- *219 clicks:* [Stop explaining black box machine learning models for high stakes decisions and use interpretable models instead](#)
- *158 clicks:* [Automated Machine Learning Project Implementation Complexities](#)
- *112 clicks:* [Generalization in Neural Networks](#)

## Analytics, Stats, and Data Science

- *148 clicks:* [Pro Tips: How to deal with Class Imbalance and Missing Labels](#)
- *142 clicks:* [Data Science for Managers: Programming Languages](#)
- *138 clicks:* [Reproducibility, Replicability, and Data Science](#)

## SEO, Google, and Paid Media

- *253 clicks:* [Its Content and Its Links Are We Making SEO Too Complicated? via Moz](#)
- *189 clicks:* [Ad buyers to TikTok: Make it easier to buy ads via Digiday](#)
- *85 clicks:* [Select Your Search Marketing Tech For Now and the Future](#)

## Advertisement: Agorapulse Social Media Monitoring

Your time is at a premium, isn't it? Mine is. I want one tool to do the lion's share of work for me in social media marketing, and [Agorapulse is that tool](#). Bulk upload your scheduled content. Track activity metrics on stuff you share. Best of all, enjoy one inbox for Twitter, Facebook, Instagram, YouTube, and LinkedIn. That's right: no more logging into 5 different apps just to see who you need to reply to. Instead, sign into Agorapulse and take care of

business in one shot.

[Try out Agorapulse today for free for 14 days.](#)

## **Good Reads, Long Reads, Interesting Stuff**

- *177 clicks:* [AI is the Fourth Industrial Revolution Technology via ReadWrite](#)
- *134 clicks:* [IBMs Code and Response documentary proves developers can be superheroes too](#)
- *121 clicks:* [Stalkerware: The secret apps people use to spy on their partners via New Scientist](#)

## **Fun, Games, and Entertainment**

- *111 clicks:* [The Reinforcement-Learning Methods that Allow AlphaStar to Outcompete Almost All Human Players at StarCraft II](#)
- *68 clicks:* [Ryan Reynolds Sneaks an Aviation Gin Ad Into a Movie Ad Inside a Samsung Ad Adweek](#)
- *68 clicks:* [5 Things You May Not Know About Google Classroom via Teacher Tech](#)

## **Economics, Politics, Environment, and Society**

- *401 clicks:* [The people with voices that tech needs to recognise via BBC News](#)
- *242 clicks:* [How we estimated the number of unauthorized immigrants in Europe via Pew Research Center](#)
- *74 clicks:* [Russia Will Ban Smartphones Without Pre-Installed Russian Software](#)

## **Advertisement: AI For Marketers, Second Edition**

In this all-new, completely rewritten edition, you'll see the future of marketing as AI changes it forever. What's inside?

- You'll learn what AI is and isn't
- What questions you should be asking of vendors
- The different types of machine learning
- What great data is - and isn't
- 5 practical applications of AI for marketing
- What it will take for you to succeed on your journey to AI-powered marketing

Plus, discover who should and shouldn't pursue a career in AI and machine learning - and get a shortlist of valuable resources for getting started.

[Digital Edition \(iBooks, Kindle, PDF\):](#)

[Print edition on Amazon:](#)

## **Upcoming Events I'll Be Attending**

Here's where I'm speaking and attending. Say hi if you're at an event also:

- [Agorapulse Social Success Summit](#), November 2019, Online
- Social Media Marketing World 2020, February 2020, San Diego
- ContentTech Summit, April, San Diego
- MarTech West, April, San Jose
- MAICON 2020, July 2020, Cleveland

**If you're an event organizer, let me help your event shine. [Visit my speaking page for more details.](#)**

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## **Conclusion**

Thanks for subscribing and reading this far. I appreciate it. As always, thank you for your support, your attention, and your kindness.

See you next week,

*Christopher S. Penn*

[Unsubscribe here if you just don't want the newsletter any more.](#)

**From:** Christopher S. Penn | @cspenn  
**To:** Adriana L. Garza  
**Subject:** Almost Timely News from @cspenn for 30 June 2019  
**Date:** Sunday, June 30, 2019 8:24:06 PM

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*In last week's newsletter, I mentioned the Digital Customer Journey Map software. [If you'd like to try a paid beta, check out the details here.](#)*

In the United States, last week and this coming week are the worst performing weeks for all your digital marketing for the summer. Everything after this coming week is going to perform better. Some companies, like LinkedIn, have just gone on vacation for the entire week.

So, how should you handle your marketing this week?

This is the week to take a chance. To take a moderate risk. To experiment. To try something different.

But more than anything, this is the week to invest in organic content, from blog posts to emails to social media content. Why?

Because not everyone is gone. Not everyone is on vacation. Those who are at work have relatively little work to do because so much of the workforce is out of the office; that said, for those who are in the office, you have a rare chance to reach them with less competing noise. Many of your competitors will be thinking, "No need to send the newsletter this week, we're all out of the office so everyone else must be, too!"

Take advantage of times when people let up on the gas pedal, and use that opportunity to reach them when you otherwise might not.

Now, should you go all-out? No. Don't spend additional budget. But do create additional unpaid content, send the email you were going to send anyway, and see what you get back. You might be pleasantly surprised to reach some very different people for once.

## **Unsubscribe/Remove Yourself**

Years ago, [Paul Muller](#) made me a beautiful, unmistakable unsubscribe button. Thanks to Plotagraph, I've made it even more eye-searingly unforgettable.



## **Do Something With Your Marketing Weekly Video**

In this edition of Do Something With Your Marketing, I want you to take some free classes from [IBM's Cognitive Class system](#). Learn the basics of statistics, data science, machine learning, blockchain, and so much more without spending a dime - and pass exams to earn professional badges and certificates at no cost as well.

*FTC disclosure: My company, [Trust Insights](#), is an IBM Registered Business Partner. Anything you buy from IBM through us indirectly benefits me.*

Click on this screen to play the video: 

Enjoy these videos? [Get plenty more by subscribing to my YouTube channel.](#)

## **In Case You Missed It : Content I Published Recently**

### **Social Sync**

Let's make sure we're connected in the places it suits you best. Here's where you can find different content:

- [My blog](#)
- [My company, Trust Insights](#)
- [My podcast, Marketing over Coffee](#)
- [On Twitter](#)
- [On LinkedIn](#)
- [On Instagram, mostly personal photos](#)

## **Your Perspectives: Content I'm Reading and Sharing**

- *11 clicks:* [You Ask, I Answer: Growing Organic Traffic?](#)
- *10 clicks:* [You Ask, I Answer: Making Sites More Trustworthy?](#)
- *10 clicks:* [Instagram Brand Engagement: The Latest Statistics](#)
- *8 clicks:* [{PODCAST} In-Ear Insights: Combatting the Summer Slowdown](#)
- *5 clicks:* [Foodblogging Friday: Korean Oi Muchim Cucumber Salad](#)
- *4 clicks:* [You Ask, I Answer: Comparing Date Range Metrics in Google Data Studio?](#)
- *0 clicks:* [You Ask, I Answer: Implementing Personalization at Scale?](#)

### **Social Media Marketing**

- *118 clicks:* [5 Ways to Increase Sales With Instagram](#)
- *110 clicks:* [How to Target Cold Audiences With Facebook Ads](#)
- *104 clicks:* [TikTok Self-Serve Ads Platform to Launch](#)

### **Media and Content**

- *140 clicks:* [3 Ways to Improve Your YouTube Watch Time](#)
- *61 clicks:* [What's Missing From Your Content Marketing Tech?](#)
- *57 clicks:* [How much should we care about voice search? It depends on target audience](#)

## **Advertisement: Google Analytics Most Valuable Pages**

What pages on your website really help conversions? Most analytics tools - Google Analytics included - help you understand what the last thing someone did was, the last page they were

on, but not what pages nudged the customer forward. I have over 2,000 posts on my blog, and I needed to know what posts to tune up most so that it would move the needle on book sales, newsletter signups, and speaker bookings. So, using machine learning technology and Google Analytics data, I built a tool that answered this question, and **in just three weeks, I've increased conversions on my website by 38%**.

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## **Tools, Machine Learning, and AI**

- *249 clicks:* [The Data Fabric for Machine Learning Part 2: Building a Knowledge-Graph](#)
- *103 clicks:* [An Overview of Human Pose Estimation with Deep Learning](#)
- *81 clicks:* [PySyft and the Emergence of Private Deep Learning](#)

## **Analytics, Stats, and Data Science**

- *367 clicks:* [7 Steps to Mastering Data Preparation for Machine Learning with Python 2019 Edition](#)
- *42 clicks:* [How to Make a Success Story of your Data Science Team](#)

## **SEO, Google, and Paid Media**

- *147 clicks:* [Google No Longer Uses Social Profile Markup for Knowledge Panels](#)
- *114 clicks:* [How to spin a bad site migration into higher traffic and conversions](#)
- *60 clicks:* [Google Search Console adds mobile-first indexing features](#)

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[Digital Edition \(iBooks, Kindle, PDF\):](#)

[Print edition on Amazon:](#)

## **Good Reads, Long Reads, Interesting Stuff**

- *551 clicks:* [Autism: More Than Meets the Eye](#)

- 53 clicks: [Virtual Reality Might Be the Next Big Thing for Mental Health](#)
- 22 clicks: [At the Height of the Recession, This Entrepreneur Struck Out on Her Own. 10 Years Later? She's Still Going Strong. With Clients Like Google and Coca-Cola.](#)

## Fun, Games, and Entertainment

- 19 clicks: [What's So Funny? The Science of Why We Laugh](#)
- 14 clicks: [Google Hangouts on Air With YouTube Live Discontinued](#)
- 12 clicks: [Mucus: The Body's Unsung Hero](#)

## Economics, Politics, Environment, and Society

- 26 clicks: [How to Debate a Science Denier](#)
- 25 clicks: [Economic Conditions Snapshot, June 2019](#)
- 20 clicks: [Cities Are Surprisingly Fragile](#)

## Advertisement: Agorapulse Social Media Monitoring

Your time is at a premium, isn't it? Mine is. I want one tool to do the lion's share of work for me in social media marketing, and [Agorapulse is that tool](#). Bulk upload your scheduled content. Track activity metrics on stuff you share. Best of all, enjoy one inbox for Twitter, Facebook, Instagram, YouTube, and LinkedIn. That's right: no more logging into 5 different apps just to see who you need to reply to. Instead, sign into Agorapulse and take care of business in one shot.

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Here's where I'm speaking and attending. Say hi if you're at an event also:

- MAICON, July 2019, Cleveland
- Content Marketing World, September 2019, Cleveland
- MarTech East, September, Boston
- MarketingProfs B2B Forum, November 2019, Washington DC

**If you're an event organizer, let me help your event shine. [Visit my speaking page for more details.](#)**

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## Conclusion

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See you next week,

*Christopher S. Penn*

[Unsubscribe here if you just don't want the newsletter any more.](#)



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**From:** [Christopher S. Penn | @cspenn](#)  
**To:** [Adriana I. Garza](#)  
**Subject:** Almost Timely News: Data-Driven Social Media, Feature Engineering, Historical Data (2/6)  
**Date:** Saturday, February 6, 2021 7:23:13 PM

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*Feature Engineering, Data-Drive Social Strategy, Historical Data*

Almost Timely News



*[Learn how to use social media data to improve your SEO in this new paper I wrote »](#)*

## **Feature Engineering**

Kath asked recently, "I'd love to know how to look at analytics on social media, e.g Instagram, what tools (e.g. is it just the IG account features offered) or other things one can look at?"

The data we're given usually isn't sufficient to answer the questions we have, particularly in social media data. Often, social media platforms give us very basic data - take a look, for example, at what comes out of the Twitter API:

*created\_at, screen\_name, source, favorite\_count, retweet\_count, description, url, followers\_count, friends\_count, listed\_count, text, status\_id*

Now, there's a fair amount of data there, but most of it is descriptive analytics - what happened. A tweet happened - how many likes, retweets, etc. happened? There's almost nothing in the data to explain why audiences did what they did with that particular tweet.

We get even less out of Instagram:

*Account, User Name, Followers at Posting, Created, Type, Likes, Comments, Views, URL, Link, Photo, Title, Description, Image Text, Sponsor Id, Sponsor Name, Total Interactions*

So what's a marketer to do? We have to create the data we need to answer questions. This is a process known as feature engineering. Feature engineering is fancy for taking data we have and creating new data from it. Here's a simple example. Suppose you have this timestamp:

2021-02-06-18:00:41-ET

What information is encoded in this piece of data? From this we could extract:

- Year
- Month
- Day
- Day of Year
- Day of Month
- Day of Week
- Hour
- Minute
- Second
- Timezone

Could some of that information be useful? Sure thing - everyone wanting to know when the best time to post on Instagram would find that information embedded in a timestamp. We'd just need to extract it from the data.

Here's another example.

“It was a yawn but it sure looks like he's yelling that he's hungry.  
#dogsofinstagram”

This is a caption on an Instagram picture I put up earlier. What could you derive from this piece of data?

- Length of text in characters
- Length of text in words
- Number of hashtags
- Handles mentioned (if any)
- Grade level of writing
- Nouns
- Verbs
- Other parts of speech
- Sentiment and tone
- Topics and keywords

When we do feature engineering, we take what we have and squeeze every last bit of value out of our data so that we can use advanced statistics, data science, and AI to understand better what happened and perhaps to start teasing out why. For example, I'm working on a slide deck about the top 10% of Instagram brand posts out of 2 million posts, and one of the things I'm looking at are the hashtags unique to the top posts, hashtags that don't occur in other posts. That little tidbit might be helpful to explain why some posts do better than others.

Some feature engineering does require advanced technology, but a lot of it can be done right inside a spreadsheet.

When you're struggling to answer complex questions about your analytics, the reason you might be struggling is that you haven't extracted all the possible data from what you have on hand. Dig into the power of feature engineering and see what treasures await you in your data.

For a more comprehensive discussion on this, [check out this past week's So What? episode](#).

## **Unsubscribe/Remove Yourself**

Too many email marketers make unsubscribe buttons/links difficult to find. So we're clear, here's mine:

Click me to unsubscribe!



## **In Case You Missed It**

- [How to Build a Data-Driven Social Media Strategy Plan](#)
- [How To Diagnose Marketing Conversion Funnels](#)
- [Can You Trust Historical Marketing Data?](#)
- [Does That Really Work?](#)
- [Measuring Social Media Engagement](#)

## **Social Sync**

Let's make sure we're connected in the places it suits you best.  
Here's where you can find different content:

- [My blog](#) - daily videos, blog posts, and podcast episodes
- [My YouTube channel](#) - daily videos, conference talks, and all things video
- [My company, Trust Insights](#) - marketing analytics help
- [My podcast, Marketing over Coffee](#) - weekly episodes of what's worth noting in marketing
- [My second podcast, In-Ear Insights](#) - the Trust Insights weekly podcast focused on data and analytics
- [On Twitter](#) - multiple daily updates of marketing news
- [On LinkedIn](#) - daily videos and news
- [On Instagram, mostly personal photos](#) - personal photos and travel
- [My free Slack discussion forum, Analytics for Marketers](#) - open conversations about marketing and analytics

## **Your Perspectives: Content I'm Reading and Sharing**

Let's look at the most interesting content from around the web on topics you care about.

### **Social Media Marketing**

- [Twitter Publishes 2021 Marketing Calendar to Highlight Key Events for Your Campaigns via Social Media Today](#)
- [Facebook's Daily Active Usage Has Stalled in the US - A Sign of Concern for The Social Network? via Social Media Today](#)
- [How Facebook Ranks News Feed Posts](#)

### **Media and Content**

- [How You Should Be Evaluating Your Content Marketing](#)

### Success

- [How to Accelerate 2021 B2B Marketing Success with Influencer Optimized Content](#)
- [5 Tips for a More Personalized Content Strategy via MarketingProfs](#)

## **Advertisement: Data Science 101 for Marketers Masterclass**

In this 90-minute workshop, learn what data science is, why it matters to marketers, and how to embark on your marketing data science journey. You'll learn:

- How to build a KPI map
- How to analyze and explore Google Analytics data
- How to construct a valid hypothesis
- Basics of centrality, distribution, regression, and clustering
- Essential soft skills
- How to hire data science professionals or agencies

The course comes with the video, audio recording, PDF of the slides, automated transcript, example KPI map, and sample workbook with data.

Just for you, Almost Timely readers, use promo code **almosttimely** at checkout for \$100 off.

**[Enroll in the Data Science 101 for Marketers Masterclass now >](#)**

### **Tools, Machine Learning, and AI**

- [Forget user experience. AI must focus on 'citizen experience' via VentureBeat](#)

- [Leveraging customer data and AI to drive ecommerce growth in 2021](#)
- [Here's How an AI Would Rewrite USA Today Ad Meter's Top-Rated Super Bowl Spots of All Time](#)

## **Analytics, Stats, and Data Science**

- [Build Your First Data Science Application via KDnuggets](#)
- [Key Python Packages for Data Science via Basic Data Science Packages](#)
- [3 Ways Understanding Bayes Theorem Will Improve Your Data Science](#)

## **SEO, Google, and Paid Media**

- [The Ultimate Guide for an SEO-Friendly URL Structure](#)
- [Google: Embedded Videos Have Same SEO Value as Uploaded Content](#)
- [Best SEO Plugins for Wordpress via 2021 Review](#)

## **Advertisement: Google Analytics 4 Readiness Audit**

- Are you happy with the answers you're getting out of Google Analytics today?
- Are you confident in the decisions you're making from Google Analytics?
- Are you secure in the knowledge that you're set up properly to benefit from Google Analytics 4?

On the horizon are some big changes, including the newly-released Google Analytics 4, a completely new way to do your marketing analytics. **If you answered no to any of the**



**questions above, let's take some time to get your analytics in shape.** This year's going to be a BIG year for Google Analytics, and to benefit from it, your analytics infrastructure needs to be ready to go.

So I'm offering you a Google Analytics overhaul with my company, Trust Insights. We'll help you:

- Get your existing Google Analytics account in shape with proper goals, tracking cleanup, and best practices
- Identify key issues that will block your ability to use Google Analytics 4 and help resolve them
- Help you set an analytics strategy for this that focuses on answers, decisions, and growth rather than pouring more data in your inbox
- Build you a migration plan for Google Analytics 4, including Google Tag Manager and Google Data Studio

[Ready? Click here to order an overhaul.](#)

## **Good Reads, Long Reads, Interesting Stuff**

- [With America still on lockdown, publishers lean into direct mail via Digiday](#)
- [Why HubSpot is Acquiring The Hustle](#)
- [Why Intel's chip production troubles should concern us all via Axios](#)

## **Fun, Games, and Entertainment**

- [Machine Learning In The Kitchen Makes For Tasty Mashup Desserts via Hackaday](#)
- [Wild Turkey Takes You to Kentucky Bourbon Country Via Audio-Guided Tastings](#)

## Where Are All the Super Bowl 2021 Ads?

### **Economics, Politics, Environment, and Society**

- Clearview AI violated Canadian privacy laws with facial recognition tool: privacy watchdog
- Why Google's approach to replacing the cookie is drawing antitrust scrutiny
- Why I'm requiring my employees to get the COVID-19 vaccine

### **Advertisement: Free LinkedIn For Job Hunters Class**

You're working hard, whether in your current position or seeking a new one. Is your LinkedIn profile working just as hard as you are? In this 45 minute masterclass with Katie Robbert, CEO of Trust Insights and Christopher Penn, Chief Data Scientist, you'll learn:

- How to tune up your profile to capture attention
- What activities you **MUST** do to be seen by LinkedIn's algorithms
- Which matters more, recommendations or endorsements?
- Right and wrong ways to network with others (hint: "I'd like to add you to my professional network" is wrong)
- How to measure your efforts

Note that this is all about helping you promote yourself as a professional; this is not a class on how to market your company/product/services on LinkedIn.

Take the class for free!

# Upcoming Public Events I'll Be Attending

Here's where I'm speaking and attending. Say hi if you're at an event also:

- Agorapulse Instagram Summit, February 2021, virtual
- MarketingProfs B2B Forum, March 2021, virtual

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Advertisements in this newsletter have paid to be promoted, and as a result, I receive direct financial compensation for promoting them.

My company, Trust Insights, maintains business partnerships with companies including, but not limited to, IBM, Cisco Systems, Amazon, Talkwalker, Signal Labs, Agorapulse, The Marketing AI Institute, and others. While links shared from partners are not explicit endorsements, nor do they directly financially benefit Trust Insights, a commercial relationship exists for which Trust Insights may receive indirect financial benefit, and thus I may receive indirect financial benefit from them as well.

## Conclusion

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See you next week,

*Christopher S. Penn*

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**From:** [Cybersecurity & Privacy Law360](#)  
**To:** [Lonnie C. Nagel](#)  
**Subject:** Apple, Google App Antitrust Debate Sparks Senate Pile-On  
**Date:** Thursday, April 22, 2021 3:33:24 AM



## CYBERSECURITY & PRIVACY

Gain insight into how COVID-19 changed the legal industry forever.

Save your spot for this exclusive virtual event.

Thursday, April 22, 2021



### TOP NEWS

#### Apple, Google App Antitrust Debate Sparks Senate Pile-On

Apple and Google sought to fend off an onslaught of criticism in a U.S. Senate hearing Wednesday, as critics lacerated the tech giants for allegedly monopolizing smartphone app stores and one developer even alleged it faced pressure from Google before testifying.

6 documents attached | [Read full article »](#)

#### US Agencies Breached In New Remote Network Hacking Spree

Attackers exploiting newly discovered security flaws in a Utah-based company's virtual private network software have breached multiple U.S. government agencies, critical infrastructure entities and private companies in recent months, U.S. officials have warned.

[Read full article »](#)

#### Alsop Scolds Bernstein Litowitz Over Symantec 'Spectacle'

Bernstein Litowitz should have avoided the "spectacle" of hiring the former deputy CEO of its own client in the midst of a massive investor class action against Symantec Corp., U.S. District Judge William Alsop said Tuesday.

Order attached | [Read full article »](#)



#### Conservative Blog Dodges Ex-Rep. Hill's Revenge Porn Suit

A California judge on Wednesday further trimmed former U.S. Rep. Katie Hill's lawsuit against media companies and journalists that she says violated the state's revenge porn statute by publishing nude photos of her, tossing claims against the owner of the conservative blog RedState on grounds that the photos were of public concern.

[Read full article »](#)

### POLICY & REGULATION

#### Momentum Grows For Expanding Telecom Act Funding Efforts

Individuals from the wireless industry agreed with some House Energy and Commerce Committee members Wednesday that at least \$3 billion should be made available to build and popularize interoperable networks that don't rely on Chinese-made components.

[Read full article »](#)



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#### Law360 Rising Stars



#### LAW FIRMS

Alexander Dubose  
Ballard Spahr  
Bernstein Litowitz  
Borden Ladner  
Bracewell LLP  
Bradley Arant  
Buchanan Ingersoll  
Clyde & Co

## Bipartisan Bill Would Block Data Brokers From Selling To Feds

Congressional lawmakers floated bipartisan legislation on Wednesday to stop the federal government from buying Americans' location data and other personal information from facial recognition company Clearview AI and other data brokers that don't have direct relationships with consumers.

[2 documents attached](#) | [Read full article](#) »

### LITIGATION

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#### Twitter Wants Toss Of Biden Laptop Defamation Suit In Fla.

Twitter has asked a Florida judge to dismiss with prejudice a federal defamation suit filed by the former owner of a Delaware computer repair shop where a laptop purportedly owned by Hunter Biden, son of President Joe Biden, allegedly surfaced, saying none of the social media giant's actions were defamatory.

[Memorandum attached](#) | [Read full article](#) »

#### Geico Customers Sue Over Driver's License Data Breach

Geico's failure to safeguard the personal confidential information of millions of its customers led to a data breach that put their driver's license numbers in the hands of fraudsters looking to steal unemployment benefits, according to a proposed class action filed in New York federal court on Wednesday.

[Complaint attached](#) | [Read full article](#) »

#### Ex-Trump Aide Tells 7th Circ. Defamation Suit Belongs In Ill.

A former adviser for Donald Trump's 2016 presidential campaign told the Seventh Circuit on Wednesday that an Illinois federal court prematurely tossed his defamation claims accusing Perkins Coie LLP and the Democratic National Committee of disseminating false information about him.

[Read full article](#) »



Cooley LLP  
Crowe & Dunlevy  
Davis Polk  
Held & Hines  
Hogan Lovells  
Holland & Knight  
Honigman LLP  
Jones Day  
Kelly Hart  
Latham & Watkins  
McKool Smith  
Mintz Levin  
Morgan Lewis  
Morrison & Foerster  
Park Nelson  
Perkins Coie  
Pierce Bainbridge  
Prince Lobel  
Rathje & Woodward  
Robbins Geller  
Robins Kaplan  
Thompson & Knight  
Troutman Pepper  
Tucker Ellis  
Wilson Sonsini  
Zalkind Duncan



### COMPANIES

Amazon.com Inc.  
American Civil Liberties Union  
Apple Inc.  
Baker Hughes Inc.  
Berkshire Hathaway Inc.  
Boston University  
Brigham Young University  
Consumer Federation of America  
Continental Resources Inc.  
Democratic National Committee  
Equifax Inc.  
Facebook Inc.  
FireEye Inc.  
Ford Motor Co.  
Fraternal Order of Police  
Geico  
Georgetown University  
Google Inc.  
Hotels.com  
Intel Corp.  
Interactive Advertising Bureau Inc.  
JMA Wireless  
LinkedIn Corp.

## LEGAL INDUSTRY

### Justices Lean On Circuit Experience In Appellate Cost Fight

U.S. Supreme Court Justices Brett Kavanaugh and Amy Coney Barrett brought their recent circuit court experience to bear in oral arguments Wednesday in a dispute over \$2 million in appellate bond premiums that could make defending against an appeal a riskier proposition.

[Read full article »](#)

### Senate Confirms Vanita Gupta As Associate AG

The U.S. Senate confirmed Vanita Gupta as associate attorney general on a nearly party-line vote Wednesday, capping off a contentious fight that saw Republicans blast the civil rights attorney for her past support for decriminalizing drugs and shrinking police forces.

[Read full article »](#)

#### Analysis

### DOJ's New No. 3 Faces Delicate Balancing Act

Vanita Gupta, who was confirmed as the third-highest ranking official at the U.S. Department of Justice on Wednesday, must navigate both Republican opposition and pressure from the left as she seeks to carry out President Joe Biden's civil enforcement agenda. But attorneys who have worked with her say her collaborative approach and respect for differing views will suit her well in the fights to come.

[Read full article »](#)

#### Bonus Spotlight

### Holland & Knight Joins BigLaw's Special Bonus Action

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[Read full article »](#)

Luminar Technologies Inc.  
Match Group Inc.  
Microsoft Corp.  
NAACP Legal Defense and Educational Fund Inc.  
National Association for the Advancement of Colored People  
National Association of Criminal Defense Lawyers  
National Consumer Law Center  
New York Post  
New York University  
Salem Media Group Inc.  
SolarWinds Worldwide LLC  
Spotify Technology SA  
Symantec Corp.  
Tesla Inc.  
The Coca-Cola Co.  
The Leadership Conference on Civil & Human Rights  
Twitter Inc.  
Uber Technologies Inc.  
Waymo LLC  
Wells Fargo & Co.  
Western Alliance Bancorporation

GOVERNMENT AGENCIES  
Federal Bureau of Investigation  
Internal Revenue Service  
National Highway Traffic Safety Administration  
National Transportation Safety

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[Read full article »](#)

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[Read full article »](#)

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[Read full article »](#)

Analysis

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[Read full article »](#)

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[Read full article »](#)

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Privacy & Data Security - Associate  
Attorney - Midlevel  
Perkins Coie LLP  
Los Angeles, California

Corporate partner for NY office of well-known NY/NJ mid-sized firm  
Schoen Legal Search  
New York City, New York

NYC\*Corp\*Assoc top boutique  
Schoen Legal Search  
NYC, New York

Environment & Energy Associate -  
(Washington, DC Office)  
McCarter & English, LLP  
Washington, DC, District of Columbia

Corporate partner for NY office of well-known NY/NJ mid-sized firm  
Schoen Legal Search  
New York City, New York

## Board

Oklahoma Supreme Court

U.S. Department of Homeland Security

U.S. Department of Justice

U.S. Department of the Treasury

U.S. District Court for the Eastern District of New York

U.S. District Court for the Northern District of California

U.S. District Court for the Southern District of Florida

U.S. House Committee on Energy and Commerce

U.S. Immigration and Customs Enforcement

U.S. Securities and Exchange Commission

U.S. Senate

U.S. Supreme Court





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**To:** [lnagel@tamu.edu](mailto:lnagel@tamu.edu)  
**Subject:** Apple, Google App Antitrust Debate Sparks Senate Pile-On  
**Date:** Thursday, April 22, 2021 3:34:06 AM



## CYBERSECURITY & PRIVACY

Gain insight into how COVID-19 changed the legal industry forever.

Save your spot for this exclusive virtual event.

Thursday, April 22, 2021



### TOP NEWS

#### Apple, Google App Antitrust Debate Sparks Senate Pile-On

Apple and Google sought to fend off an onslaught of criticism in a U.S. Senate hearing Wednesday, as critics lacerated the tech giants for allegedly monopolizing smartphone app stores and one developer even alleged it faced pressure from Google before testifying.

6 documents attached | [Read full article »](#)

#### US Agencies Breached In New Remote Network Hacking Spree

Attackers exploiting newly discovered security flaws in a Utah-based company's virtual private network software have breached multiple U.S. government agencies, critical infrastructure entities and private companies in recent months, U.S. officials have warned.

[Read full article »](#)

#### Alsop Scolds Bernstein Litowitz Over Symantec 'Spectacle'

Bernstein Litowitz should have avoided the "spectacle" of hiring the former deputy CEO of its own client in the midst of a massive investor class action against Symantec Corp., U.S. District Judge William Alsop said Tuesday.

Order attached | [Read full article »](#)



#### Conservative Blog Dodges Ex-Rep. Hill's Revenge Porn Suit

A California judge on Wednesday further trimmed former U.S. Rep. Katie Hill's lawsuit against media companies and journalists that she says violated the state's revenge porn statute by publishing nude photos of her, tossing claims against the owner of the conservative blog RedState on grounds that the photos were of public concern.

[Read full article »](#)

### POLICY & REGULATION

#### Momentum Grows For Expanding Telecom Act Funding Efforts

Individuals from the wireless industry agreed with some House Energy and Commerce Committee members Wednesday that at least \$3 billion should be made available to build and popularize interoperable networks that don't rely on Chinese-made components.

[Read full article »](#)



#### Law360 Pulse



#### Law360 Rising Stars



#### LAW FIRMS

Alexander Dubose  
Ballard Spahr  
Bernstein Litowitz  
Borden Ladner  
Bracewell LLP  
Bradley Arant  
Buchanan Ingersoll  
Clyde & Co

## Bipartisan Bill Would Block Data Brokers From Selling To Feds

Congressional lawmakers floated bipartisan legislation on Wednesday to stop the federal government from buying Americans' location data and other personal information from facial recognition company Clearview AI and other data brokers that don't have direct relationships with consumers.

[2 documents attached](#) | [Read full article](#) »

### LITIGATION

#### Twitter Wants Toss Of Biden Laptop Defamation Suit In Fla.

Twitter has asked a Florida judge to dismiss with prejudice a federal defamation suit filed by the former owner of a Delaware computer repair shop where a laptop purportedly owned by Hunter Biden, son of President Joe Biden, allegedly surfaced, saying none of the social media giant's actions were defamatory.

[Memorandum attached](#) | [Read full article](#) »

#### Geico Customers Sue Over Driver's License Data Breach

Geico's failure to safeguard the personal confidential information of millions of its customers led to a data breach that put their driver's license numbers in the hands of fraudsters looking to steal unemployment benefits, according to a proposed class action filed in New York federal court on Wednesday.

[Complaint attached](#) | [Read full article](#) »

#### Ex-Trump Aide Tells 7th Circ. Defamation Suit Belongs In Ill.

A former adviser for Donald Trump's 2016 presidential campaign told the Seventh Circuit on Wednesday that an Illinois federal court prematurely tossed his defamation claims accusing Perkins Coie LLP and the Democratic National Committee of disseminating false information about him.

[Read full article](#) »



Cooley LLP  
Crowe & Dunlevy  
Davis Polk  
Held & Hines  
Hogan Lovells  
Holland & Knight  
Honigman LLP  
Jones Day  
Kelly Hart  
Latham & Watkins  
McKool Smith  
Mintz Levin  
Morgan Lewis  
Morrison & Foerster  
Park Nelson  
Perkins Coie  
Pierce Bainbridge  
Prince Lobel  
Rathje & Woodward  
Robbins Geller  
Robins Kaplan  
Thompson & Knight  
Troutman Pepper  
Tucker Ellis  
Wilson Sonsini  
Zalkind Duncan



### COMPANIES

Amazon.com Inc.  
American Civil Liberties Union  
Apple Inc.  
Baker Hughes Inc.  
Berkshire Hathaway Inc.  
Boston University  
Brigham Young University  
Consumer Federation of America  
Continental Resources Inc.  
Democratic National Committee  
Equifax Inc.  
Facebook Inc.  
FireEye Inc.  
Ford Motor Co.  
Fraternal Order of Police  
Geico  
Georgetown University  
Google Inc.  
Hotels.com  
Intel Corp.  
Interactive Advertising Bureau Inc.  
JMA Wireless  
LinkedIn Corp.

## LEGAL INDUSTRY

### Justices Lean On Circuit Experience In Appellate Cost Fight

U.S. Supreme Court Justices Brett Kavanaugh and Amy Coney Barrett brought their recent circuit court experience to bear in oral arguments Wednesday in a dispute over \$2 million in appellate bond premiums that could make defending against an appeal a riskier proposition.

[Read full article »](#)

### Senate Confirms Vanita Gupta As Associate AG

The U.S. Senate confirmed Vanita Gupta as associate attorney general on a nearly party-line vote Wednesday, capping off a contentious fight that saw Republicans blast the civil rights attorney for her past support for decriminalizing drugs and shrinking police forces.

[Read full article »](#)

#### Analysis

### DOJ's New No. 3 Faces Delicate Balancing Act

Vanita Gupta, who was confirmed as the third-highest ranking official at the U.S. Department of Justice on Wednesday, must navigate both Republican opposition and pressure from the left as she seeks to carry out President Joe Biden's civil enforcement agenda. But attorneys who have worked with her say her collaborative approach and respect for differing views will suit her well in the fights to come.

[Read full article »](#)

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Salem Media Group Inc.  
SolarWinds Worldwide LLC  
Spotify Technology SA  
Symantec Corp.  
Tesla Inc.  
The Coca-Cola Co.  
The Leadership Conference on Civil & Human Rights  
Twitter Inc.  
Uber Technologies Inc.  
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Attorney - Midlevel  
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Los Angeles, California

Corporate partner for NY office of well-known NY/NJ mid-sized firm  
Schoen Legal Search  
New York City, New York

NYC\*Corp\*Assoc top boutique  
Schoen Legal Search  
NYC, New York

Environment & Energy Associate -  
(Washington, DC Office)  
McCarter & English, LLP  
Washington, DC, District of Columbia

Corporate partner for NY office of well-known NY/NJ mid-sized firm  
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New York City, New York

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Oklahoma Supreme Court  
U.S. Department of Homeland Security  
U.S. Department of Justice  
U.S. Department of the Treasury  
U.S. District Court for the Eastern District of New York  
U.S. District Court for the Northern District of California  
U.S. District Court for the Southern District of Florida  
U.S. House Committee on Energy and Commerce  
U.S. Immigration and Customs Enforcement  
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**Subject:** Apple's Phil Schiller Defends Data Practices In Epic Trial  
**Date:** Wednesday, May 19, 2021 3:20:39 AM



## CYBERSECURITY & PRIVACY

Wednesday, May 19, 2021



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[Read full article »](#)

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[Read full article »](#)

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Four Congressional Democrats on Tuesday joined voices urging Facebook to scrap plans for a version of Instagram for children under 13, arguing that the social media giant has "a clear record" of not protecting children online and hasn't made any "meaningful commitments" to change.

[2 documents attached](#) | [Read full article »](#)



#### NY AG Settles With Water Filtration Co. Over Data Breach

Online water filtration retailer Filters Fast Co. has agreed to pay \$200,000 to resolve a New York Attorney General's Office's investigation into a 2019 data breach that the company failed to disclose to affected consumers for more than a year, state officials said Tuesday.

[Read full article »](#)

#### Analysis

#### Circuit 'Mess' Lands Border Search Spat At Justices' Doorstep

Experts say a growing division among circuit courts may persuade the U.S. Supreme Court to clarify the rules for searching electronic devices at the border, an issue that pits the privacy rights of travelers against security concerns.

[Read full article »](#)

### POLICY & REGULATION

#### COVID Funds Among \$2M In Pilfered Benefits, Feds Say

New York federal prosecutors on Tuesday unveiled charges accusing eight Brooklyn residents of stealing \$2 million in unemployment benefits, including



#### Law360 Rising Stars



#### LAW FIRMS

Barron & Newburger  
Brewer, Attorneys & Counselors  
Butler Wooten  
Carney Badley  
Clark Hill  
Covington & Burling  
Cravath Swaine  
DLA Piper  
Davis Polk  
Faegre Drinker  
Fox Rothschild  
Friedman Rubin  
Gibson Dunn  
Girardi & Keese  
Gordon & Rees  
Holland & Knight  
Jenner & Block  
Jones Day  
KaiserDillon  
Kasowitz Benson  
Kirkland & Ellis  
Locke Lord  
Loevy & Loevy  
Mayer Brown

COVID-19 relief funds, with some of the accused allegedly posting photos of their ill-gotten government cash on social media.

[Complaint attached](#) | [Read full article](#) »

## ENFORCEMENT

### Stop Sending Robocalls, FCC Warns Two Foreign Telecoms

The government on Tuesday told two foreign companies, based in the Dominican Republic and Philippines, not to send illegal robocalls to the U.S.

[2 documents attached](#) | [Read full article](#) »

### Missouri Pot Regulators Can't Keep Applications Secret

A Missouri state appellate court said Tuesday the regulators overseeing the state's medical marijuana program can't keep the applications they receive secret, holding that keeping the information under wraps would be "unreasonable and absurd."

[Opinion attached](#) | [Read full article](#) »

## LITIGATION

### Class Wants Clearview Blocked From Foreign Data Sharing

Illinois residents suing Clearview AI over alleged violations of the Biometric Information Privacy Act on Tuesday urged the judge overseeing their multidistrict litigation to immediately block the facial recognition company from distributing their personal data after learning that it set up offshore companies to provide its software to foreign countries.

[Motion attached](#) | [Read full article](#) »

### Conn. IT Co. Can Press Bad Faith Claim Against Cyber Insurer

A Connecticut federal judge refused to toss an IT company's claim that Citizens Insurance Co. acted in bad faith when it refused to cover a business interruption caused by a 2019 cyberattack, finding the policyholder has sufficiently shown that the insurer could have misrepresented the policy.

[Order attached](#) | [Read full article](#) »

## EXPERT ANALYSIS

### Incentivizing Customers In States Banning Vaccine Passports

As several states make vaccine passports illegal, businesses that want their customers vaccinated should try incentives rather than making services conditional, which could run afoul of anti-discrimination laws, say Chase Hattaway and Michael Tessitore at Rumberger Kirk.

[Read full article](#) »

#### Series

### Judge Rodriguez Reviews 'When Machines Can Be Judge'

Katherine Forrest's new book, "When Machines Can Be Judge, Jury, and Executioner," raises valid transparency concerns about artificial intelligence tools used by judges when making bail and sentencing decisions, but her argument that such tools should be rejected outright is less than convincing, says U.S. District Judge Xavier Rodriguez of the Western District of Texas.

[Read full article](#) »



## LEGAL INDUSTRY

#### Analysis

### Paul Weiss Attys To Guide Roe V. Wade Defense At High Court

Attorneys at Paul Weiss who have helped hundreds of fellow lawyers tell

Mickes O'Toole  
Morrison & Foerster  
Newman Comley  
O'Melveny & Myers  
Paul Weiss  
Polsinelli PC  
Porter Wright  
Robinson & Cole  
Rumberger Kirk  
Sanford Heisler  
Saxe Doernberger  
Skadden Arps  
Smiley Wang-Ekval  
Sterne Kessler  
SulmeyerKupetz  
Talmadge Fitzpatrick  
Troutman Pepper  
Tueth Keeney  
Venable LLP  
Wigdor LLP  
Wildes & Weinberg  
Wilmer Hale  
Winston & Strawn



## COMPANIES

American Civil Liberties Union  
Apple Inc.  
Barclays Center  
Brooklyn Nets  
Defender Association of Philadelphia  
Electronic Frontier Foundation  
Epic Games Inc.  
Facebook Inc.  
FedEx Corp.  
Finjan Holdings Inc.  
Georgetown University  
Google Inc.  
Instagram Inc.  
LexisNexis Group  
LinkedIn Corp.  
Madison Square Garden  
Entertainment Group LLC  
Mars Inc.  
Moderna Inc.  
New York Knicks  
Nieuwe Steen Investments NV  
Norwegian Cruise Line  
Oracle Corp.  
Pfizer Inc.  
Planned Parenthood Federation



personal abortion stories at the U.S. Supreme Court now find themselves heading up the legal defense of Roe v. Wade, the landmark decision the justices are poised to reconsider.

[Read full article »](#)

### **Second Gentleman Made \$1.2 Million From DLA Piper In 2020**

Douglas C. Emhoff, a former BigLaw attorney and husband to Vice President Kamala Harris, reported about \$1.2 million in partnership income in 2020 from DLA Piper, the firm he practiced at before becoming the second gentleman, according to tax returns released by the White House.

[Read full article »](#)

### **Wigdor Tells Employees To Return To Office In July**

The namesake founder of plaintiffs-side employment law firm Wigdor LLP told employees Monday that they will go back to working in the office starting July 6.

[Read full article »](#)

**Interview**

### **Kasowitz Real Estate Litigation Leader Sees Rise In Activism**

Opponents of project development and rezoning in New York have ramped up their efforts during the COVID-19 pandemic, and such activism is likely to continue, one of Kasowitz Benson Torres LLP's real estate litigation leaders told Law360 in a recent interview.

[Read full article »](#)

### **Biden Calls For Expanded Access To Justice For The Poor**

President Joe Biden will use his executive power to expand access to publicly funded legal representation for the poor, the White House announced Tuesday.

[Read full article »](#)

### **Judge Fletcher Makes Way For 4th Biden Vacancy On 9th Circ.**

Ninth Circuit Judge William A. Fletcher is taking senior status, giving President Joe Biden a fourth chance to replace a Democratic appointee with a younger jurist on the historically liberal West Coast appeals court.

[Read full article »](#)

### **Judge Beverly Martin To Retire From 11th Circ.**

U.S. Circuit Judge Beverly Martin plans to retire from the Eleventh Circuit in September, giving President Joe Biden an opening on the largely conservative Southeast appeals court where former President Donald Trump appointed six of its 12 active judges.

[Read full article »](#)

### **Porter Wright Adds Former Treasury Dept., Trump Adviser**

Porter Wright Morris & Arthur LLP has added a longtime government attorney who previously acted as an adviser to President Donald Trump and most recently served as senior adviser to the deputy secretary and counselor to the general counsel in the U.S. Department of the Treasury.

[Read full article »](#)

### **Ex-Jones Day Atty Can't Subpoena Partner By Email**

The last remaining former Jones Day lawyer suing the BigLaw powerhouse for purportedly underpaying female associates has lost her battle to subpoena a former firm partner by email, as a D.C. federal judge said the prevailing case law requires that the document be delivered in person.

[Read full article »](#)

### **Polsinelli, Gay Bankruptcy Atty To Arbitrate Bias Claims**

Polsinelli PC and a prominent bankruptcy attorney who claimed the firm denied him resources and boxed him out of meetings because he is gay

Reddit Inc.

S&P Global Inc.

Schlumberger Ltd.

The Center for Reproductive Rights

TikTok Inc.

United Food & Commercial Workers International Union

University of Georgia

University of Virginia

#### **GOVERNMENT AGENCIES**

California Supreme Court

Centers for Disease Control and Prevention

Consumer Financial Protection Bureau

European Union

Executive Office of the President

Federal Communications Commission

Illinois Department of Public Health

Internal Revenue Service

Legal Services Corp.

Miami International Airport

Missouri Department of Health and Senior Services

National Labor Relations Board

New York Attorney General's Office

New York State Department of Health

Pennsylvania Supreme Court

U.S. Air Force

U.S. Attorney's Office

U.S. Attorney's Office for the Eastern District of New York

U.S. Court of Appeals for the Ninth Circuit

U.S. Customs and Border Protection

U.S. Department of Justice

U.S. Department of Labor

U.S. Department of the Treasury

U.S. District Court for the District of Columbia

U.S. District Court for the District of Connecticut

U.S. District Court for the Eastern District of New York

U.S. District Court for the Northern District of California

U.S. District Court for the Northern District of Illinois

U.S. District Court for the Southern District of New York

U.S. District Court for the Western

have agreed to arbitrate their dispute, both sides told a Texas federal court Tuesday.

[Read full article »](#)

### **Girardi Firm May Have Been Insolvent In 2015, Trustee Implies**

The bankruptcy trustee for Girardi Keese implied the scandal-plagued California plaintiffs firm may have been insolvent as early as 2015 in a one-sided exchange with its former chief financial officer, who refused to answer a series of probing questions.

[Read full article »](#)

### **Prosecutors In Chandra Levy Slaying Face Ethics Hearing**

More than a decade since an ex-gang member from El Salvador was found guilty of murdering 24-year-old Chandra Levy, two former federal prosecutors on Tuesday defended their own conduct in a case that fell apart spectacularly following revelations that a key witness lied on the stand.

[Read full article »](#)

### **PTAB Judge Encourages Junior Attys To Ask For Help In Args**

A Patent Trial and Appeal Board judge on Tuesday encouraged junior attorneys arguing before the board to ask their more senior colleagues for help when needed, saying it doesn't harm their credibility but increases it.

[Read full article »](#)

### **Panel Tosses Attys' Fee Deal Because Client Didn't Sign Off**

An agreement between two Washington attorneys to divide fees awarded in a wage class action against a car dealer is unenforceable, a state appeals court ruled, saying the pact violated court rules because the client had not signed off on it.

[Read full article »](#)

### **Marsh McLennan Names New GC For Global Brokerage Unit**

Professional services firm Marsh McLennan has promoted one of its longtime in-house attorneys to lead the legal team at global insurance brokerage subsidiary Marsh LLC, the company announced Monday.

[Read full article »](#)

### **Stem Appoints Schlumberger Atty As Chief Legal Officer**

Artificial intelligence-driven energy storage company Stem Inc. announced Tuesday that it has appointed Saul Laureles as its chief legal officer and corporate secretary.

[Read full article »](#)

### **Coronavirus Regulations: A State-By-State Week In Review**

The U.S. Centers for Disease Control and Prevention's recommendation this week that fully vaccinated individuals can dispense with masks and social distancing except where mandated by law unleashed a new wave of COVID-19 restriction scalebacks in multiple states already emboldened by the downtrend in coronavirus cases coupled with their vaccination progress.

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Corporate partner for NY office of well-known NY/NJ mid-sized firm Schoen Legal Search New York City, New York	Corporate partner for NY office of well-known NY/NJ mid-sized firm Schoen Legal Search New York City, New York

- District of Texas
- U.S. Immigration and Customs Enforcement
- U.S. Navy
- U.S. Patent and Trademark Office
- U.S. Senate
- U.S. Supreme Court

Sr. Counsel/AGC GLOBAL BIOTECH  
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Schoen Legal Search  
NYC, New York

Commercial & Technology Associate  
Moore & Van Allen, PLLC  
Charlotte, North Carolina



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**Subject:** Apple's Phil Schiller Defends Data Practices In Epic Trial  
**Date:** Wednesday, May 19, 2021 3:20:44 AM



## CYBERSECURITY & PRIVACY

Wednesday, May 19, 2021



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[2 documents attached](#) | [Read full article »](#)



#### NY AG Settles With Water Filtration Co. Over Data Breach

Online water filtration retailer Filters Fast Co. has agreed to pay \$200,000 to resolve a New York Attorney General's Office's investigation into a 2019 data breach that the company failed to disclose to affected consumers for more than a year, state officials said Tuesday.

[Read full article »](#)

#### Analysis

#### Circuit 'Mess' Lands Border Search Spat At Justices' Doorstep

Experts say a growing division among circuit courts may persuade the U.S. Supreme Court to clarify the rules for searching electronic devices at the border, an issue that pits the privacy rights of travelers against security concerns.

[Read full article »](#)

### POLICY & REGULATION

#### COVID Funds Among \$2M In Pilfered Benefits, Feds Say

New York federal prosecutors on Tuesday unveiled charges accusing eight Brooklyn residents of stealing \$2 million in unemployment benefits, including



#### Law360 Rising Stars



#### LAW FIRMS

Barron & Newburger  
Brewer, Attorneys & Counselors  
Butler Wooten  
Carney Badley  
Clark Hill  
Covington & Burling  
Cravath Swaine  
DLA Piper  
Davis Polk  
Faegre Drinker  
Fox Rothschild  
Friedman Rubin  
Gibson Dunn  
Girardi & Keese  
Gordon & Rees  
Holland & Knight  
Jenner & Block  
Jones Day  
KaiserDillon  
Kasowitz Benson  
Kirkland & Ellis  
Locke Lord  
Loevy & Loevy  
Mayer Brown

COVID-19 relief funds, with some of the accused allegedly posting photos of their ill-gotten government cash on social media.

[Complaint attached](#) | [Read full article](#) »

## ENFORCEMENT

### Stop Sending Robocalls, FCC Warns Two Foreign Telecoms

The government on Tuesday told two foreign companies, based in the Dominican Republic and Philippines, not to send illegal robocalls to the U.S.

[2 documents attached](#) | [Read full article](#) »

### Missouri Pot Regulators Can't Keep Applications Secret

A Missouri state appellate court said Tuesday the regulators overseeing the state's medical marijuana program can't keep the applications they receive secret, holding that keeping the information under wraps would be "unreasonable and absurd."

[Opinion attached](#) | [Read full article](#) »

## LITIGATION

### Class Wants Clearview Blocked From Foreign Data Sharing

Illinois residents suing Clearview AI over alleged violations of the Biometric Information Privacy Act on Tuesday urged the judge overseeing their multidistrict litigation to immediately block the facial recognition company from distributing their personal data after learning that it set up offshore companies to provide its software to foreign countries.

[Motion attached](#) | [Read full article](#) »

### Conn. IT Co. Can Press Bad Faith Claim Against Cyber Insurer

A Connecticut federal judge refused to toss an IT company's claim that Citizens Insurance Co. acted in bad faith when it refused to cover a business interruption caused by a 2019 cyberattack, finding the policyholder has sufficiently shown that the insurer could have misrepresented the policy.

[Order attached](#) | [Read full article](#) »

## EXPERT ANALYSIS

### Incentivizing Customers In States Banning Vaccine Passports

As several states make vaccine passports illegal, businesses that want their customers vaccinated should try incentives rather than making services conditional, which could run afoul of anti-discrimination laws, say Chase Hattaway and Michael Tessitore at Rumberger Kirk.

[Read full article](#) »

#### Series

### Judge Rodriguez Reviews 'When Machines Can Be Judge'

Katherine Forrest's new book, "When Machines Can Be Judge, Jury, and Executioner," raises valid transparency concerns about artificial intelligence tools used by judges when making bail and sentencing decisions, but her argument that such tools should be rejected outright is less than convincing, says U.S. District Judge Xavier Rodriguez of the Western District of Texas.

[Read full article](#) »



## LEGAL INDUSTRY

#### Analysis

### Paul Weiss Attys To Guide Roe V. Wade Defense At High Court

Attorneys at Paul Weiss who have helped hundreds of fellow lawyers tell

Mickes O'Toole  
Morrison & Foerster  
Newman Comley  
O'Melveny & Myers  
Paul Weiss  
Polsinelli PC  
Porter Wright  
Robinson & Cole  
Rumberger Kirk  
Sanford Heisler  
Saxe Doernberger  
Skadden Arps  
Smiley Wang-Ekvall  
Sterne Kessler  
SulmeyerKupetz  
Talmadge Fitzpatrick  
Troutman Pepper  
Tueth Keeney  
Venable LLP  
Wigdor LLP  
Wildes & Weinberg  
Wilmer Hale  
Winston & Strawn



## COMPANIES

American Civil Liberties Union  
Apple Inc.  
Barclays Center  
Brooklyn Nets  
Defender Association of Philadelphia  
Electronic Frontier Foundation  
Epic Games Inc.  
Facebook Inc.  
FedEx Corp.  
Finjan Holdings Inc.  
Georgetown University  
Google Inc.  
Instagram Inc.  
LexisNexis Group  
LinkedIn Corp.  
Madison Square Garden Entertainment Group LLC  
Mars Inc.  
Moderna Inc.  
New York Knicks  
Nieuwe Steen Investments NV  
Norwegian Cruise Line  
Oracle Corp.  
Pfizer Inc.  
Planned Parenthood Federation

personal abortion stories at the U.S. Supreme Court now find themselves heading up the legal defense of Roe v. Wade, the landmark decision the justices are poised to reconsider.

[Read full article »](#)

### **Second Gentleman Made \$1.2 Million From DLA Piper In 2020**

Douglas C. Emhoff, a former BigLaw attorney and husband to Vice President Kamala Harris, reported about \$1.2 million in partnership income in 2020 from DLA Piper, the firm he practiced at before becoming the second gentleman, according to tax returns released by the White House.

[Read full article »](#)

### **Wigdor Tells Employees To Return To Office In July**

The namesake founder of plaintiffs-side employment law firm Wigdor LLP told employees Monday that they will go back to working in the office starting July 6.

[Read full article »](#)

**Interview**

### **Kasowitz Real Estate Litigation Leader Sees Rise In Activism**

Opponents of project development and rezoning in New York have ramped up their efforts during the COVID-19 pandemic, and such activism is likely to continue, one of Kasowitz Benson Torres LLP's real estate litigation leaders told Law360 in a recent interview.

[Read full article »](#)

### **Biden Calls For Expanded Access To Justice For The Poor**

President Joe Biden will use his executive power to expand access to publicly funded legal representation for the poor, the White House announced Tuesday.

[Read full article »](#)

### **Judge Fletcher Makes Way For 4th Biden Vacancy On 9th Circ.**

Ninth Circuit Judge William A. Fletcher is taking senior status, giving President Joe Biden a fourth chance to replace a Democratic appointee with a younger jurist on the historically liberal West Coast appeals court.

[Read full article »](#)

### **Judge Beverly Martin To Retire From 11th Circ.**

U.S. Circuit Judge Beverly Martin plans to retire from the Eleventh Circuit in September, giving President Joe Biden an opening on the largely conservative Southeast appeals court where former President Donald Trump appointed six of its 12 active judges.

[Read full article »](#)

### **Porter Wright Adds Former Treasury Dept., Trump Adviser**

Porter Wright Morris & Arthur LLP has added a longtime government attorney who previously acted as an adviser to President Donald Trump and most recently served as senior adviser to the deputy secretary and counselor to the general counsel in the U.S. Department of the Treasury.

[Read full article »](#)

### **Ex-Jones Day Atty Can't Subpoena Partner By Email**

The last remaining former Jones Day lawyer suing the BigLaw powerhouse for purportedly underpaying female associates has lost her battle to subpoena a former firm partner by email, as a D.C. federal judge said the prevailing case law requires that the document be delivered in person.

[Read full article »](#)

### **Polsinelli, Gay Bankruptcy Atty To Arbitrate Bias Claims**

Polsinelli PC and a prominent bankruptcy attorney who claimed the firm denied him resources and boxed him out of meetings because he is gay

Reddit Inc.

S&P Global Inc.

Schlumberger Ltd.

The Center for Reproductive Rights

TikTok Inc.

United Food & Commercial Workers International Union

University of Georgia

University of Virginia

#### **GOVERNMENT AGENCIES**

California Supreme Court

Centers for Disease Control and Prevention

Consumer Financial Protection Bureau

European Union

Executive Office of the President

Federal Communications Commission

Illinois Department of Public Health

Internal Revenue Service

Legal Services Corp.

Miami International Airport

Missouri Department of Health and Senior Services

National Labor Relations Board

New York Attorney General's Office

New York State Department of Health

Pennsylvania Supreme Court

U.S. Air Force

U.S. Attorney's Office

U.S. Attorney's Office for the Eastern District of New York

U.S. Court of Appeals for the Ninth Circuit

U.S. Customs and Border Protection

U.S. Department of Justice

U.S. Department of Labor

U.S. Department of the Treasury

U.S. District Court for the District of Columbia

U.S. District Court for the District of Connecticut

U.S. District Court for the Eastern District of New York

U.S. District Court for the Northern District of California

U.S. District Court for the Northern District of Illinois

U.S. District Court for the Southern District of New York

U.S. District Court for the Western

have agreed to arbitrate their dispute, both sides told a Texas federal court Tuesday.

[Read full article »](#)

### **Girardi Firm May Have Been Insolvent In 2015, Trustee Implies**

The bankruptcy trustee for Girardi Keese implied the scandal-plagued California plaintiffs firm may have been insolvent as early as 2015 in a one-sided exchange with its former chief financial officer, who refused to answer a series of probing questions.

[Read full article »](#)

### **Prosecutors In Chandra Levy Slaying Face Ethics Hearing**

More than a decade since an ex-gang member from El Salvador was found guilty of murdering 24-year-old Chandra Levy, two former federal prosecutors on Tuesday defended their own conduct in a case that fell apart spectacularly following revelations that a key witness lied on the stand.

[Read full article »](#)

### **PTAB Judge Encourages Junior Attys To Ask For Help In Args**

A Patent Trial and Appeal Board judge on Tuesday encouraged junior attorneys arguing before the board to ask their more senior colleagues for help when needed, saying it doesn't harm their credibility but increases it.

[Read full article »](#)

### **Panel Tosses Attys' Fee Deal Because Client Didn't Sign Off**

An agreement between two Washington attorneys to divide fees awarded in a wage class action against a car dealer is unenforceable, a state appeals court ruled, saying the pact violated court rules because the client had not signed off on it.

[Read full article »](#)

### **Marsh McLennan Names New GC For Global Brokerage Unit**

Professional services firm Marsh McLennan has promoted one of its longtime in-house attorneys to lead the legal team at global insurance brokerage subsidiary Marsh LLC, the company announced Monday.

[Read full article »](#)

### **Stem Appoints Schlumberger Atty As Chief Legal Officer**

Artificial intelligence-driven energy storage company Stem Inc. announced Tuesday that it has appointed Saul Laureles as its chief legal officer and corporate secretary.

[Read full article »](#)

### **Coronavirus Regulations: A State-By-State Week In Review**

The U.S. Centers for Disease Control and Prevention's recommendation this week that fully vaccinated individuals can dispense with masks and social distancing except where mandated by law unleashed a new wave of COVID-19 restriction scalebacks in multiple states already emboldened by the downtrend in coronavirus cases coupled with their vaccination progress.

[Read full article »](#)

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Environment & Energy Associate - (Washington, DC Office) McCarter & English, LLP Washington, DC, District of Columbia	NYC*Corp*Assoc top boutique Schoen Legal Search NYC, New York
Corporate partner for NY office of well-known NY/NJ mid-sized firm Schoen Legal Search New York City, New York	Corporate partner for NY office of well-known NY/NJ mid-sized firm Schoen Legal Search New York City, New York

- District of Texas
- U.S. Immigration and Customs Enforcement
- U.S. Navy
- U.S. Patent and Trademark Office
- U.S. Senate
- U.S. Supreme Court

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NYC/HOUSTON  
Schoen Legal Search  
NYC, New York

Commercial & Technology Associate  
Moore & Van Allen, PLLC  
Charlotte, North Carolina



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**From:** Apple News  
**To:** William Smith  
**Subject:** Are we ready for the coronavirus? Plus how the Royal Family makes its money, and more from Apple News  
**Date:** Friday, February 28, 2020 6:05:14 AM

Good Morning from Apple News  
**It's February 28, 2020.**  
Here's what you need to know.

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**It's February 28, 2020.**  
Here's what you need to know.

## TOP STORIES

# Coronavirus meltdown [L] [SEP]

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- Even as health officials warn the spread of the virus is all but inevitable, developments suggest the U.S. is underprepared for the threat. Diagnostic kits sent to local health providers aren't working, and the CDC's testing criteria meant an infected patient in California wasn't screened for the coronavirus for days. Most cases are mild, which is good and bad news: A full recovery is common, but because the symptoms aren't severe, those infected may be unknowingly spreading the virus. **REUTERS**
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- The stock market had one of its worst days since the financial crisis amid fears the economic fallout could be worse than previously expected. The S&P 500 index entered correction territory yesterday when it dropped 12% from a recent peak, and shares are projected to fall further when markets reopen this morning. **THE WALL STREET JOURNAL**
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**AN ESCALATION IN SYRIA:** An official said at least 33 Turkish soldiers were killed in an airstrike conducted by the Russian-backed Syrian government, making it more likely that Turkey could strike back with a full-scale military operation. Meanwhile, the Syrian regime's offensive near its Turkish border has created the worst humanitarian crisis in the country's nine-year civil war. **NEWSWEEK**

**An escalation in Syria:** An official said at least 33 Turkish soldiers were killed in an airstrike conducted by the Russian-backed Syrian government, making it more likely that Turkey could strike back with a full-scale military operation. Meanwhile, the Syrian regime's offensive near its Turkish border has created the worst humanitarian crisis in the country's nine-year civil war. **NEWSWEEK**

**SOUTH CAROLINA'S DEMOCRATIC PRIMARY IS TOMORROW,** and all eyes are on Joe Biden. It's a do-or-die moment for the moderate, who's counting on the support of black voters. As for front-runner Bernie Sanders, Democrats want to see if he can appeal to a broad swath of people. **CBS NEWS**

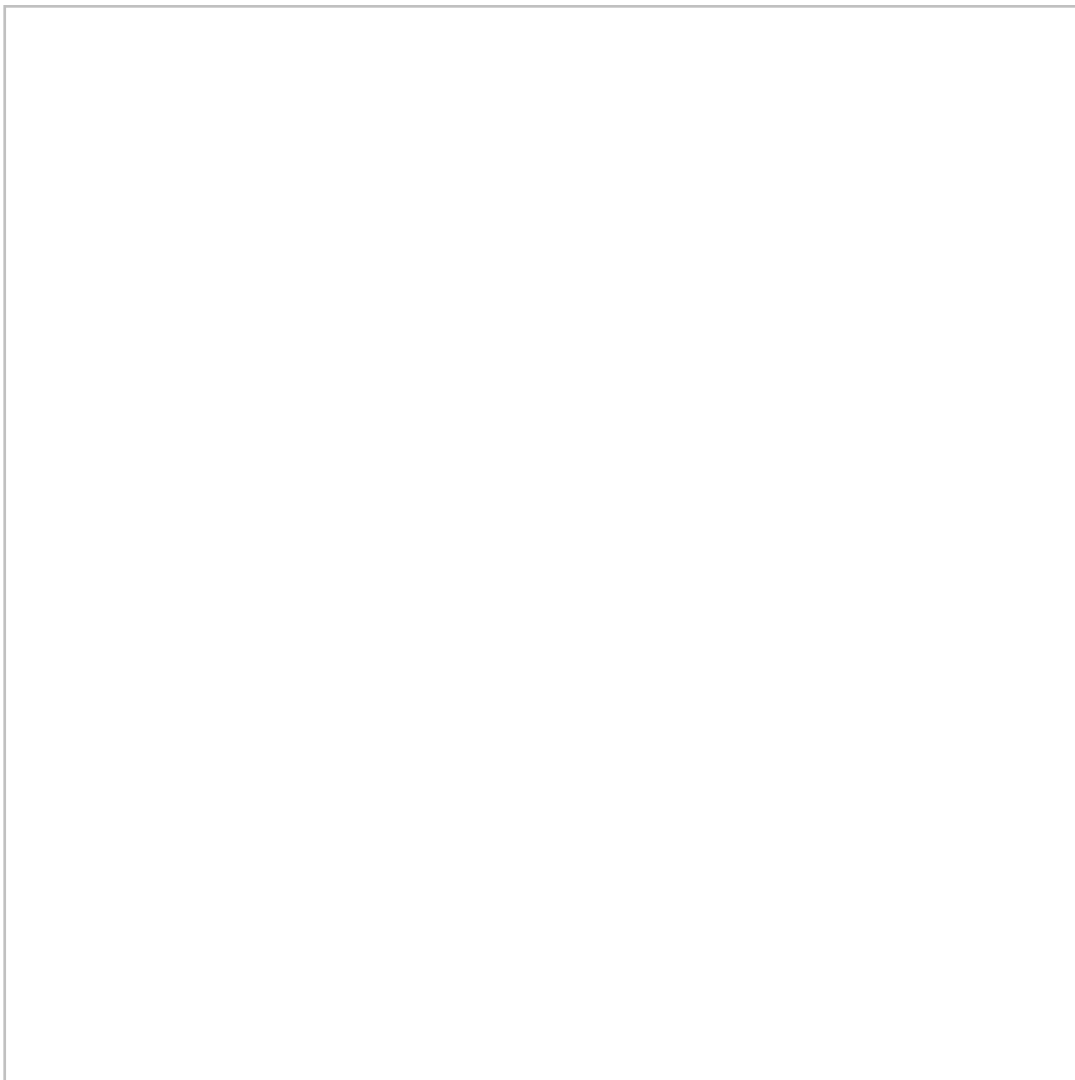
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**COVER STORY**

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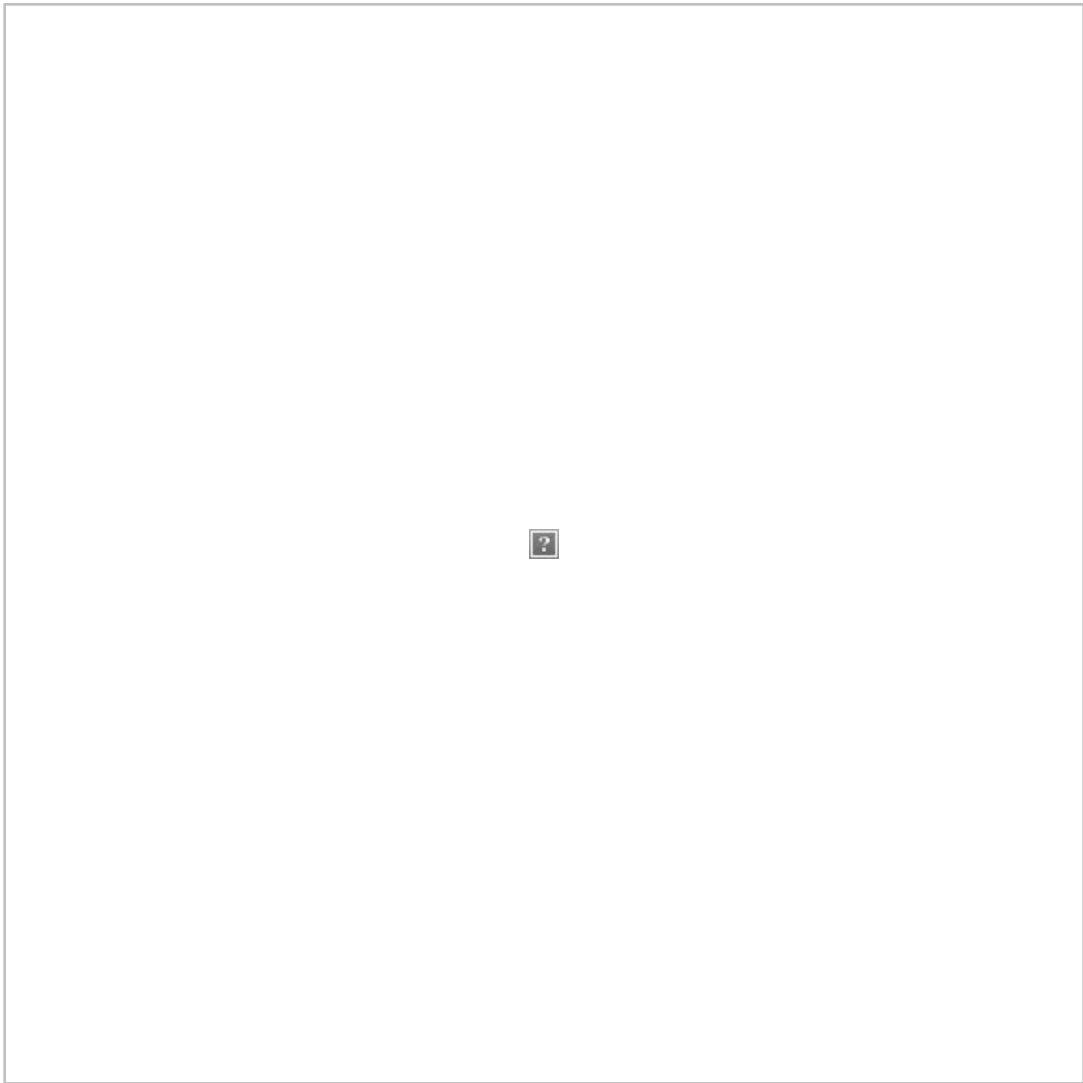


## The Best Trips of 2020

Twenty-seven adventures — from Greenland to New Zealand, Kenya to California — to get you out in the world this year. **OUTSIDE**

**COVER STORY**

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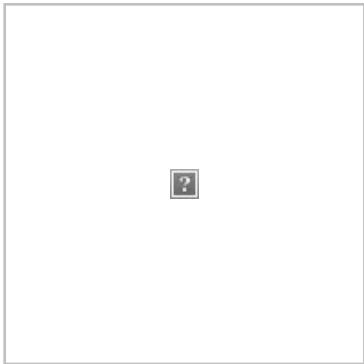
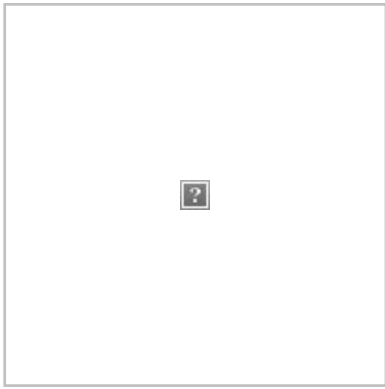
**YOUR QUESTIONS, ANSWERED**

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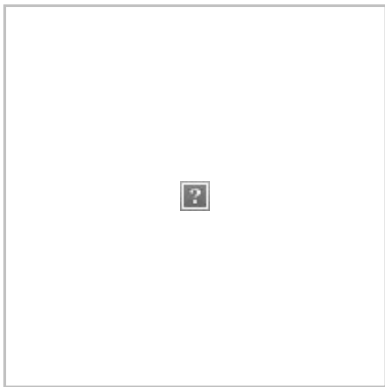
**YOUR QUESTIONS, ANSWERED**



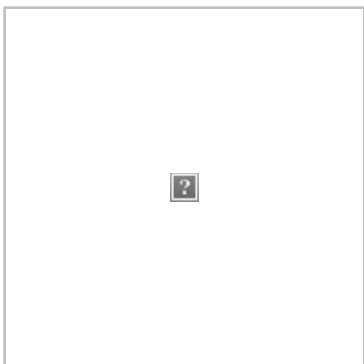
Why do humans look the way we do? **POPULAR SCIENCE**



Why do humans look the way we do? **POPULAR SCIENCE**



How does the British Royal Family make its money?  
**VOX**

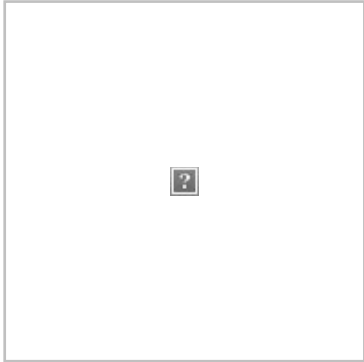


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**VOX**





Why are crispy foods so addicting? **BON APPÉTIT**



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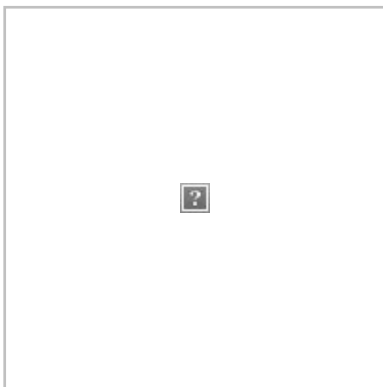


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## FIVE STORIES WE'RE TALKING ABOUT TODAY

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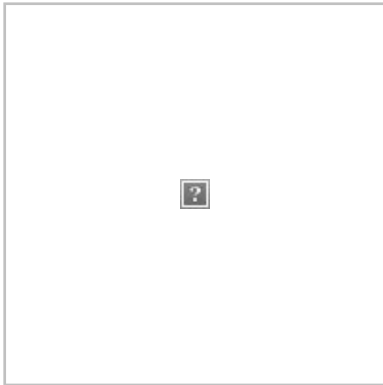
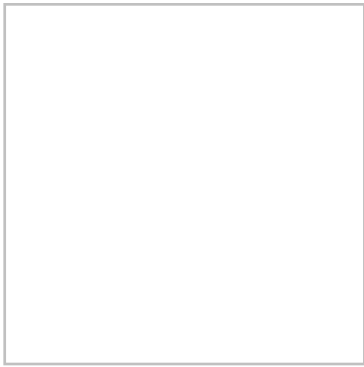
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If these scholars had their way, tomorrow's leap day would be the last ever. **THE WASHINGTON POST**

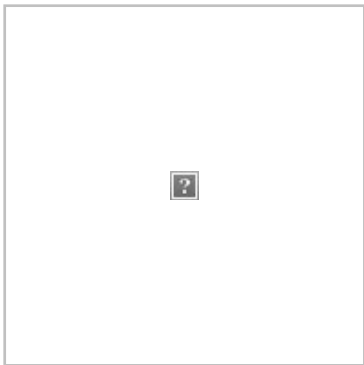
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It's illegal to destroy saguaro cacti. So why are they being removed for Trump's border wall? **LOS ANGELES TIMES**



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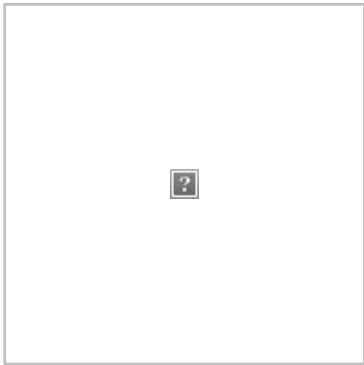


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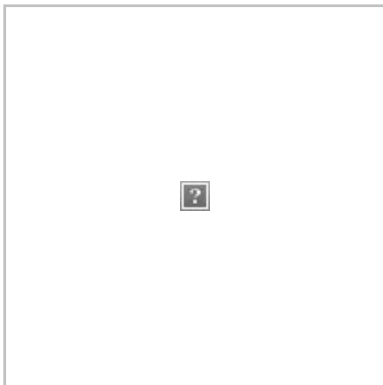
Clearview AI has billions of our photos. Its entire client list was just stolen. **CNN**

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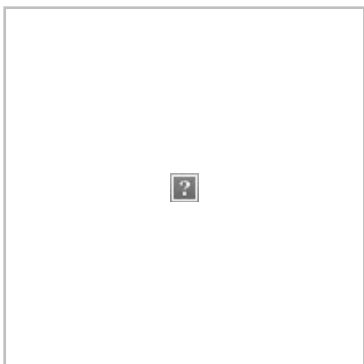
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The latest Bush to run for office is at risk of losing —  
in Texas. **POLITICO**



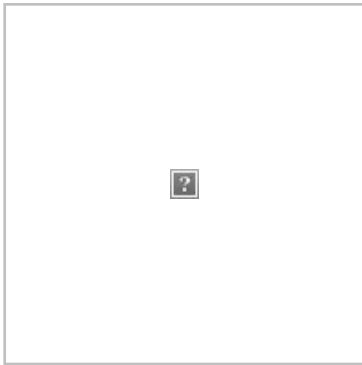
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Here are six ways to fancy up boxed mac 'n' cheese.  
**COSMOPOLITAN**

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#### THE LAST WORD

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**“They shop for a partner the way that they would shop for a camera or Bluetooth headphones.”**

How modern dating technology is ruining romance. [THE ATLANTIC](#)

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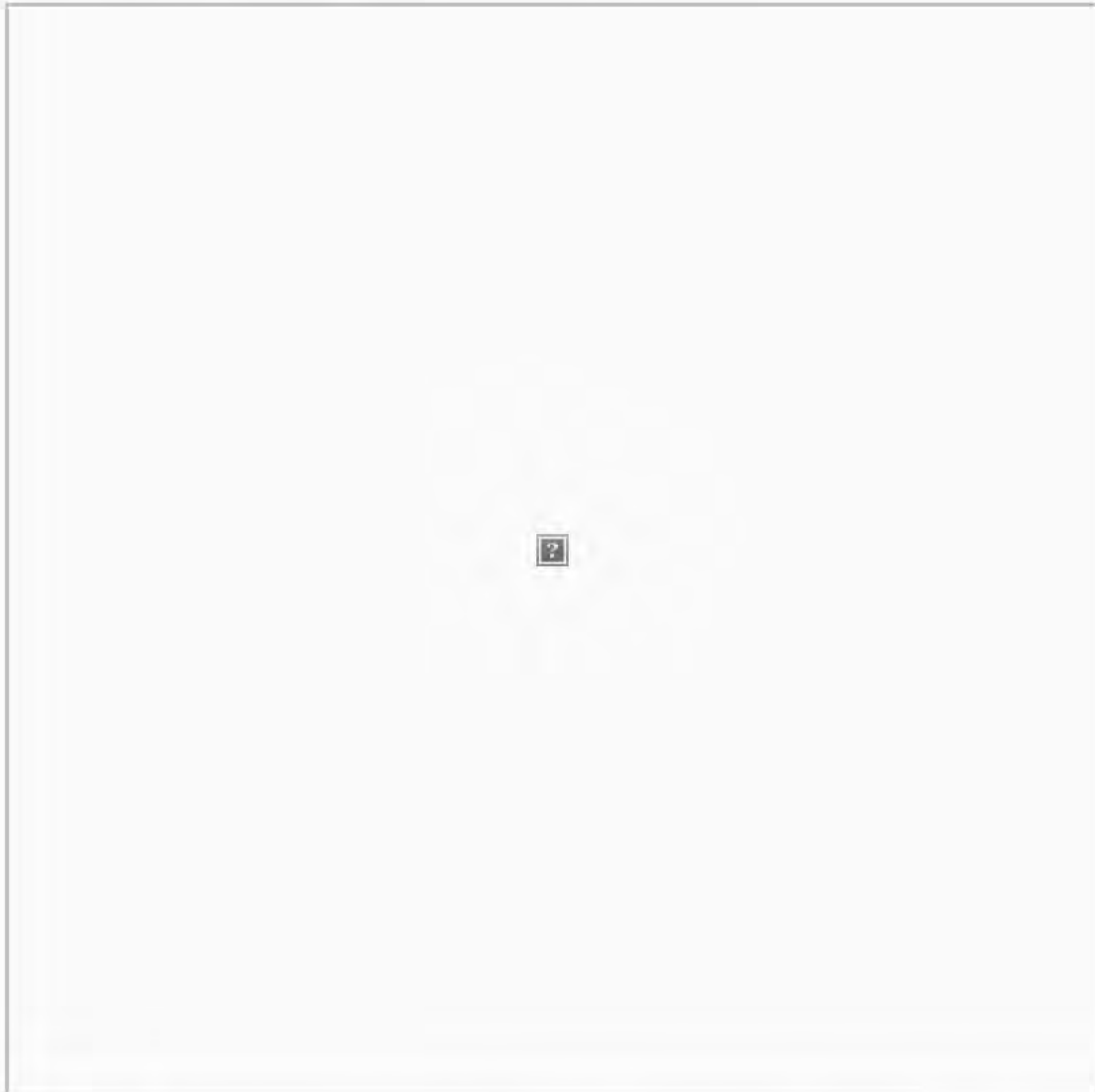
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**From:** [Keith Knowles](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Are you doing digital marketing for enrollment the right way?  
**Date:** Tuesday, July 14, 2020 6:22:27 PM

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## **Are you doing digital marketing for enrollment the right way?**

When done correctly, digital marketing has enormous potential to help you attract, engage, and convert right-fit students. Too often, however, corners are cut because of time and/or money, the in-house expertise to pull off such an endeavor just isn't there, or (unfortunately) your outsourced "expert" isn't as good (or thorough) as you thought they were. The end result is a poorly executed campaign that will definitely underperform and that's a waste of

precious marketing dollars.

At Calculate, we pride ourselves in providing the “soup to nuts” package that ensures all of our campaigns are working as efficiently and effectively as possible. At the end of the day, your success is our success so cutting corners is just as harmful to us as it is to you.

Want to know what the full-service package looks like? Here’s a peek into our process:



### **Strategy & Research**

We'll work with you to define the project scope, the intended audiences/programs to target, the key performance indicators (KPIs), etc., etc. We'll then do all of the necessary research to develop key selling points and marketing messaging.



### **Storytelling**

We are experts in helping our clients tell their unique story in a very authentic way because that is what today's students want. We'll interview your star students, alumni, and faculty to gather the necessary information to be used in the campaign.



### **Creative Development**

Once we've done all of the upfront legwork, we'll then utilize that information to craft all of the ad & landing page copy, design all of your ads, and even design & host your landing pages if necessary. In a recent 9-month campaign for Marist College, we wrote copy for and designed 387 ads!



### **Audience Development**

We'll help you decide on the right mix of audiences to target and the proper budget to allocate towards each. Whether it's your own in-house list, a purchased list, geographic, demographic, or psychographic targeting, we'll ensure your ads are being seen by the right people.



### **Tactical Selection**

We believe an omni-channel approach to enrollment marketing is ideal and we'll help you decide what tactics will work best to help achieve your goals. From social media marketing, search engine marketing, & geofencing, all the way through Connected TV & Out-of-Home, we have you covered.



### **Campaign Monitoring & Reporting**

Once your campaign launches, our work is far from done. We constantly monitor and adjust campaigns to optimize them for peak efficiency. We also provide detailed reporting that goes well beyond the impression numbers you may be used to.

## **The End Result**

When working with Calculate, you can rest assured that your campaign will be executed correctly. We don't cut corners and we adhere to all of the best practices when it comes to digital/inbound marketing. Why? Because we want to win just as bad as you do.

Call 860.478.5981 or email [keith@calculate-edu.com](mailto:keith@calculate-edu.com) today so you can learn more about who we are, the services we offer. and the many ways we can help you achieve your enrollment goals.

**Contact Us Today**

not discriminate against any person on the basis of race, color, religion, national or ethnic origin, age, sex, sexual orientation, gender expression or identity, veteran status or any other legally protected basis in its employment and business practices.

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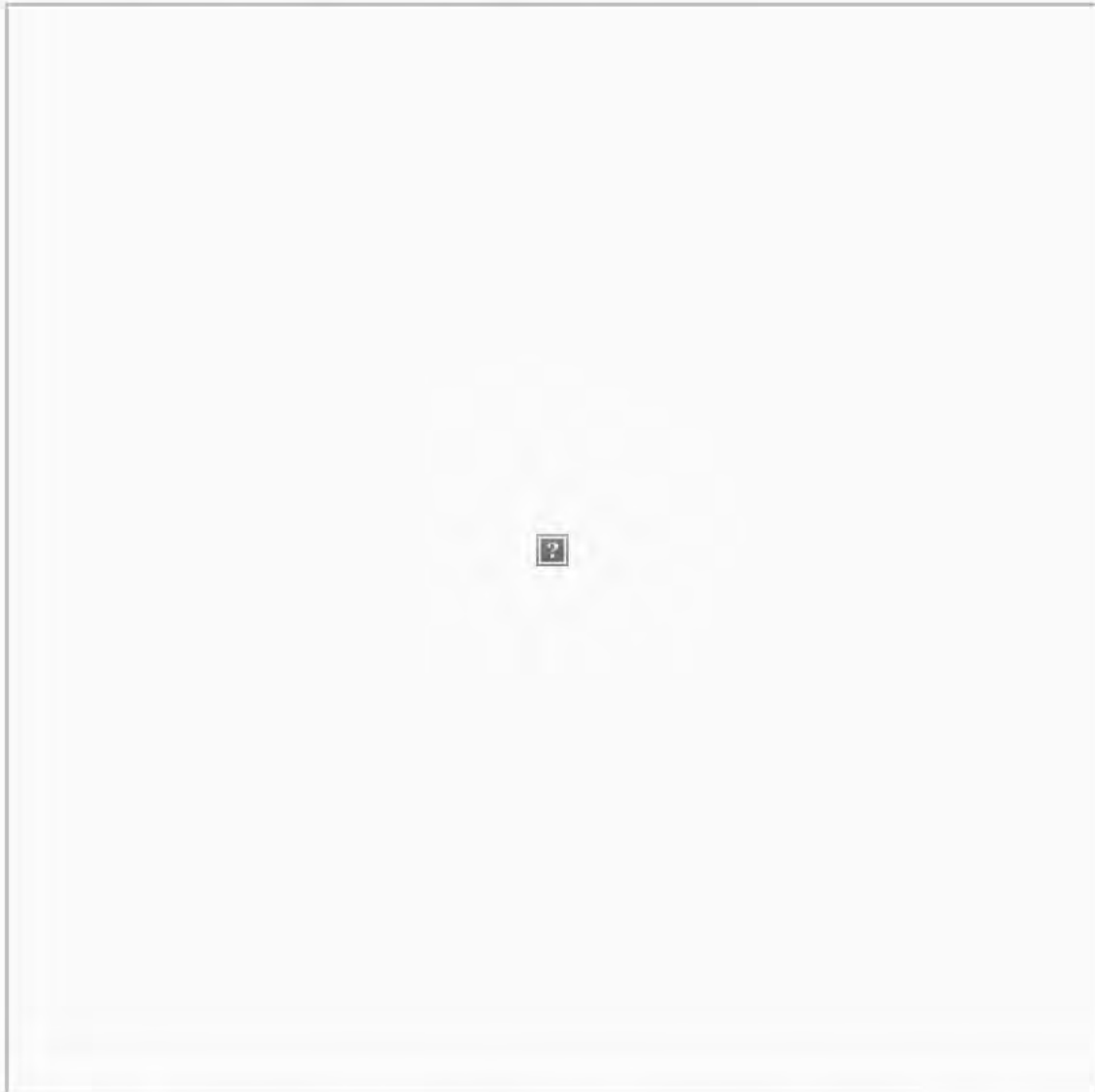
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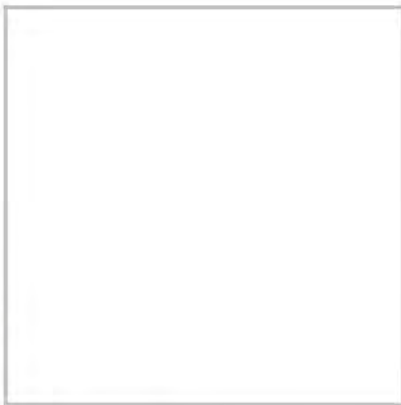
**From:** [Keith Knowles](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Are you doing digital marketing for enrollment the right way?  
**Date:** Wednesday, September 2, 2020 2:02:39 PM

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Learn more by reading our latest blog article: ["Digital Marketing for Enrollment: The Right Way"](#)

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## Tactical Selection

We believe an omni-channel approach to enrollment marketing is ideal and we'll help you decide what tactics will work best to help achieve your goals. From social media marketing, search engine marketing, & geofencing, all the way through Connected TV & Out-of-Home, we have you covered.



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**To:** [Val Ramirez](#)  
**Subject:** Astute Pulse January 2016  
**Date:** Thursday, January 28, 2016 12:07:41 PM

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## Feature Articles

### **CRM Magazine Article: 6 Reasons a Virtual Agent Will Help You Deliver Great Consumer Experiences**

Virtual agents offer a tremendous opportunity to transform your customer experience, yet they are used by less than half of all large companies. Jeff Borcharding, Sr. VP Marketing, offers six reasons why you should be using a virtual agent extensively across your mobile and web properties.



### **Astute Blog: "You're the Bomb!" Is a Sign of Affection, Does Your Social Media Monitoring Tool Know That?**

If you're using someone to manually monitor your social media channels or have a basic monitoring system in place that doesn't allow you to monitor the tone of the conversation and assign actions based on particular issues, it may be time to rethink how



## Astute Calendar

### Webinars:

#### **Using Intelligent Virtual Agents to Improve CX**

February 16, 11:00AM ET or  
March 9, 2:00PM ET

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#### **Handling More Channels: Working Smarter with Integrated Solutions**

March 8, 11:00AM ET

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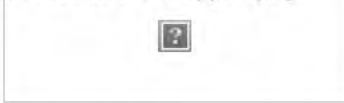
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### **CRM Magazine Article: LEAD to Provide Differentiated Consumer Experiences**

Gartner research shows that consumer experience is the new competitive battleground. How do consumers feel when they engage with your brand? Shellie Vornhagen, Sr. Director Product Marketing, identifies the four steps you should take to differentiate your brand and get a LEAD on the competition.

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### **Astute Blog: 3 Common Pitfalls when Implementing a Knowledge Management System (KMS)**

Implementing a KMS solution is an important part of any customer experience strategy. Implementing a KMS doesn't have to be a daunting task. However, there are some common pitfalls that you will want to avoid.

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**By The Numbers**

# 67%

The percentage of consumers who have used a company's social media site for servicing.<sup>1</sup>

Source: JD Power and Associates



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engagement?**

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**From:** [Cybersecurity & Privacy Law360](#)  
**To:** [Lonnie C. Nagel](#)  
**Subject:** Attys Double Down On \$12M Fee Grab In Facebook Deal  
**Date:** Tuesday, May 4, 2021 3:50:44 AM



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Tuesday, May 4, 2021



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Federal Aviation Administration  
Federal Trade Commission  
Florida Supreme Court



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**Subject:** Attys Double Down On \$12M Fee Grab In Facebook Deal  
**Date:** Tuesday, May 4, 2021 3:55:46 AM



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**Subject:** Aug. 13 - Will virus-tracking apps work? | Title IX rule stands  
**Date:** Thursday, August 13, 2020 5:00:50 AM

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## Higher ed group offers ideas for supporting contingent faculty

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Press releases from companies in your industry.

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Press release from Gaggle

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Press release from Wowzers Learning

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Press release from Rosetta Stone

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ESPN

### **Will there be college football this fall? A conference-by-conference breakdown**

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DIVERSE ISSUES IN HIGHER EDUCATION

### **A New Initiative Supports Rural Community Colleges**

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THE NEW YORK TIMES

### **Don't Make College Kids the Coronavirus Police**

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NPR

## How The Coronavirus Has Upended College Admissions

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ABC NEWS

## Summer jobs for young people are vanishing with the pandemic

Suggest a story we should read

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### How to Humanize Asynchronous Online Learning

Sept. 2, 2020 - Sept. 2, 2020 | Webinar 2pm ET

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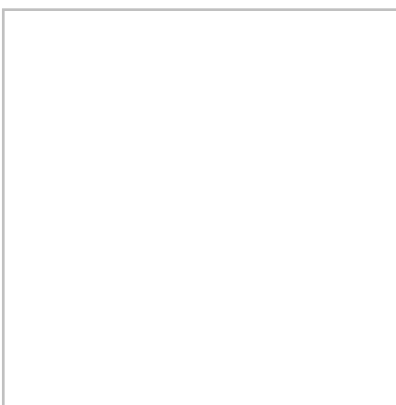
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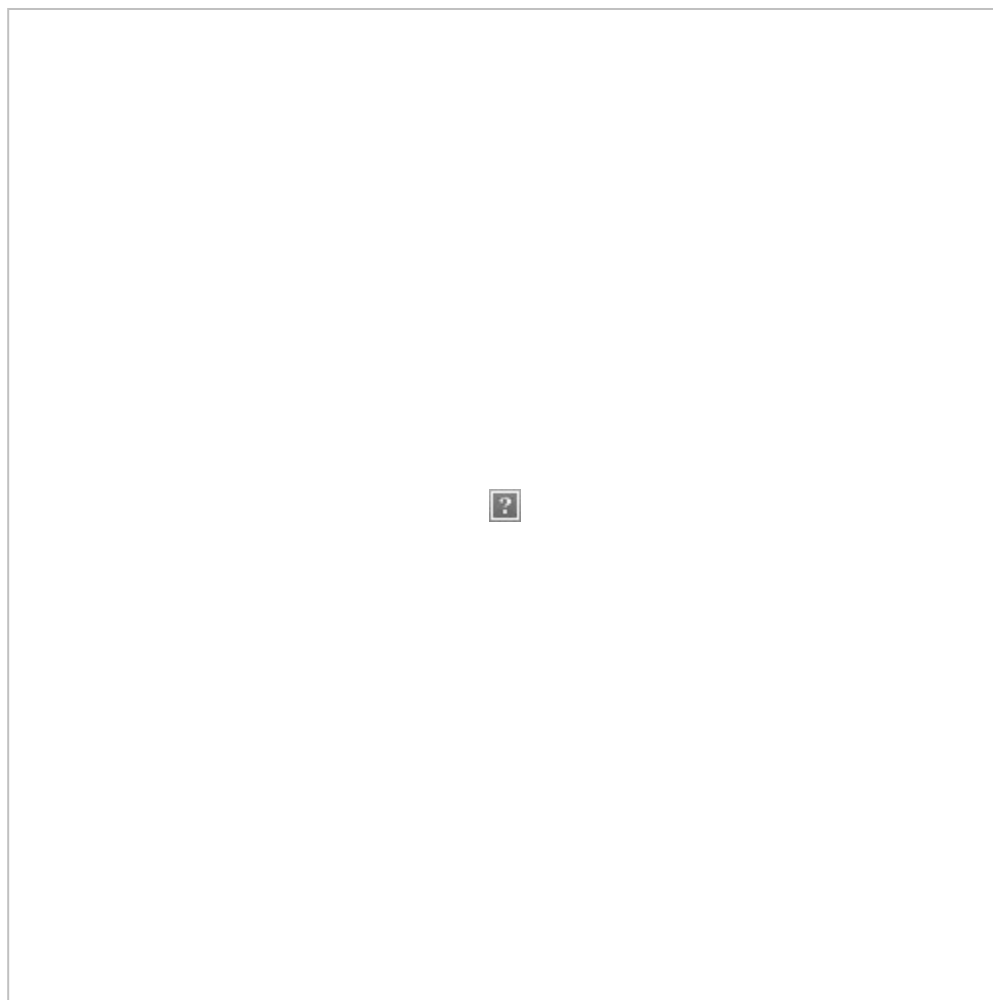
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# HIGHER ED DAILY

Aug. 14, 2020 | Today's news and insights for higher ed leaders

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BROUGHT TO YOU BY — Anthology

## **A Collection of the Best in Higher Education**

Campus Labs, Campus Management, and iModules have come together to create Anthology, a revolutionary new company with a collection of leading solutions to support higher ed's evolving needs. **Let's start a new conversation together.**

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## **Scrapping fall sports doesn't end health risks for teams, experts say**

Decisions to suspend competitions, like those coming from the Big Ten and Pac-12 this week, won't halt all athletic activity on campuses.

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## **With DeVos' Title IX rule taking effect, higher ed is under strain**

Experts in the federal sex discrimination law still see many flaws in the new regulations, which will be implemented Friday.

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DEEP DIVE

## **Colleges look to apps that screen for virus symptoms and trace contacts**

But privacy concerns are causing some schools to reconsider their options for tracking and preventing the spread of the coronavirus on campus.

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## Provide an elevated university experience in 2020

Universities are working to provide excellent service to students as they navigate the uncertainties of the coming school year. Learn how a support portal can help in [this playbook](#).

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UPDATED

## Tracking how the coronavirus is impacting colleges

University of North Carolina faculty and staff sue system. Top NCAA medical officials advise against fall sports. Plus more news from the week.

[Read more news](#)

## FEATURED RESOURCES

FROM: OpenStax

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### Get your courses ready for fall

- [Blog post: Simple steps for moving your course online](#)
- [Guide: Getting started with a free textbook from OpenStax](#)
- [Our full collection of resources to support online teaching](#)

## FROM OUR LIBRARY

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TRENDLINE

## Improving Finance Teams in Higher Ed Through Robotic Process Automation

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PLAYBOOK

## Addressing Cybersecurity in 2020: Saving Resources With a Holistic, Outsourced Approach

By Brand Studio

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[View all resources](#)

## WHAT WE'RE READING

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THE ASSOCIATED PRESS

**Feds accuse Yale of discriminating against some applicants**

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DIVERSE ISSUES IN HIGHER EDUCATION

**Enrollment at Some HBCUs Increases in the Wake of Black Lives Matter Protests**

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NPR

**Can Military Academies Serve As A Road Map For Reopening Colleges?**

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POLITICO

**Kamala Harris and top Dems float college athlete pay as virus rages**

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USA TODAY

**'Leaving us behind': High-risk students ask, why can't all college courses be offered online?**

Suggest a story we should read

## UPCOMING EVENT

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## How to Humanize Asynchronous Online Learning

Sept. 2, 2020 - Sept. 2, 2020 | Webinar 2pm ET

### COMPANY ANNOUNCEMENTS

Press releases from companies in your industry.

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#### Edtech Coaches Valuable in Transition to Digital Learning

Press release from Digital Promise

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#### Corpus Christi ISD Deepens Partnership with Discovery Education to Support STEM Education

Press release from Discovery Education

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#### School Districts Partnering with Gaggle Saved the Lives of Over 900 Students in 2019–20; Severe Domestic Abuse Reports Rose 79% During School Closures

Press release from Gaggle

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#### Wowzers Learning K-8 Online Math Program Releases New Features Effective for In-School and Remote Learning

Press release from Wowzers Learning

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#### Rosetta Stone Launches New Program Empowering Emergent Bilinguals in Grades K-6 to Acquire Higher Language Proficiency Levels of English

Press release from Rosetta Stone

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[\*Post a press release\*](#)

**DIVE INTO A TOPIC**

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[Policy & Regulation](#)

[Legal / Courts](#)

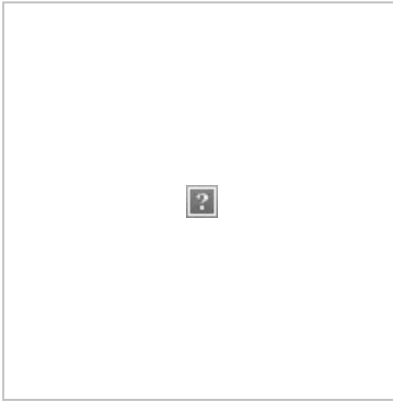
[K-12](#)

[Curriculum](#)

[For-Profit](#)

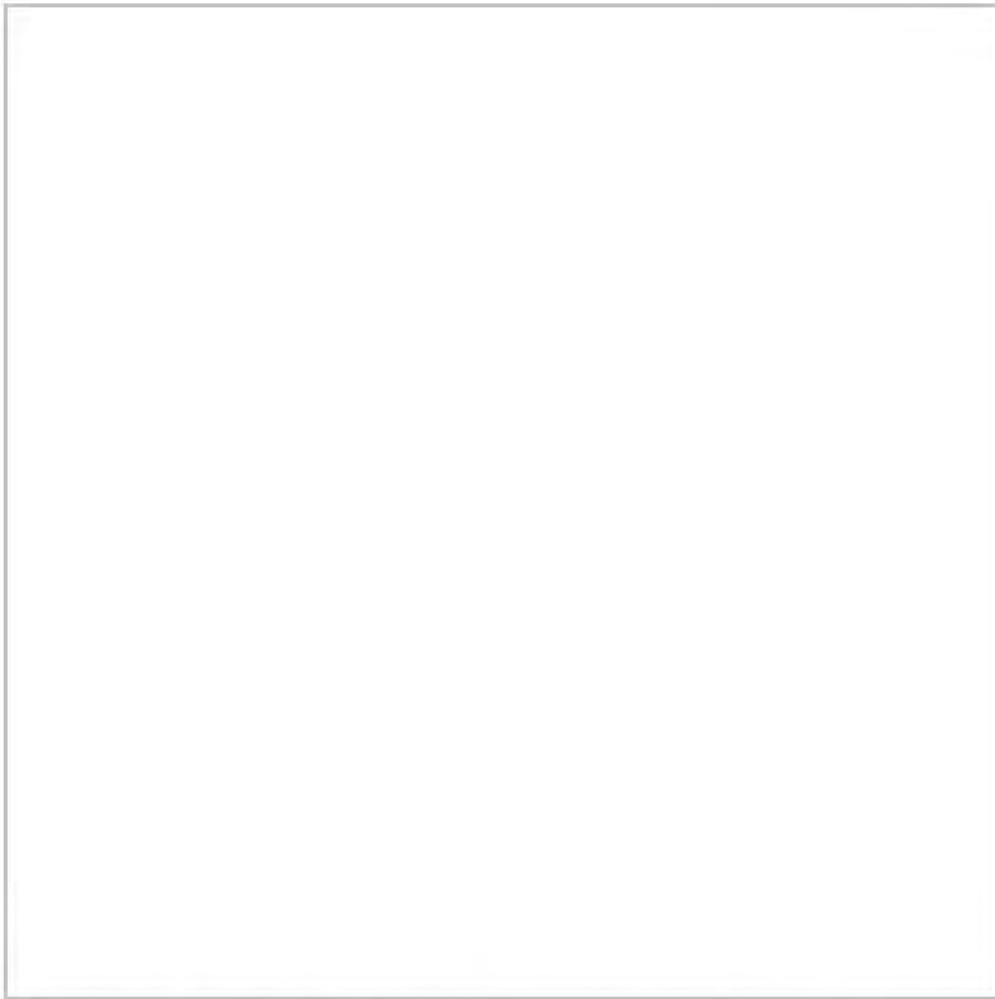
[Technology](#)

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## MORE THAN A NEWSLETTER

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Education Dive provides in-depth journalism and insight into the most impactful news and trends shaping K-12 and higher education. The newsletters and website cover topics such as policy, blended learning, classroom tech, learning management and more. Education Dive is a leading publication operated by Industry Dive. Our business journalists spark ideas and shape agendas for 10+ million decision makers in competitive industries.

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**From:**  
**To:**  
**Subject:** Avoid Flying into Unsafe Airspace Zones with Real-Time Geofencing Alerts  
**Date:** Tuesday, November 27, 2018 12:21:10 PM

[View this email in your browser](#)

**Product**

## Safer Drone Flights with AirMap with Real-Time Geofencing Alerts



A recent [study](#) found that 1 in 5 drone operators flies higher than the allowable altitude and a staggering 88% of drone operations take place near or above buildings, structures, and other hazards.

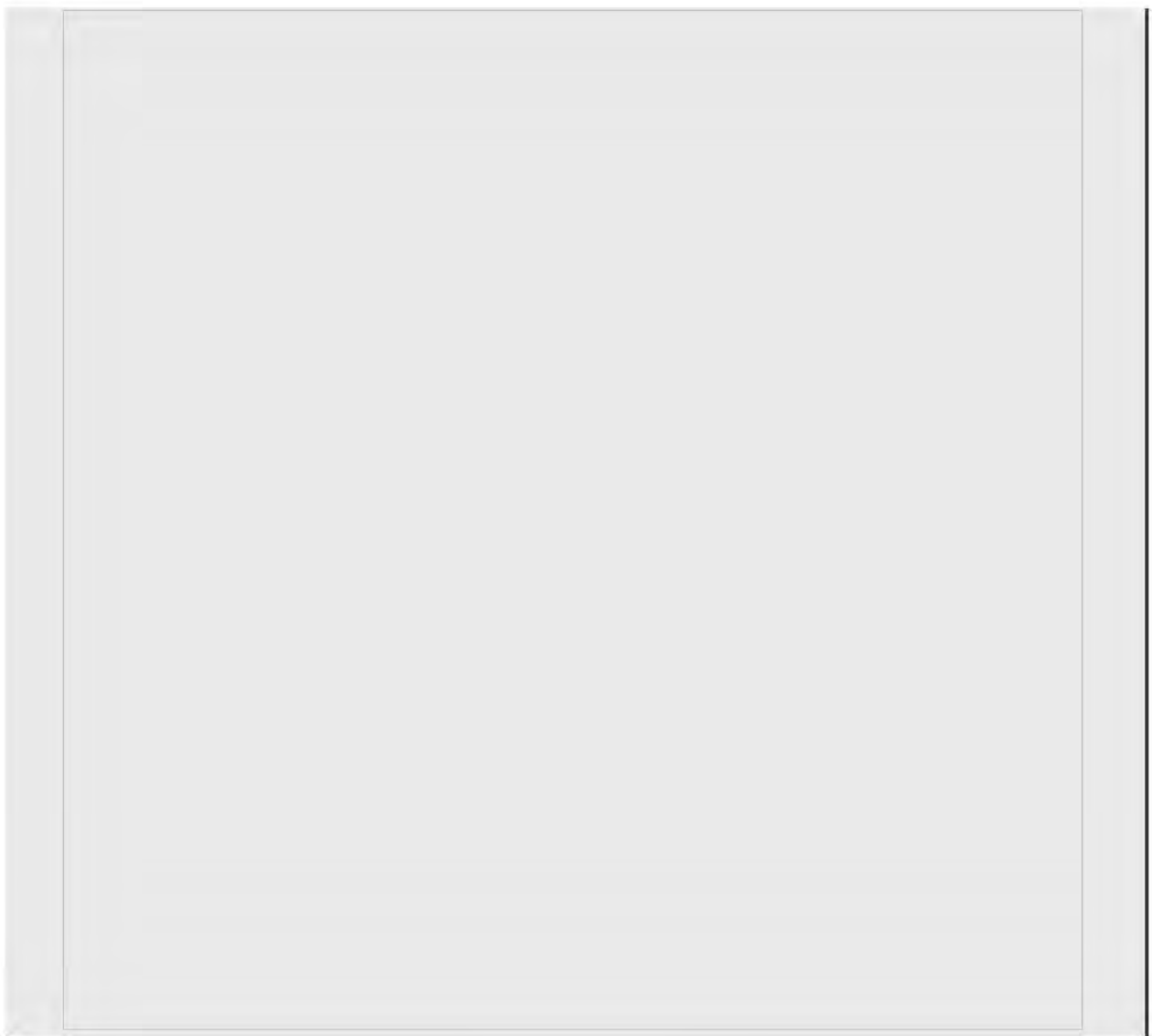
As a drone community, we need to do better. That is why today we're launching Real-Time Geofencing Alerts for easy-to-use and intelligent airspace avoidance and flight conformance monitoring.

**Real-Time Geofencing Alerts help drone pilots steer clear of airspace advisories, TFRs, and restricted airspace, and prevent drones from deviating from their planned flight path.**

Real-Time Geofencing Alerts are available today in the latest version of the AirMap for Drones mobile app on iOS and Android.

Are you an AirMap Developer? Click [here](#) to join the Real-Time Geofencing Alerts SDK Beta release.

[Watch a Video](#)



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**From:** [Jeff Marlow](#)  
**To:** [Adriana L Garza](#)  
**Subject:** Better email archiving for Texas A&M University-Kingsville  
**Date:** Tuesday, May 7, 2019 6:30:26 AM

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Hello Adriana,

I've been trying to get in touch with you to discuss a potentially interesting email archiving solution for Texas A&M University-Kingsville.

In case you missed my previous emails, you can get more information about our education package at this link – <https://jatheon.com/email-archiving-for-school-districts/> or contact me directly.

We already work with several large school districts and universities in the US, including NEISD of San Antonio, and have transformed their FOIA response times, FERPA and HEOA compliance and social media monitoring.

If I have the wrong contact and you're not in charge of email archiving, I would appreciate if you could forward this message to the right person.

Talk soon,

**Jeff Marlow**

**Vice President Business Development at Jatheon Technologies**

**Schedule a call with me**



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**Jatheon Webinars | Top Ten Email Archiving Trends in 2019**

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**From:** [Gizmag Emerging Technology Magazine](#)  
**To:** [William Smith](#)  
**Subject:** Cheap, waterless toilet that turns waste into clean water and power to be trialed in Africa  
**Date:** Monday, January 4, 2016 10:03:43 AM

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#### ENVIRONMENT

### **Cheap, waterless toilet that turns waste into clean water and power to be trialed in Africa**



A cheap, easy to maintain, toilet that uses no water and turns human waste into electricity will be trialed in 2016, possibly in Ghana. The “Nano Membrane Toilet” could help some of the world’s 2.3 billion people who have no access to safe, hygienic toilets. [read more](#)

#### DIGITAL CAMERAS

### **Phase One and Sony develop 100 MP full-frame medium format CMOS sensor**



Phase One has announced that in conjunction with Sony it’s developed a 100-megapixel full-frame medium format CMOS sensor for use in its high-end XF 100MP Camera System. [read more](#)

#### ARCHITECTURE

### **Plan hatched to build modern successor to Colossus of Rhodes**



Ancient Greece's Colossus of Rhodes was listed as one of the Seven Wonders of the Ancient World. Now, a group of architects and engineers want to build a modern successor. [read more](#)

#### SCIENCE

### **Deciphering dolphin echolocation - researchers create eerie image of a diver as it may appear in a dolphin's brain**



A private dolphin research organization has released an image of an underwater diver that was created using data extracted from the high frequency clicks that dolphins emit when they perform echolocation. The image might reveal how certain animals “see” in underwater environments. [read more](#)

#### DRONES

### DJI launches new software to block drones wandering into dangerous areas



To prevent a drone-related disaster, and perhaps an act of goodwill in light of the FAA's tightening rules around unmanned flight, DJI has started rolling out a new geofencing system designed to block its aircraft venturing into restricted airspace. [read more](#)

#### DRONES

### Palm-sized Axis Vidius drone offers first-person flying in one tiny package



Billed as the world's smallest FPV drone, the Axis Vidius is capable of live-streaming vision from the aircraft to the pilot's mobile device. [read more](#)

#### ARCHITECTURE

### Porta Palace takes the tiny home on the road in the Netherlands



Dutch designer and tiny house enthusiast Daniel Venneman, who previously bought us the DIY Hermit House, has recently completed a new tiny home on wheels. Dubbed Porta Palace, the 194 sq ft home was specifically designed for Venneman's building partner, Jelte Glas. [read more](#)

#### MOTORCYCLES

### Power, control and safety: The year's best motorcycle tech and what to expect in 2016

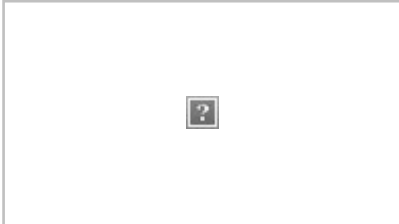
From turbo-charged commuters to overpowered race



specials, and from electronic safety equipment to smartphone integration, motorcycle technology in 2015 had something for every taste. [read more](#)

SPACE

## Elon Musk says Falcon 9 ready to go again



According to SpceX CEO Elon Musk, the Falcon 9 booster that made the historic first powered controlled landing of a space rocket is good to go again. [read more](#)

SPACE

## Potential delay for first test flight of India's spaceplane demonstrator



The Indian Space Research Organisation (ISRO) may have to delay the first test flight of its experimental Reusable Launch Vehicle-Technology Demonstrator (RLV-TD) spaceplane, with technical difficulties potentially putting back the flight to the first week of April. [read more](#)

AROUND THE HOME

## Automist Smartscan puts a targeted fire-fighting mist jet in the wall



With ceiling-mounted sprinkler systems, the whole room gets soaked when fire is detected. London-based tech firm Plumis, however, is out to change that. The sprinklers for its Automist Smartscan system are located in the walls, and they only target areas where fire is present. [read more](#)

URBAN TRANSPORT

## Velomobile fans could soon have a real Ego

Early next year, velomobiles such as the Pedalist, e-fox, Elf and Tripod could all be in for some competition. That's when Eliel Rojas plans on launching a Kickstarter campaign to fund production of his human/electric hybrid vehicle, the Ego Urban Transporter. [read more](#)



#### WEARABLE ELECTRONICS

### **Panasonic's stretchy resin film may find use in wearable electronics, and more**



Before flexible electronic devices can become commonplace, there needs to be a practical way of manufacturing reliable stretchable circuitry. While some solutions are already in development, Panasonic recently announced one of its own – a flexible polymer resin film. [read more](#)

#### AUTOMOTIVE

### **General Motors and Lyft plan to develop autonomous ride-sharing vehicles**



With the likes of Google moving into the auto industry by way of autonomous driving tech, General Motors (GM) has bet big on Lyft. The carmaker will invest US\$500 million to help grow the ride-sharing service. The "long-term strategic alliance" will include the development of autonomous vehicles. [read more](#)

#### TELECOMMUNICATIONS

### **Volvo and Ericsson want to make life a stream in autonomous cars**



Volvo's recently unveiled Concept 26 is its vision for the autonomous car of the future. Its "Relax Mode" would allow occupants to watch video content while the car takes care of driving. Working with Ericsson, Volvo is now developing the tech to stream that content to a car on the move. [read more](#)

#### AUTOMOTIVE

### **Apple CarPlay and Android Auto come to Ford vehicles**

Ford has been updating its Sync in-car communications and infotainment system apace, with the Connect



remote control and monitoring app, new AppLink apps and Siri integration. Now it's putting iOS and Android on the dashboard and expanding connectivity in other ways. [read more](#)

#### CHILDREN

### Back to the Future DeLorean model floats in mid-air



While a real hovering DeLorean might still not be available until some time in the future, Kids Logic of Hong Kong has created a scale model replica that may be the next best thing [read more](#)

#### WEARABLE ELECTRONICS

### Oculus Touch controllers for Rift now expected to launch in mid/late 2016



We already knew that Oculus' Touch controllers, which give you hands inside virtual worlds, wouldn't be shipping alongside the Rift in Q1, but today the Facebook-owned company announced a delay in the ship date for the wireless accessories. [read more](#)

#### SPECIAL PROMOTION FOR GIZMAG READERS

### Get Started with Game Development with 89% off Five Courses on Unity 5



If you want to learn to create your own games, there's no place like Unity 5. This bundle will not only teach you to create a game, but make you an expert on the matter. Start turning your passion into profit, and learn this lucrative trade today. [read more](#)

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**From:** [Google for Education](#)  
**To:** [Val Ramirez](#)  
**Subject:** Check out Google for Education Newsletter Issue VI  
**Date:** Wednesday, December 6, 2017 11:04:17 AM

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The Google for Education newsletter  
Issue VI, 2017

Read on for exciting announcements about Computer Science Education Week, Chromebook offers, and more as we round out 2017.

## This Just In

### Happy CSEd Week!

This week, (December 4-10) officially marks Computer Science Education Week, an exciting week for educators and students to try coding for the first time. Students can create an interactive Google Doodle, code their own version of the Google logo, or get in the holiday spirit with the Holiday Emoji project! Starting this week, school districts and other educational nonprofits can apply for CS professional development grants.

### Check Out New EDU in 90 Episodes

Head over to the Google for Education YouTube channel for new EDU in 90 episodes on quizzes with Google Forms and Google Keep in the classroom. These fun, bite-sized videos will fill you in on the latest products, programs, and classroom resources from Google.

### Computer Science Hits the Basketball Court

Who says athletes can't code? Google's CS Education team paired up with the NBA to host "Tech Slam," an event with Golden State Warriors champions Andre Iguodala and JaVale McGee. At the event, hundreds of



local Bay Area students gathered to chat about CS in sports. Google.org also announced a \$1M grant to the “Hidden Genius Project,” an organization working to increase the representation of black male youth in tech. You can get your students involved in the intersection of sports and CS today with our sports-themed CS First project.

## Teacher Tools



The Epic Reads YouTube Channel from HarperCollins Publishers is the perfect place to get your students excited about reading. The channel’s enthusiastic hosts review books, interview authors, and celebrate being “book nerds.”



For Google Classroom users with curriculum docs in a shared Drive, Classroom now makes copies of files as you assign them. [Learn more here.](#)



Fluency Tutor allows students to record themselves reading aloud, so they can become more confident readers. Students can record assigned passages on their own, then share them with teachers who can track progress over time. This is a great tool for emerging readers or ELL students.



Edulastic syncs with Google Classroom to simplify assignments and grading. Choose from more than 20,000 standards-aligned questions or create your own to share within your colleagues. It’s all free for teachers [here.](#)

## Administrator's Corner

**Announcing Chromebook Pilot Offers**

For a limited time, U.S. schools that have not yet tried Chromebooks can receive free deployment or professional development services when purchasing at least 30 Chromebooks and Chrome Education Licenses. Sign up here.

For new or existing Chromebook users, we're also offering a discounted pilot kit of the latest 2017 Chromebooks (with licenses). The bundle includes Go Guardian teacher admin licenses, Level 1 certification vouchers, and creative app bundle licenses. Check out this info sheet to learn more.

### **Certify Your Pre-Service Teachers with Tech Skills**

Help your newest teachers prepare for new generation of learners. We're partnering with university teacher programs to inspire future educators to transform their classrooms with technology. Sign up for pre-service educator training here.

## **Tips & Tricks from Educators**



### **Emoji Essay Writing**

“I use Google Docs as a fun way to engage students when we’re writing essays. I’ll have them generate 5-10 emojis. For example, we generate several random emojis here, then paste them on to Google Docs. Then, students use these emojis as starting points to craft their stories and ultimately share them with the class via Google Classroom.” -*Laura Lavery, Poplar Grove Middle School (@fssdPGMSLavery)*



### **Using Google Drawing to Get Students Excited for New Units**

“I use Google Drawings to create banners representing the themes for new units with my students. We work on the banner together, then upload it as a new banner in Google Classroom. Then, below the banner I include a link to the Google Drawing in the current unit materials so students can click on it to see more

details. This is a fun way to get students excited for a new unit and represent concepts visually.” -*Jody Leonard, Eastmont High School (@jodytracy)*



### **Using Chrome Extensions to Build Good Citation Habits**

“I’ll often use Chrome extensions to help students build good habits of academic honesty and to encourage thoroughness with citations. For example, I use Chrome extensions to help students create quick and easy MLA citations.” -*Nathan Gildart, Nagoya International School (@nathangildart)*

**Have a tip to share with other educators?** Submit this short form to let us know your best tricks and ideas, and you might be featured in a future Google for Education newsletter or video.

## **Save the Date**

**December  
2017- Early  
2018**

### **Grow with Google**

The Grow with Google tour has kicked off, and may be coming to a city near you! The tour brings useful tools and trainings to educators and administrators across the country. Check out future tour stops here.

**December  
16**

### **Join our Live Computer Science Summit**

We’re excited to bring “Building Pathways to Teaching Computer Science,” an online professional development summit for K12 educators to our YouTube Channel. Educators, CS education leaders, and professional development providers will come together to share their expertise during this live event. To tune in, head to the Google for Education YouTube channel at 10 a.m. PST on December 16.

## **Recess**



*Trek to the Canadian wilderness with Explore.org*

### **Visit Polar Bears Live from your Classroom**

Ever dream of seeing a polar bear up-close? With Explore.org, the world's leading live nature cam network, you can visit the tundra right from your classroom. Your journey starts here, in polar bear country in the Canadian Subarctic.

Missed an issue of the Google for Education newsletter? Check out past issues here.



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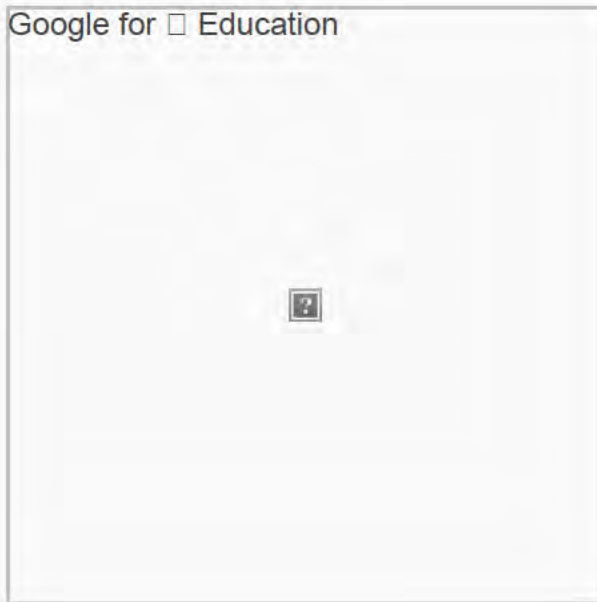
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**Subject:** Check out the Ed Leader Newsletter from Google for Education  
**Date:** Thursday, July 23, 2020 8:02:28 AM

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THE GOOGLE FOR EDUCATION NEWSLETTER ISSUE XXX | JULY 2020



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## Three Things to Know

Join us for The Anywhere School, August 11-12

What impact have recent global events had on education? What have school closures taught us about learning or the resilience of students and teachers? Join The Anywhere School as thought leaders from across the world discuss these topics and more during a global event hosted by the Google for Education team.

Become a Google for Education Certified Coach

The new Certified Coach program offers a free, research-backed curriculum and 5-step model that help instructional coaches work 1:1 with educators and drive impactful technology use in schools. Once certified, coaches will join the

Certified Coach community, get access to special PD events, and be featured in our Directory.

### Get Support for More Inclusive Classrooms

Building on prior efforts to help DonorsChoose launch #ISeeMe, Google.org is providing an additional \$1 million to support Black and Latinx teachers, and all teachers seeking materials to make their classrooms more inclusive. Learn more and set up a project on [DonorsChoose.org](https://DonorsChoose.org).

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## Extra Credit

Finish up EDU in 90 season six

Tune in as we wrap up Season 6 of EDU in 90 with Tim. Episodes highlight product updates, coding resources, and more.

### Edu OnAir: Understanding the CARES Act

In case you missed it, on Wednesday July 22nd, we hosted a mid-summer Edu OnAir livestream where we invited Sophia Mendoza from LAUSD, Gretchen Livesey from Turnaround for Children, Ji Soo Song from ISTE, and Danny Wiess from Common Sense Media to discuss how education leaders can leverage CARES act funds to provide equitable access to students, teachers and communities.

### Google Play's Change The Game Design Challenge

Last call for all kids 13-18: Submit to the Design Challenge today! Participants will score an online game dev workshop with other game changers and clock the entire course to earn a certificate of completion and a new Chromebook! Hurry as the Challenge closes on 7/31.

### Works with Chromebook Certification Program

Works with Chromebook is a lightweight certification program for 3rd party devices. Find accessories that will work seamlessly with your Chromebook and look for the Works With Chromebook badge on products that are tested and proven to meet Chromebook compatibility standards.

## Distance Learning Best Practices from Securly

Join our partner Securly, a provider of end-to-end student safety and device management solutions, for a webinar on August 4th. Topics how one Director of Information and Communications Technology handled the transition to distance learning, and how your needs for end-to-end filtering, self-harm detection, parent engagement, and classroom management can be met through the joint Google and Securly solution.

## WeVideo Creator Community Summit 2020

From July 28-30, our partner WeVideo, a video creation tool provider, will host a free online summit for educators featuring professional development sessions, guest speakers and new feature announcements. Featured topics include student creativity, student voice and blended learning.

## Google Cloud Next OnAir

This year's Google Cloud NEXT is taking place in the cloud. Register for free at [g.co/cloudnext](https://g.co/cloudnext) and tune in for K-12 sessions over the next 9 weeks.

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**Interested in bringing Google for Education tools to your school?**

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**From:** [Cision](#)  
**To:** [Julie Navejar](#)  
**Subject:** Cision® monitoring: Reach expands with addition of Gray Television broadcast content  
**Date:** Tuesday, February 6, 2018 10:18:28 AM

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We are happy to announce Cision® has acquired a license to monitor for Gray Television broadcast content. If you are currently subscribed to broadcast monitoring services from Cision, this additional content has already been added to your account at no additional charge.

#### What is Gray Television?

Gray Television, Inc. is a television broadcast company headquartered in Atlanta, Georgia. They own and/or operate over 90 stations across 50+ markets in the US, including 90+ affiliates of the Big Four Networks (ABC, CBS, NBC, and FOX). Read more about Gray Television, and their stations and markets [here](#).

#### How does this impact me?

The acquisition of the Gray Television broadcast license means Cision customers now have access to monitor these Gray Television stations through current broadcast monitoring subscriptions.

I already have broadcast monitoring from Cision, what do I need to do to activate this?

Absolutely nothing! If you have a broadcast monitoring subscription active, this content is already live in your account.

I do not have broadcast monitoring from Cision, but how can I learn more about this service?

Read more about Cision's Broadcast Monitoring capabilities here. Please contact your Account Manager for additional information about broadcast monitoring and how to incorporate this into your subscription.

At Cision, we are continuously working to expand our broadcast, print, online and social media monitoring capabilities, while maintaining the highest standards of copyright compliance. With more than 3 million stories delivered daily, Cision's monitoring capabilities allow you to cut through the noise and understand the impact of your coverage across the largest collection of online, social, print and broadcast channels under one earned media cloud.

<!--[if mso]--> <!--[endif]-->

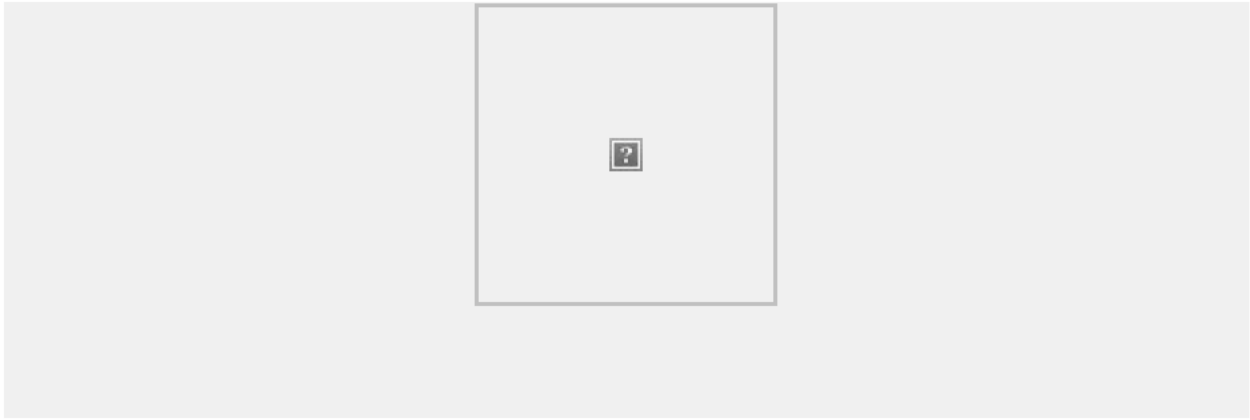
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**To:** [Krystal Emery](#)  
**Subject:** Claritas Courier | February 2021  
**Date:** Wednesday, February 17, 2021 3:11:12 PM

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### **Agency Uses Geofencing To Retarget In-market Prospects**

MNI Targeted Media (MNI) agency had an auto repair client who wanted to identify competitor store locations within their franchise footprint and create an advanced mobile geofencing campaign targeting consumers who were most likely in-market for auto repair services. Using the Claritas 360 platform and Claritas Business-Facts<sup>®</sup>, MNI was able to create radii around their client's multiple repair locations and find

### **Fireside Chat On The Black Consumer Market With GroupM**

LaToya Christian, Managing Partner of Cultural Strategy & Analytics at GroupM, recently sat down with Claritas to discuss the current state of the Black consumer market. In the 15-minute conversation, she highlighted often overlooked nuances within this population segment that could help boost marketing campaign ROI. She also shared how the recent shift to digital opened up new opportunities for marketers to better

2,541 competitor businesses for a geofencing ad campaign, resulting in three million impressions. Nicole Curry at MNI said, "*what would have taken days with Google Maps was done in mere minutes.*" Know how to seize the market for success.

[READ CASE STUDY>](#)

reach Black consumers, plus LaToya grades how well brands who committed to diversity and inclusion last summer are doing, almost a year later. Watch the interview, complete with real data stats, actionable advice, and more, on our website.

[WATCH INTERVIEW>](#)



While banks and credit unions are all about empowering their customers and members financially, the latest episode of The Marketing Insider | A Claritas Podcast focuses on how they can do the same for themselves through their marketing strategies. We're joined by Claritas' own Director of Product Strategy, Catherine Spisszak, and Victor Corro, CEO of Coopera Consulting, a full-service Hispanic growth firm providing custom solutions for credit unions nationwide to better reach and serve the Hispanic market. In the 30-minute episode, they share:

- The top challenges banks and credit unions face in 2021 as they continue to adjust their go-to-market strategy, plus solutions that actually work in combating those challenges
- What the rise of fintech means for traditional banking institutions and who has the surprising advantage against them
- Why the U.S. Hispanic population is considered underserved and underbanked, and how growth firms like Coopera Consulting are working hard to change that
- How credit unions are thriving by getting involved with organizations and businesses to uplift the community in mutually beneficial ways

[LISTEN TO PODCAST>](#)

To learn more about the financial product usage and behaviors of U.S. Hispanic households, check out our latest insights sheet.

[DOWNLOAD INSIGHTS>](#)

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Studies are consistently showing that using multiple channels to engage consumers results in increased response (up to 37% greater) and a better return on investment (up to 18% higher). That said, many financial marketers have traditionally shied away from exploring marketing channels beyond direct mail, due to concerns over cost, scalability and compliance risk. Fortunately, there is a cost-effective digital channel that can be leveraged to reach new customers and members, while staying compliant - email.

In our latest blog, we answer the top 10 questions you should be asking before you incorporate email into your marketing plan - from whether or not you can reach a large enough audience while still complying with the Fair Credit Reporting Act, how to know if your marketing message is getting into the right inbox, what an ROI analysis should include to determine you are getting results that matter, and more.

[READ BLOG>](#)

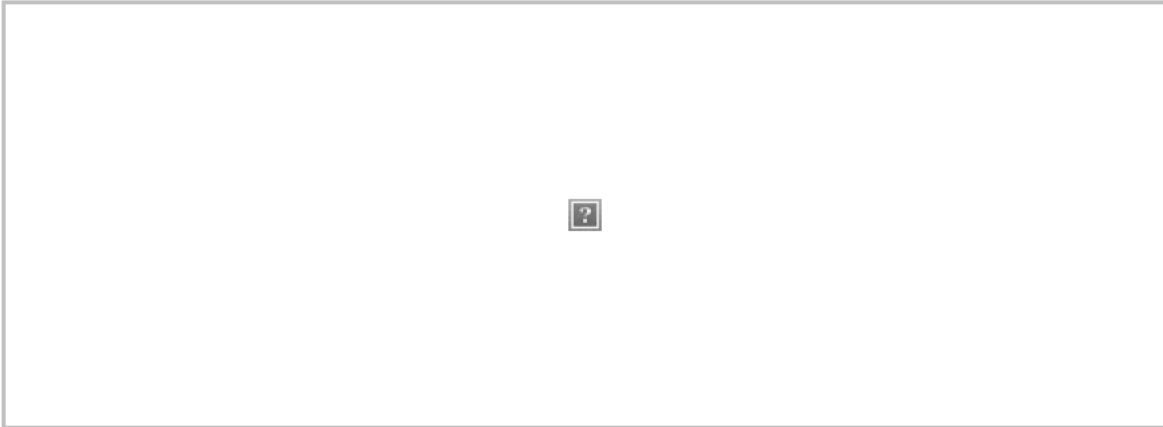


Earlier this month, Claritas Chief Demographer Sarah Burgoyne and her team attended the 2021 Applied Demography Conference (ADC) that provided updates on the 2020 Census and other developments in the profession. It was the first virtual ADC, and as Program Chair, Sarah worked with the Population Association of America's Committee on Applied Demography to organize the three-day program featuring presentations by longtime and rising colleagues.

Following Sarah's welcoming remarks, attendees heard from speakers like Ron Jarmin, the Census Bureau's Deputy Director, who acknowledged widespread concerns over data quality, due to factors like Differential Privacy, but also expressed his pride in the dedication of the

Census Bureau staff and the successes they achieved under the exceptionally difficult circumstances of 2020. Other sessions covered a wide variety of topics, like the advisory role of demographers in redistricting disputes, the complexities of transitioning to 2020 census geography, and even the use of demographic data in projecting water consumption in drought prone parts of Texas.

[LEARN MORE>](#)



Listen up, marketers. VP of Product Strategy at Claritas, Ron Cohen, has an important message that may stop you from making costly campaign mistakes. "Messaging in Spanish that is targeted to Spanish preferred audiences can generate a response rate that is four to five times higher than the same message in English, so it is critical to understand your Hispanic audience and their preferences."

In a recent article published by eMarketer, data shows that just because the majority of U.S. Hispanics are proficient in English, doesn't mean they speak it exclusively, especially in the comfort of their own homes. In fact, those normally speaking Spanish only or mostly outnumber those speaking English only or mostly. To learn more about the language preference of Hispanic consumers, including which media channels are rising in popularity amongst these segments, visit the link below.

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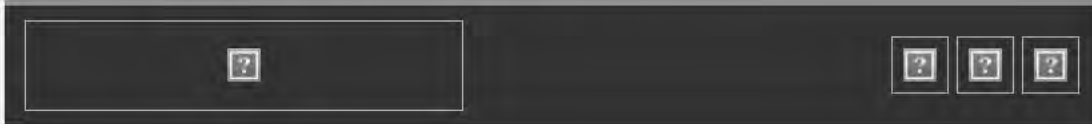
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**From:** [DPReview](#)  
**To:** [William Smith](#)  
**Subject:** Digital Photography Review Newsletter: Wednesday, December 12, 2018  
**Date:** Wednesday, December 12, 2018 4:52:27 PM



## The Digital Photography Review Newsletter

The most popular weekly photography newsletter, with over 400,000 subscribers  
**Wednesday, December 12, 2018**

### ***Welcome to the 737th DPReview Newsletter***

This week we're turning our attention to the end of the year - and the beginning of the next. DPReview will be 20 years old on Christmas day, and we'll be marking our 20th year with some very special pieces of content, starting soon. Keep an eye on the homepage for that, and in the meantime you'll find links to other recently-published articles below.

Also, if you haven't already voted, don't forget to let us know which cameras and lenses you loved in 2018 in our [readers' polls](#). Voting ends Dec 17th!

### **DPReview Buying Guides**

It's almost the end of the year, and we've been updating our range of buying guides. Here, you'll find our current recommendations for the best cameras for all kinds of budgets and all kind of photography, from portraiture to sports.

[Check out our selection of buying guides](#)



### **Nikon Z6 First Impressions Review**

The Nikon Z6 may not offer the incredible resolution of its sibling, the Z7, but its 24MP resolution is more than enough for most people, and the money saved can buy a lot of glass. Find out what's new and notable about the Z6 in our First Impressions Review.

[Learn more about the Nikon Z6](#)



### **Sigma 56mm F1.4 DC DN | C sample gallery**

The Sigma 56mm F1.4 combines a sensible sub-\$500 price tag and excellent performance, providing a portrait-friendly 85mm equiv. view on Sony's APS-C mirrorless cameras.

[Take a look at how the new Sigma 56mm F1.4 performs](#)



### **Panasonic LX100 II: Our image quality tests**

We've been shooting with the LX100 II both in and out of the studio, as part of our ongoing review. We're pretty impressed, so far, with the revised JPEG color and addition of a touchscreen both noticeable improvements.

[Check out the results of our testing from the LX100 II](#)

## News updates

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### **Google Photos excludes unsupported video formats from its free unlimited storage**

Published Wednesday, December 12, 2018 3:21:00 PM GMT

Google is cracking down on unsupported video files being uploaded to its Photos platform and taking up free storage space.

### **Sigma 105mm F1.4 DG HSM Art FE sample gallery**

Published Wednesday, December 12, 2018 2:00:00 PM GMT

With a nickname like 'bokeh master,' we had to see what the Sigma 105mm F1.4 was all about. Take a look at our gallery of samples shot with the Sony a7R III.

### **Nikon Museum exhibition showcases 60 rare prototype interchangeable lenses**

Published Tuesday, December 11, 2018 11:08:00 PM GMT

The Nikon Museum in Shinagawa, Tokyo has an exhibition showing off some of the most rare and unique prototype lenses Nikon ever developed.

### **VSCO will retire desktop film emulation presets early next year**

Published Tuesday, December 11, 2018 7:49:00 PM GMT

VSCO has announced it will stop selling its film emulation presets for desktop programs March 1st, 2019.

### **Samsung and Huawei introduce the 'hole-punch' front camera in their latest smartphones**

Published Tuesday, December 11, 2018 5:28:00 PM GMT

On their latest models the two smartphone manufacturers have replaced the dreaded display notch by a design that features a circular hole for the front camera in the display.

### **Adobe Camera Raw update brings support for latest mobile devices, Nikon Z6 and more**

Published Tuesday, December 11, 2018 3:53:00 PM GMT

With the latest version, Adobe Camera now lets you import Raw files from the newest iPhones, Pixel devices, the Samsung Galaxy Note 9 and Nikon Z6 among others.

### **Nikon Z6 First Impressions Review**

Published Tuesday, December 11, 2018 2:00:00 PM GMT

The Nikon Z6 may not offer the incredible resolution of its sibling, the Z7, but its 24MP resolution is more than enough for most people, and the money saved can buy a lot of glass. Find out what's new and notable about the Z6 in our First Impressions Review.

### **Sigma announces pricing and availability of its 70-200mm F2.8 DG OS HSM Sport lens**

Published Monday, December 10, 2018 7:42:00 PM GMT

Sigma says its 70-200mm F2.8 DG OS HSM Sport lens is set to hit shelves by the end of December 2018 at a retail price of \$1,499.

### **DxO PhotoLab 2.1 update brings file indexing feature to macOS, better search for Windows**

Published Monday, December 10, 2018 7:02:00 PM GMT

DxO PhotoLab 2.1 brings a collection of new features to MacOS and Windows users

alike.

### **Kipon announces five 'Elegant' F2.4 prime lenses for Canon RF and Nikon Z mounts**

Published Monday, December 10, 2018 5:31:00 PM GMT

The new 'Elegant' lens series includes entirely manual F2.4 lenses in 24mm, 35mm, 50mm, 75mm and 90mm focal lengths.

### **AirMap announces real-time geofencing alerts on Android, iOS for DJI drones**

Published Monday, December 10, 2018 3:52:00 PM GMT

A feature alerts pilots visually and/or verbally when their drone is approaching airspace that is unsafe or areas where drone flying is not permitted.

### **GoPro moving production of U.S.-bound action cameras out of China, cites concerns over tariffs**

Published Monday, December 10, 2018 3:10:00 PM GMT

GoPro announced Monday morning that it plans to move production of United States-bound cameras out of China, citing tariffs concerns.

### **Sigma 56mm F1.4 DC DN | C sample gallery**

Published Monday, December 10, 2018 2:00:00 PM GMT

The Sigma 56mm F1.4 combines a sensible sub-\$500 price tag and excellent performance, providing a portrait-friendly 85mm equiv. view on Sony's APS-C mirrorless cameras.

### **Video: What is DX encoding and how did it become an industry standard in the analog age?**

Published Sunday, December 9, 2018 11:20:00 PM GMT

Azriel Knight of the YouTube channel *This Old Camera* explains the history of DX encoding.

### **Fujifilm GF 250mm F4 R LM OIS WR sample gallery**

Published Sunday, December 9, 2018 2:00:00 PM GMT

The 250mm F4 is Fujifilm's longest lens for its medium-format system. It's equivalent to about 200mm on a GFX camera, and we put it to work on some portraits as well as some scenes around Seattle's waterfront – take a look.

### **Sony removes a7/R III firmware version 2.0 from its website, says it's 'working on the issue'**

Published Saturday, December 8, 2018 8:36:00 PM GMT

Sony has removed the ability to download firmware version 2.0 for its a7 III and a7R III mirrorless cameras from its website.

### **DPRReview TV: the 2018 DPRReview Awards**

Published Saturday, December 8, 2018 2:00:00 PM GMT

Handing out awards for the best gear of the year is a big job, so we called in some reinforcements from Calgary to help us.

### **Canon patent shows off EOS M speedbooster-style adapter for EF lenses**

Published Friday, December 7, 2018 11:39:00 PM GMT

A new patent from Canon lays out the schematics for a speedbooster-style adapter for mounting Canon EF lenses onto EOS M cameras, but with a variable baffle to reduce the risk of flare.

### **Jackson Hole Travel and Tourism Board is asking visitors to stop geotagging photos**

Published Friday, December 7, 2018 9:21:00 PM GMT

The Jackson Hole Travel and Tourism Board has started a campaign asking visitors to stop geotagging their specific locations when visiting Wyoming's national parks.

### **Filmborn film camera app updated with new presets, iOS 12 support and bug fixes**

Published Friday, December 7, 2018 7:06:00 PM GMT

Film simulation app Filmborn has been updated with new presets, features, and overall improved support on Apple's latest mobile operating system and devices.

### **Colorado Tripod Company introduces 'world's first titanium tripod system'**

Published Friday, December 7, 2018 4:18:00 PM GMT

The Colorado Tripod Company has introduced what it claims is the world's first titanium tripod system, with a funding campaign on Kickstarter.

### **Panasonic LX100 II: solid image quality in studio and real-world shooting**

Published Friday, December 7, 2018 4:04:00 PM GMT

We've been shooting with the LX100 II both in and out of the studio, as part of our ongoing review. We're pretty impressed, so far, with the revised JPEG color and addition of a touchscreen both noticeable improvements.

### **Xiaomi co-founder teases 48MP smartphone camera**

Published Thursday, December 6, 2018 11:49:00 PM GMT

An upcoming Xiaomi smartphone might use a 48MP sensor for pixel-binning, high-quality digital zooming and other algorithm-powered imaging features.

### **Peel apart instant film returns in the form of ONE INSTANT**

Published Thursday, December 6, 2018 8:29:00 PM GMT

It's not cheap, but you may soon be able to get your hands on peel apart film once again thanks to ONE INSTANT.

### **First look: Skylum Luminar 3 adds support for photo libraries, Digital Asset Manager to follow**

Published Thursday, December 6, 2018 7:52:00 PM GMT

Skylum's Luminar 3 arrives on December 18 with the long-awaited ability to manage your photo library. However, it won't be a full DAM (digital asset manager); the company plans to roll out features throughout 2019 and won't charge for updates from Luminar 2018 during that time.

### **Hasselblad Phocus 3.4 update adds new shadow/highlights tool, adjustment layers, more**

Published Thursday, December 6, 2018 6:12:00 PM GMT

Hasselblad has released an update to its Phocus post-production software that brings new and updated tools, as well as updated native lens support.

### **Insta360 One X update brings HDR video and Google Street View integration**

Published Thursday, December 6, 2018 3:41:00 PM GMT

Insta360 has launched a software update for its One X 360-degree camera and announced a camera bundle exclusively available on Apple.com.

### **Review: The Wacom Intuos Pro is a workflow-boosting machine**

Published Thursday, December 6, 2018 2:00:00 PM GMT

Wacom's latest pro tablet can help take your editing workflow – and most importantly, the final image results – to the next level.

## **Xiaomi details DeepExposure, an AI that automatically fixes image exposure and detail**

Published Wednesday, December 5, 2018 8:09:00 PM GMT

**Xiaomi has laid out the details for its new AI-powered image processing platform DeepExposure.**



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**From:** [Navigate360](#)  
**To:** [Ryan Scott Webb](#)  
**Subject:** Do You Know the Key to Defuse a Tense Situation and Avoid Harm?  
**Date:** Wednesday, October 14, 2020 11:19:39 AM

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Hello Ryan,

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**May 7, 2021**



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## BREAKING NEWS

### Droga5, Coors, Ali Wong offer praise for trying



(Coors Pure/YouTube)

Droga5's "Because You Tried Today" campaign for Coors Pure features spots where a can of the organic beer, voiced by actress and comedian Ali Wong, champions people for small achievements. The ads are running on TV with ads during shows including "The Late Show with Stephen Colbert," on streaming channels like

Peacock and Hulu, and with other components via podcasts, social media and influencer content. **Full Story:** The Drum (free registration) (5/6), Ad Age (tiered subscription model) (5/6), MediaPost Communications (free registration) (5/6)



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### COMPANIES & CAMPAIGNS

## Martin Agency, Ritz celebrate foster parents



(Ritz Crackers/YouTube)

The Martin Agency created a short film, "Foster Welcome," for Ritz and the National Foster Parent Association, which shows a boy meeting his foster parents for the first time and how, with a little space and time, they begin to bond over a plate of the brand's crackers. The film is running across Ritz's social channels and

encourages viewers to support the nonprofit this Mother's Day and Father's

Day. **Full Story:** Adweek (5/6)



## GSD&M, Ram Trucks debut "Rock Star" with Dave Grohl



(Ram Trucks/YouTube)

GSD&M, with G7 Entertainment Marketing, tapped the Foo Fighters' Dave Grohl to star in three spots for Ram Trucks to celebrate "everyday rock stars," such as teachers, coaches and parents. A 60-second "Rock Star" spot shows is voiced by Grohl and shows him in his Ram 1500, and the campaign is running

across TV, digital and the brand's social channels. **Full Story:** MediaPost Communications (free registration) (5/6)





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## MARKET TRENDS

### Bark content chief unveils "aha moment"

Stacie Grissom, head of content at Bark, talks about what she's learned about social content from the brand's 2019 viral "Big Honkin' Pigs in a Blanket" dog toy, why she's most excited at the moment about TikTok and what's most important for content marketing. "In the world of content, you must provide value to your audience if you want them to pay attention," Grissom says. **Full Story:** [Adweek \(5/6\)](#)



### MediaRadar: Entertainment dominated April Snapchat ads



(Snapchat)

Brands increased their spending on Snapchat ads in April by 24% compared with April 2020, MediaRadar reports. The lion's share of the spending came from entertainment (42%), such as to promote new films, while other top categories were fashion, pharmaceutical and retail. **Full Story:** [\[A\]listdaily \(5/5\)](#)



### Make sure all employees see the big picture



(Pixabay)

A leader knows how a company is structured, but do co-workers know the company's goals and competition? "Good ideas can come from anywhere -- and from anyone. But they don't come out of nowhere ... they come from people who can see the big picture," writes Gorick Ng, career adviser at Harvard

**College.** **Full Story:** [CNBC \(5/5\)](#)





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- **The Importance of Reporting and Campaign Analytics for Programmatic Advertising**

## **ADVERTISING ETHICS**

### **Vice Media offers alternative to "archaic" targeting**

Vice Media Group executives called traditional demographic targeting an "archaic" and "discriminatory" practice during their NewFronts presentation and announced an alternative contextual targeting solution. The media firm also is bringing Google's Web Stories to its platforms and is integrating direct, programmatic and co-branded solutions for advertisers. **Full Story:** [Ad Age](#) (tiered subscription model) (5/5), [Deadline Hollywood](#) (5/5), [Adweek](#) (5/5)





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## INTERACTIVE

### Wonderful Pistachios touts new flavors with AR



(Wonderful Pistachios)

Wonderful Pistachios is touting two new flavors -- Sea Salt & Vinegar and No Shells BBQ -- with a \$1 million campaign including augmented reality experiences on TikTok and Snapchat, and content across Facebook and Instagram. The push also is targeting gamers on Twitch and YouTube with pre-roll

**spots.Full Story:** Marketing Dive (5/6), MediaPost Communications (free registration) (5/6)



### NEW Survey Results: Beyond the Cookie Report

How are marketers and publishers preparing for a post-cookie world? We surveyed 1,000 decision-makers to find out. Get a copy of "Beyond the Cookie: The Future of Advertising for Marketers & Publishers" from Lotame to learn how companies are preparing.

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Leo Burnett, member, [Advertising Hall of Fame](#)



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**From:** [Cybersecurity & Privacy Law360](#)  
**To:** [Lonnie C. Nagel](#)  
**Subject:** Facebook Tells 1st Circ. To Reverse FTC Doc Release Order  
**Date:** Tuesday, April 13, 2021 4:01:55 AM



## CYBERSECURITY & PRIVACY

Tuesday, April 13, 2021



### TOP NEWS

#### Facebook Tells 1st Circ. To Reverse FTC Doc Release Order

Facebook has urged the First Circuit to reverse an order requiring the Federal Trade Commission to respond to a Freedom of Information Act request for documents related to a \$5 billion settlement with Facebook, saying dissenting comments from two FTC commissioners are not "official" disclosures triggering the official-acknowledgment doctrine.

[Brief attached](#) | [Read full article](#) »

#### 9th Circ. Doubts NSO's Immunity Defense In WhatsApp Suit

A Ninth Circuit panel appeared skeptical Monday of Israeli spyware company NSO Group's argument that sovereign immunity protects it from Facebook's lawsuit over hacks to subsidiary WhatsApp, with two judges pointing out the lack of case law to support NSO's position and a third judge saying the case should go to discovery.

[Read full article](#) »

#### 7 Cos. Restock Pipeline With IPOs That Could Exceed \$2.1B

Automation software company UiPath on Monday launched plans for an initial public offering estimated to raise nearly \$1 billion, joined by six more companies that set price ranges on offerings that could net another \$1.1 billion combined, replenishing the IPO pipeline through late April.

[Read full article](#) »



#### Nat'l Security Team Clears Polhem's \$1B Telia Carrier Buy

A key U.S. national security panel said Monday it won't object to Telia Co. selling its international carrier business to Polhem Infra for 9,450 million Swedish krona (\$1.1 billion) if certain conditions are met.

[Letter attached](#) | [Read full article](#) »

#### Latham-Led Cybersecurity Biz Darktrace Floats London IPO

Cybersecurity giant Darktrace, working with Latham & Watkins LLP, unveiled plans Monday to launch a public offering and list on the London Stock Exchange.

[Read full article](#) »

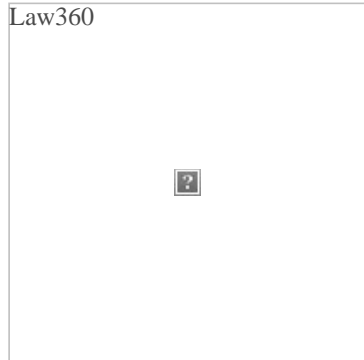
### POLICY & REGULATION

#### Biden Announces Nominees For Key DHS Posts

President Joe Biden said Monday that he will seek to fill key posts at the U.S. Department of Homeland Security, including permanent heads at two of the department's immigration agencies.



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Davis Polk  
Debevoise & Plimpton  
Dentons  
Foley Hoag

[Read full article »](#)

### Biden Nominates Senior National Security Officials

President Joe Biden on Monday nominated several people to senior defense and national security positions, including an inaugural national cyber director, a new federal counterterrorism chief, and potentially the first-ever woman to serve as Army secretary.

[Read full article »](#)

## LITIGATION

### 9th Circ. Says Tech Co. Not Covered For \$4.8M Email Scam

The Ninth Circuit upheld a lower court ruling that Star Surplus Lines Insurance Co. needn't cover an information technology company's \$4.8 million loss from a 2018 phishing attack, holding that the incident did not constitute an insurance claim under the policy.

[Opinion attached](#) | [Read full article »](#)

### Clearview MDL Judge Urged To Block III. AI Data Collection

Illinois residents suing Clearview AI over alleged violations of the Biometric Information Privacy Act have urged the judge overseeing their multidistrict litigation to block the facial recognition company from continuing to collect and profit from their information, saying the court can't buy Clearview's claims of self-reform.

[Memorandum attached](#) | [Read full article »](#)

## PEOPLE

### Armstrong Teasdale Adds Int'l Disputes Attorney In London

Armstrong Teasdale LLP has added a new London-based partner specializing in international dispute resolution to the law firm's roster of about 340 attorneys around the United States and the United Kingdom, saying her areas of focus include commercial and investment arbitration.

[Read full article »](#)

## EXPERT ANALYSIS

Opinion

### The Right Approach To Personal Jurisdiction In Class Actions

Since the U.S. Supreme Court's 2017 decision in Bristol-Myers Squibb Co. v. Superior Court, three approaches to personal jurisdiction over absent class members have emerged in the lower courts, but only one comports with due process and limitations on procedural devices imposed by the Rules Enabling Act, say David Kouba and Andreas Moffett at Arnold & Porter.

[Read full article »](#)



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Goodwin Procter  
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Little & Karzai  
Loevy & Loevy  
McDermott Will  
Mintz Levin  
Morgan Lewis  
Morrison & Foerster  
Nixon Peabody  
Nutter McClennen  
O'Melveny & Myers  
Paul Hastings  
Perkins Coie  
Ropes & Gray  
Sheppard Mullin  
Simpson Thacher  
Troutman Pepper  
Wachtell Lipton  
Wigdor LLP  
Wilmer Hale  
Wilson Sonsini



## COMPANIES

ASUSTeK Computer Inc.  
AXA SA  
Alorica Inc.  
Benefytt Technologies, Inc.  
Brigham Young University  
Bristol-Myers Squibb Co.  
CVS Health Corp.  
Charter Communications Inc.  
Chipotle Mexican Grill Inc.  
Cisco Systems Inc.  
Coinbase Inc.  
ConocoPhillips Co.  
Darktrace Ltd.  
Dell Technologies Inc.  
Entergy Corp.  
Equifax Inc.  
ExamSoft Worldwide Inc.  
Express Scripts Holding Co.  
Exxon Mobil Corp.  
Facebook Inc.  
Ford Motor Co.





LEGAL INDUSTRY

**Jenner Block, MoFo Earn Top Spots In Gender Equity Report**

A report released by a Yale Law School student group Monday recognized several BigLaw firms as leading the way on gender and racial equity, but it also said that major U.S. firms must still make greater strides by eliminating mandatory arbitration agreements, requiring implicit bias training and institutionalizing paid leave for caregivers, among other policy priorities.

[Read full article »](#)

**Boies Schiller To Pay Out Special Bonuses**

Following a rocky financial year, Boies Schiller Flexner LLP on Monday joined the cavalcade of BigLaw firms paying out special bonuses for the spring and fall.

[Read full article »](#)

**Analysis**

**The States Where Biden Can Name A Generation Of Judges**

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[Read full article »](#)

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- Fox Corp.
- GitHub Inc.
- Google Inc.
- International Centre for Settlement of Investment Disputes
- Iqvia Holdings Inc.
- Jackson National Life Insurance Co.
- KKR Financial Holdings LLC
- KnowBe4 Inc.
- LinkedIn Corp.
- London Stock Exchange Group PLC
- Mexican American Legal Defense & Educational Fund
- Microsoft Corp.
- Morgan Stanley
- Needham & Co. LLC
- New Jersey State Bar Association
- Paladin Capital Group
- Pegasus
- PetSmart Inc.
- Piper Sandler Cos.
- Pizza Hut Inc.
- Prudential Financial Inc.
- Renaissance Capital
- SolarWinds Worldwide LLC
- Spectrum Management Holding Co.
- State Bar of California
- Telia Co. AB
- The Allstate Corp.
- The Internet Association
- The Oprah Winfrey Network LLC
- The Raben Group
- Twitter Inc.
- U.S. Chamber of Commerce
- Uber Technologies Inc.
- United Nations Commission on International Trade Law
- Vitruvian Partners LLP
- Washington Post Co.
- Whole Foods Market Inc.

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[Read full article »](#)

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Central Intelligence Agency

Defense Intelligence Agency

Equal Employment Opportunity Commission

Federal Communications Commission

Federal Trade Commission

Florida Supreme Court

International Chamber of Commerce

National Security Agency

National Security Council

National Telecommunications and Information Administration

Navajo Nation

New Jersey Department of Health

New Jersey Supreme Court

Office of the Director of National Intelligence

U.S. Air Force

U.S. Attorney's Office for the Northern District of California

U.S. Court of Appeals for the District of Columbia Circuit

U.S. Court of Appeals for the Fifth Circuit

U.S. Court of Appeals for the Ninth Circuit

U.S. Court of Appeals for the Seventh Circuit

U.S. Court of Appeals for the Sixth Circuit

U.S. Customs and Border Protection

U.S. Department of Defense

U.S. Department of Homeland Security

U.S. Department of Justice

U.S. Department of State

U.S. District Court for the Northern District of California

U.S. District Court for the Northern District of Illinois

U.S. District Court for the Southern District of California

U.S. Securities and Exchange Commission

U.S. Senate

U.S. Supreme Court

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Attorney - Midlevel  
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**To:** [lnagel@tamu.edu](mailto:lnagel@tamu.edu)  
**Subject:** Facebook Tells 1st Circ. To Reverse FTC Doc Release Order  
**Date:** Tuesday, April 13, 2021 4:02:14 AM



## CYBERSECURITY & PRIVACY

Tuesday, April 13, 2021



### TOP NEWS

#### Facebook Tells 1st Circ. To Reverse FTC Doc Release Order

Facebook has urged the First Circuit to reverse an order requiring the Federal Trade Commission to respond to a Freedom of Information Act request for documents related to a \$5 billion settlement with Facebook, saying dissenting comments from two FTC commissioners are not "official" disclosures triggering the official-acknowledgment doctrine.

[Brief attached](#) | [Read full article](#) »

#### 9th Circ. Doubts NSO's Immunity Defense In WhatsApp Suit

A Ninth Circuit panel appeared skeptical Monday of Israeli spyware company NSO Group's argument that sovereign immunity protects it from Facebook's lawsuit over hacks to subsidiary WhatsApp, with two judges pointing out the lack of case law to support NSO's position and a third judge saying the case should go to discovery.

[Read full article](#) »

#### 7 Cos. Restock Pipeline With IPOs That Could Exceed \$2.1B

Automation software company UiPath on Monday launched plans for an initial public offering estimated to raise nearly \$1 billion, joined by six more companies that set price ranges on offerings that could net another \$1.1 billion combined, replenishing the IPO pipeline through late April.

[Read full article](#) »



#### Nat'l Security Team Clears Polhem's \$1B Telia Carrier Buy

A key U.S. national security panel said Monday it won't object to Telia Co. selling its international carrier business to Polhem Infra for 9,450 million Swedish krona (\$1.1 billion) if certain conditions are met.

[Letter attached](#) | [Read full article](#) »

#### Latham-Led Cybersecurity Biz Darktrace Floats London IPO

Cybersecurity giant Darktrace, working with Latham & Watkins LLP, unveiled plans Monday to launch a public offering and list on the London Stock Exchange.

[Read full article](#) »

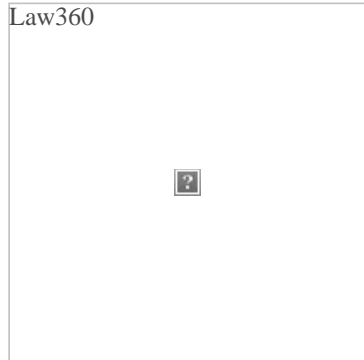
### POLICY & REGULATION

#### Biden Announces Nominees For Key DHS Posts

President Joe Biden said Monday that he will seek to fill key posts at the U.S. Department of Homeland Security, including permanent heads at two of the department's immigration agencies.



Law360



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Davis Polk  
Debevoise & Plimpton  
Dentons  
Foley Hoag

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### Biden Nominates Senior National Security Officials

President Joe Biden on Monday nominated several people to senior defense and national security positions, including an inaugural national cyber director, a new federal counterterrorism chief, and potentially the first-ever woman to serve as Army secretary.

[Read full article »](#)

## LITIGATION

### 9th Circ. Says Tech Co. Not Covered For \$4.8M Email Scam

The Ninth Circuit upheld a lower court ruling that Star Surplus Lines Insurance Co. needn't cover an information technology company's \$4.8 million loss from a 2018 phishing attack, holding that the incident did not constitute an insurance claim under the policy.

[Opinion attached](#) | [Read full article »](#)

### Clearview MDL Judge Urged To Block III. AI Data Collection

Illinois residents suing Clearview AI over alleged violations of the Biometric Information Privacy Act have urged the judge overseeing their multidistrict litigation to block the facial recognition company from continuing to collect and profit from their information, saying the court can't buy Clearview's claims of self-reform.

[Memorandum attached](#) | [Read full article »](#)

## PEOPLE

### Armstrong Teasdale Adds Int'l Disputes Attorney In London

Armstrong Teasdale LLP has added a new London-based partner specializing in international dispute resolution to the law firm's roster of about 340 attorneys around the United States and the United Kingdom, saying her areas of focus include commercial and investment arbitration.

[Read full article »](#)

## EXPERT ANALYSIS

Opinion

### The Right Approach To Personal Jurisdiction In Class Actions

Since the U.S. Supreme Court's 2017 decision in Bristol-Myers Squibb Co. v. Superior Court, three approaches to personal jurisdiction over absent class members have emerged in the lower courts, but only one comports with due process and limitations on procedural devices imposed by the Rules Enabling Act, say David Kouba and Andreas Moffett at Arnold & Porter.

[Read full article »](#)



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Goodwin Procter  
Goulston & Storrs  
Hogan Lovells  
Jenner & Block  
Jones Day  
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Kirkland & Ellis  
Latham & Watkins  
Little & Karzai  
Loevy & Loevy  
McDermott Will  
Mintz Levin  
Morgan Lewis  
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Paul Hastings  
Perkins Coie  
Ropes & Gray  
Sheppard Mullin  
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ASUSTeK Computer Inc.  
AXA SA  
Alorica Inc.  
Benefytt Technologies, Inc.  
Brigham Young University  
Bristol-Myers Squibb Co.  
CVS Health Corp.  
Charter Communications Inc.  
Chipotle Mexican Grill Inc.  
Cisco Systems Inc.  
Coinbase Inc.  
ConocoPhillips Co.  
Darktrace Ltd.  
Dell Technologies Inc.  
Entergy Corp.  
Equifax Inc.  
ExamSoft Worldwide Inc.  
Express Scripts Holding Co.  
Exxon Mobil Corp.  
Facebook Inc.  
Ford Motor Co.



LEGAL INDUSTRY

**Jenner Block, MoFo Earn Top Spots In Gender Equity Report**

A report released by a Yale Law School student group Monday recognized several BigLaw firms as leading the way on gender and racial equity, but it also said that major U.S. firms must still make greater strides by eliminating mandatory arbitration agreements, requiring implicit bias training and institutionalizing paid leave for caregivers, among other policy priorities.

[Read full article »](#)

**Boies Schiller To Pay Out Special Bonuses**

Following a rocky financial year, Boies Schiller Flexner LLP on Monday joined the cavalcade of BigLaw firms paying out special bonuses for the spring and fall.

[Read full article »](#)

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California Supreme Court

Central Intelligence Agency

Defense Intelligence Agency

Equal Employment Opportunity Commission

Federal Communications Commission

Federal Trade Commission

Florida Supreme Court

International Chamber of Commerce

National Security Agency

National Security Council

National Telecommunications and Information Administration

Navajo Nation

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U.S. Customs and Border Protection

U.S. Department of Defense

U.S. Department of Homeland Security

U.S. Department of Justice

U.S. Department of State

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U.S. District Court for the Northern District of Illinois

U.S. District Court for the Southern District of California

U.S. Securities and Exchange Commission

U.S. Senate

U.S. Supreme Court

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**To:** [Val Ramirez](#)  
**Subject:** Favorite Cameras Ranked + Severely Impacted Mercury -->  
**Date:** Tuesday, January 21, 2020 8:01:07 AM

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## [Favorite Camera Manufacturers 2020](#)

The first entry in our biennial report. [See the rankings.](#)

### **Issue**

["Severely Impacted" Mercury Security 2020 Leap Year Firmware Issue](#) - We examine the problem and the fix.

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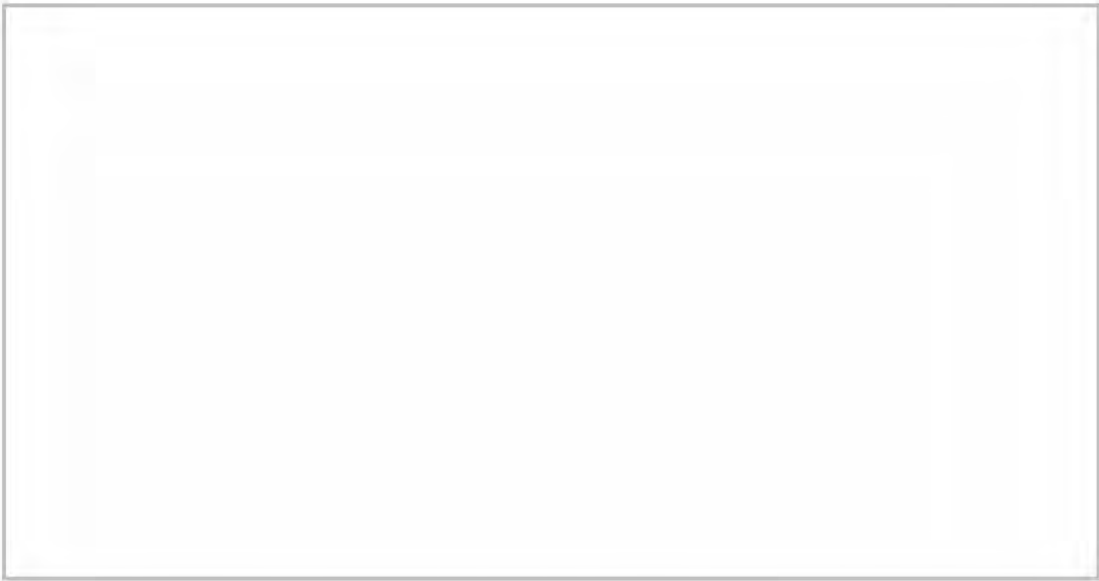
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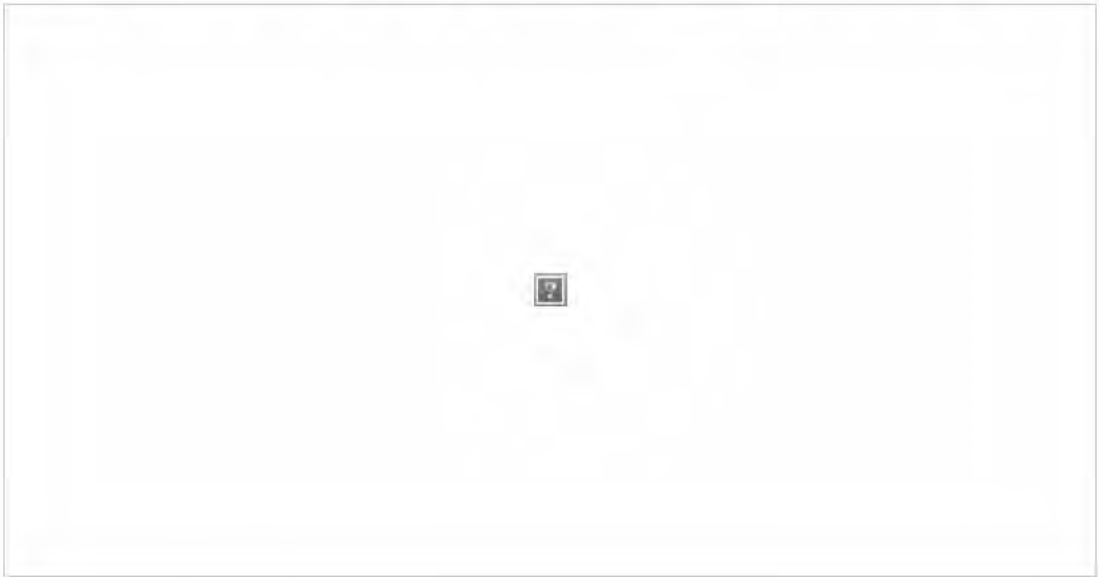
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[End-User Buying Axis At Prices Better Than Axis Gold](#)

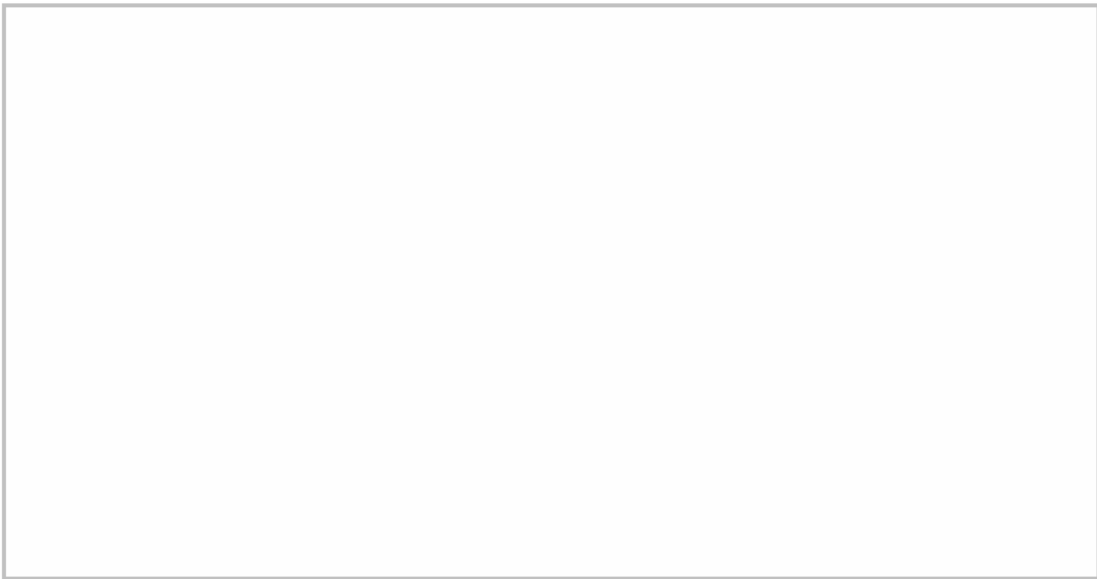
[Favorite Camera Manufacturer 2020](#)



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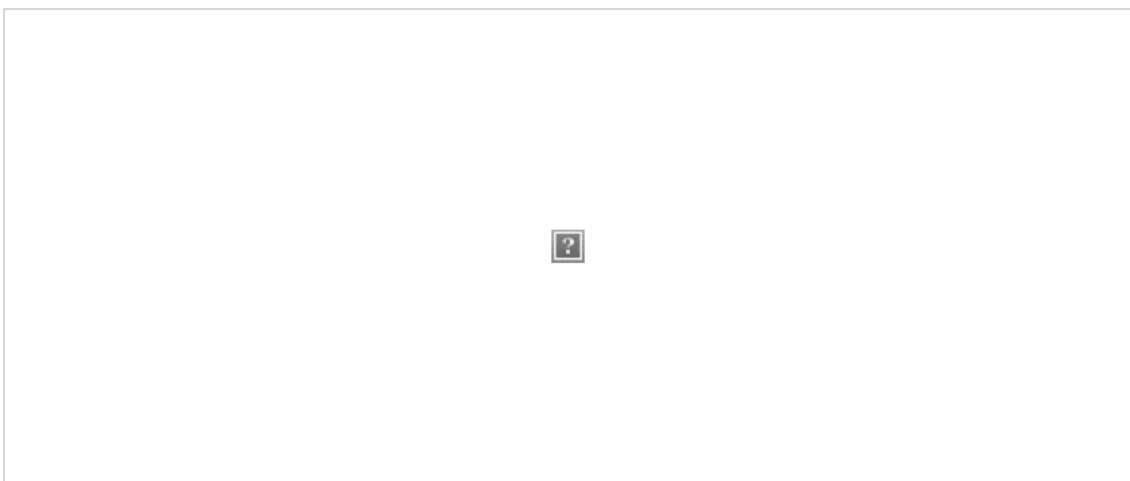


Excerpt:

The innovation is effectively pre-loading billions of images from the public Internet. With virtually all facial recognition systems sold in surveillance today, it comes with no 'watchlist' or 'database' so the user is faced with building their own, which is difficult and impractical for most to build large lists.

Clearview AI's solution, according to the NY Times, is to mass scrape websites, go to millions of webpages, copy and paste the image, including a link / reference back to where they found it from, inserting it into Clearview AI's database.

To use an industry-specific example, here is a [public photo on Facebook of Hikvision's employees at ISC West 2019](#):

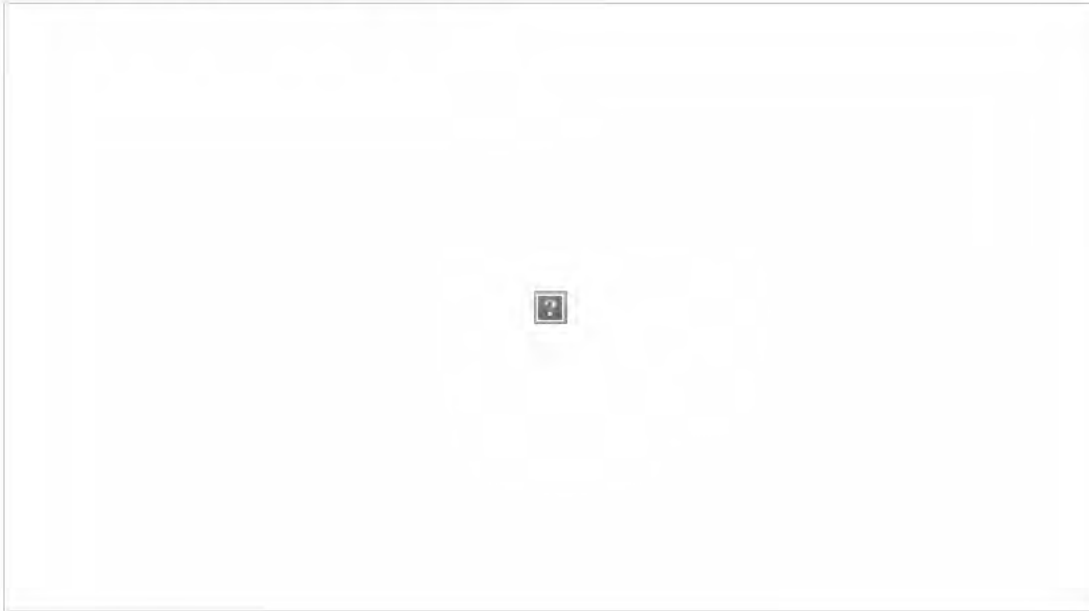


For example, if a Clearview AI user uploaded an image of a Hikvision employee, without knowing who the person was, Clearview AI could potentially return a match to this photo and this link, letting the user know the person's employment, etc.

[Read more - Clearview AI Alarm - NY Times Report Says "Might End Privacy"](#)

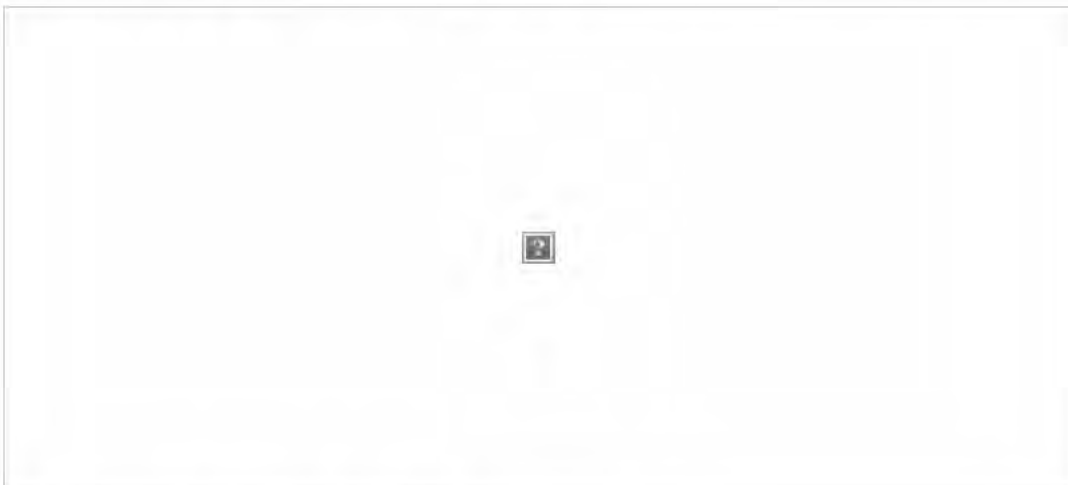
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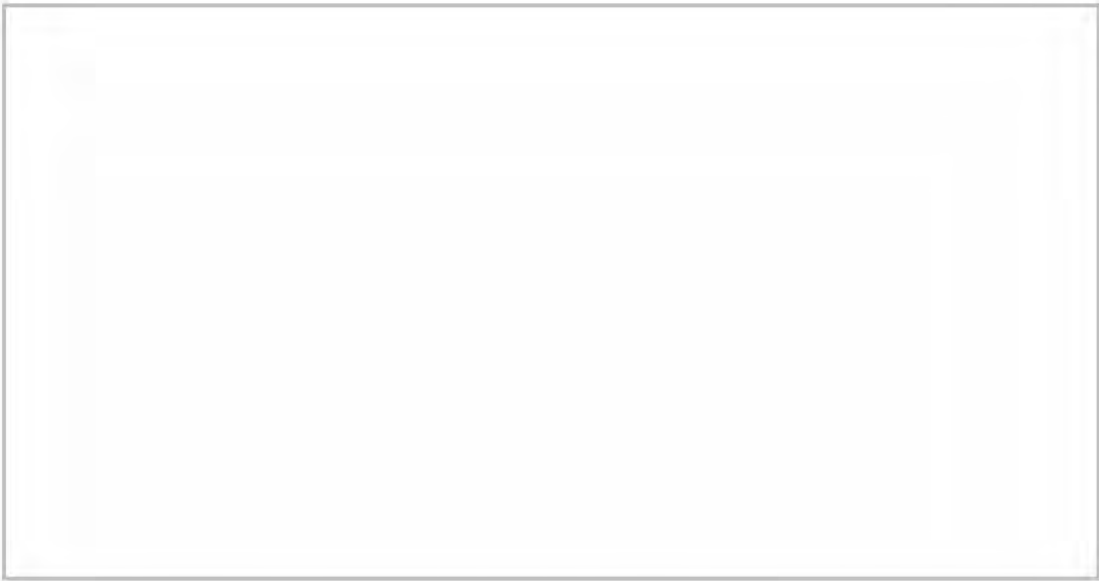
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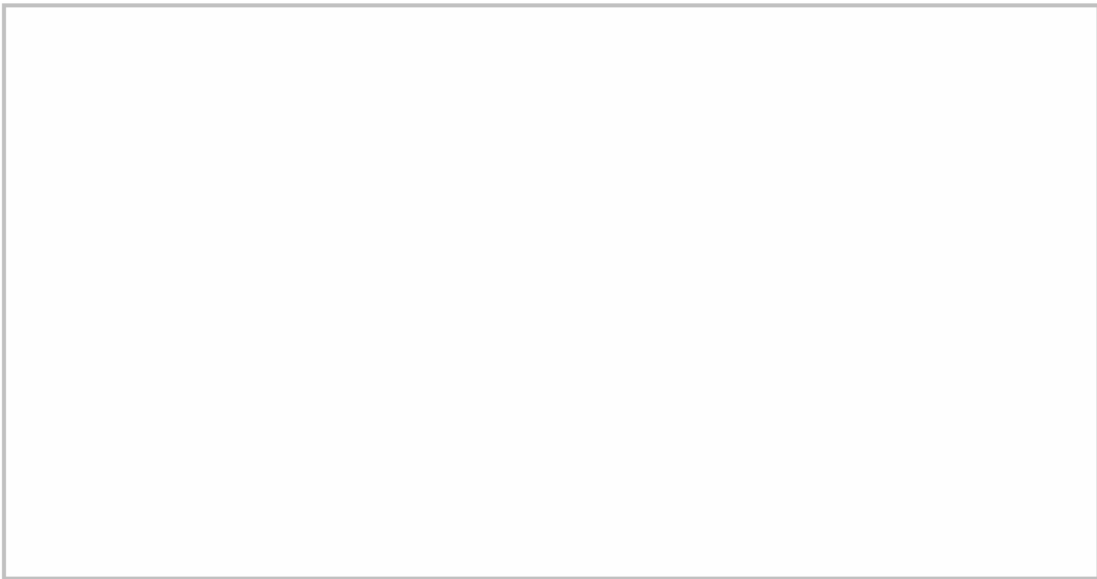
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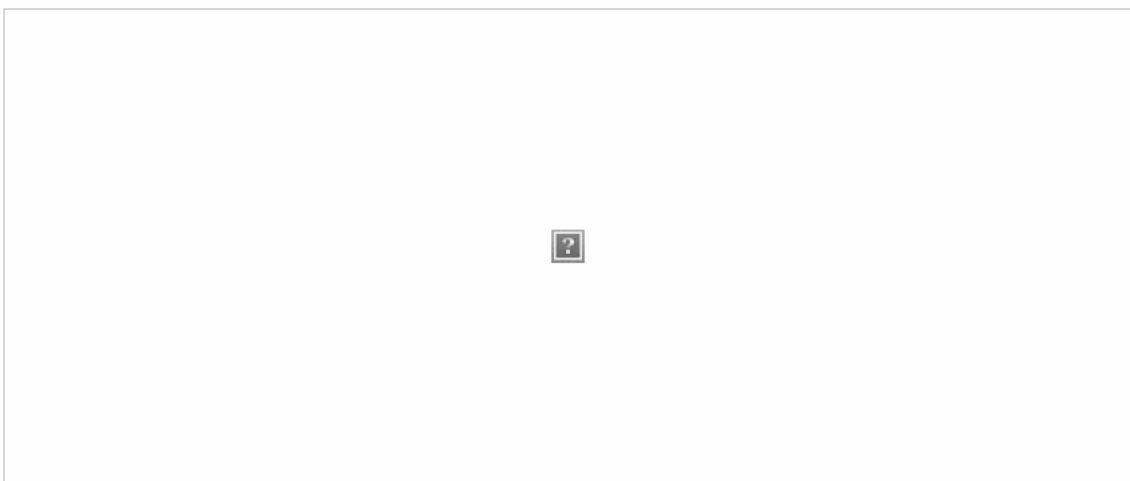


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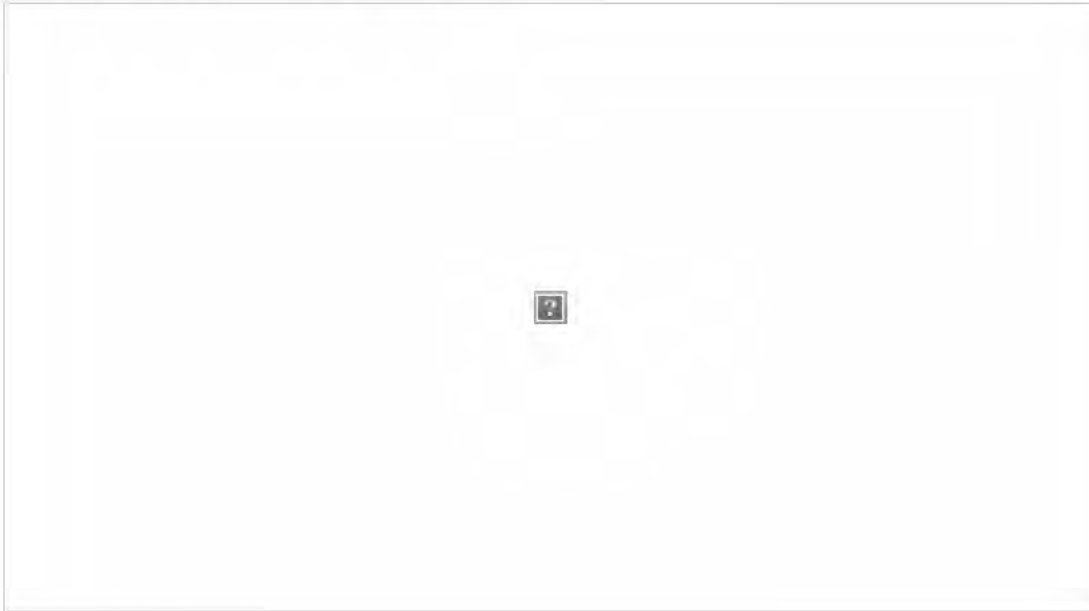
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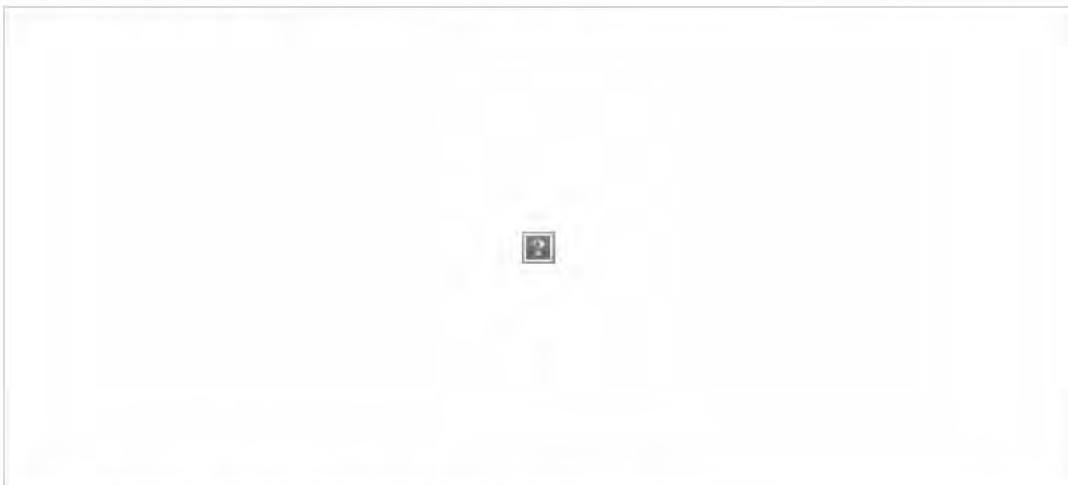
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**Subject:** G2M Research March 2020 Endpoint Security Newsletter - RSAC Edition  
**Date:** Thursday, March 5, 2020 9:27:18 AM

## The G2M Research Endpoint Security Newsletter - March 2020

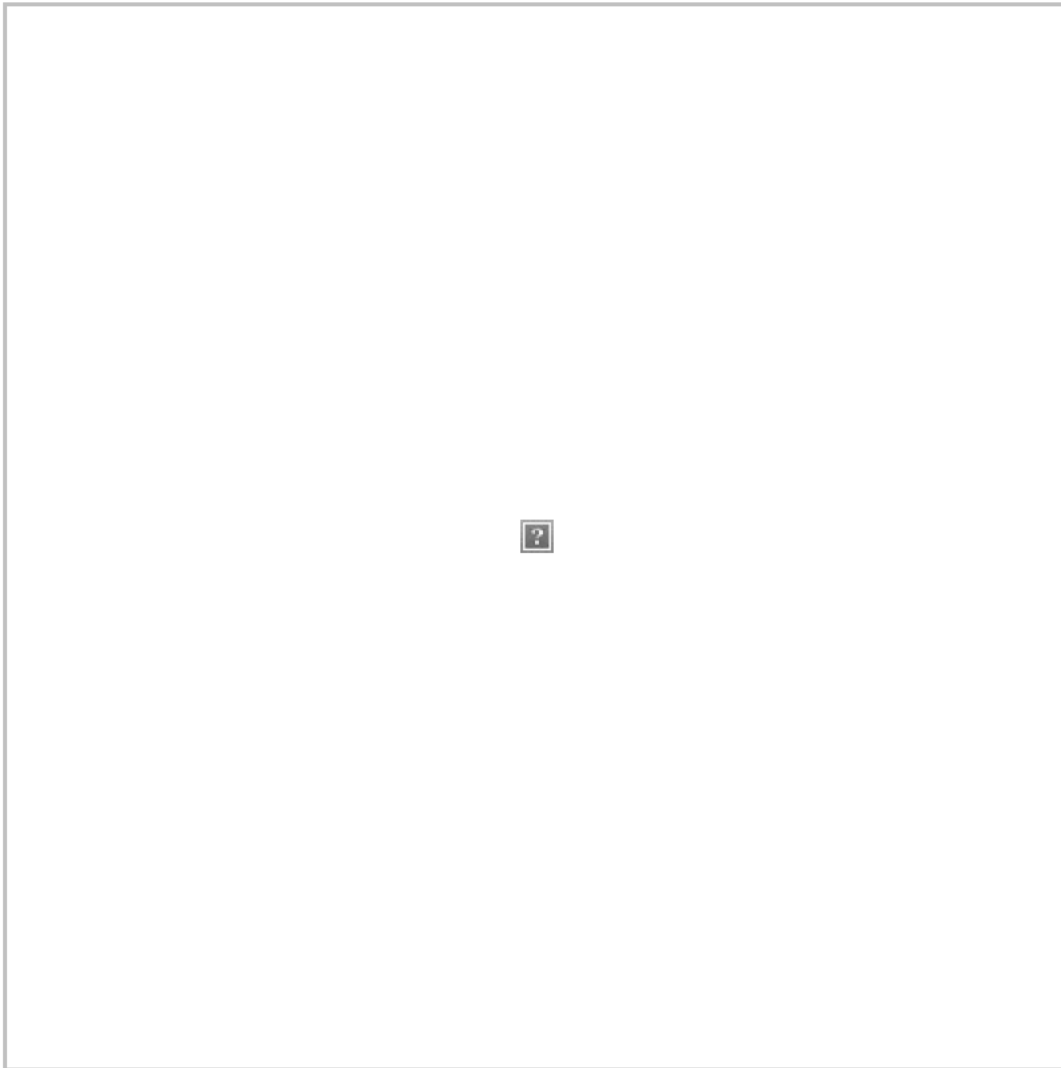
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### **RSAC 2020 – New Weapons to Use Against the New Threats**

The RSA Conference (RSAC) 2020 was held last week at the Moscone Center in San Francisco. The focus of this year's RSAC was "The Human Element" – the importance of people in cybersecurity. However, this theme is juxtaposed against two growing trends in cybersecurity: the observation that more and more security breaches are caused by people, either through mistakes, lack of attention to details such as hidden logins, or by deliberate system penetrations by insiders; and an exploding avalanche of

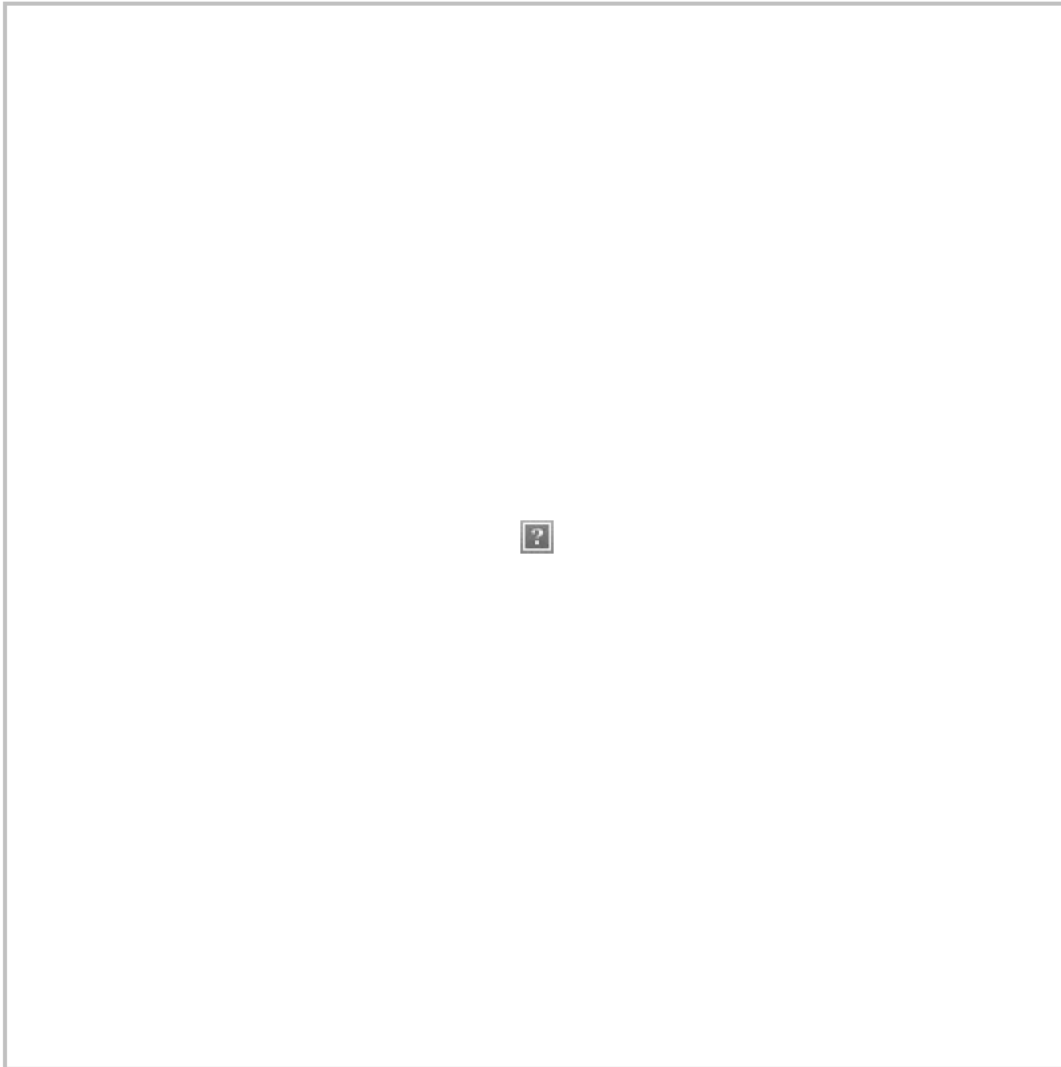
alerts and information during security incidents that tend to overwhelm human operators.



As one speaker at the conference stated in the session *Augmenting Intelligence: Machines as Super Assistants for Security Experts*, “It’s way too much for humans to handle”. Of course, we are talking about the concept known as “death by dashboard” – the explosion of data, alerts, false positives, and false negatives produced by our security tools that every security operations person has experienced when a cybersecurity incident occurs. Accordingly, our industry is turning to artificial intelligence to help us make sense of it all, or even better yet to avoid it altogether. It’s a good thing, because cybercriminals, hostile nation-states, and non-nation/state actors are also utilizing AI as a part of their attack methods, whether in phishing, in ransomware, or in malware. This month, our newsletter will highlight a couple of the new uses of AI to simplify SOC workflow.

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## Cymatic: Applying AI to Safeguard E-Commerce Website App Security



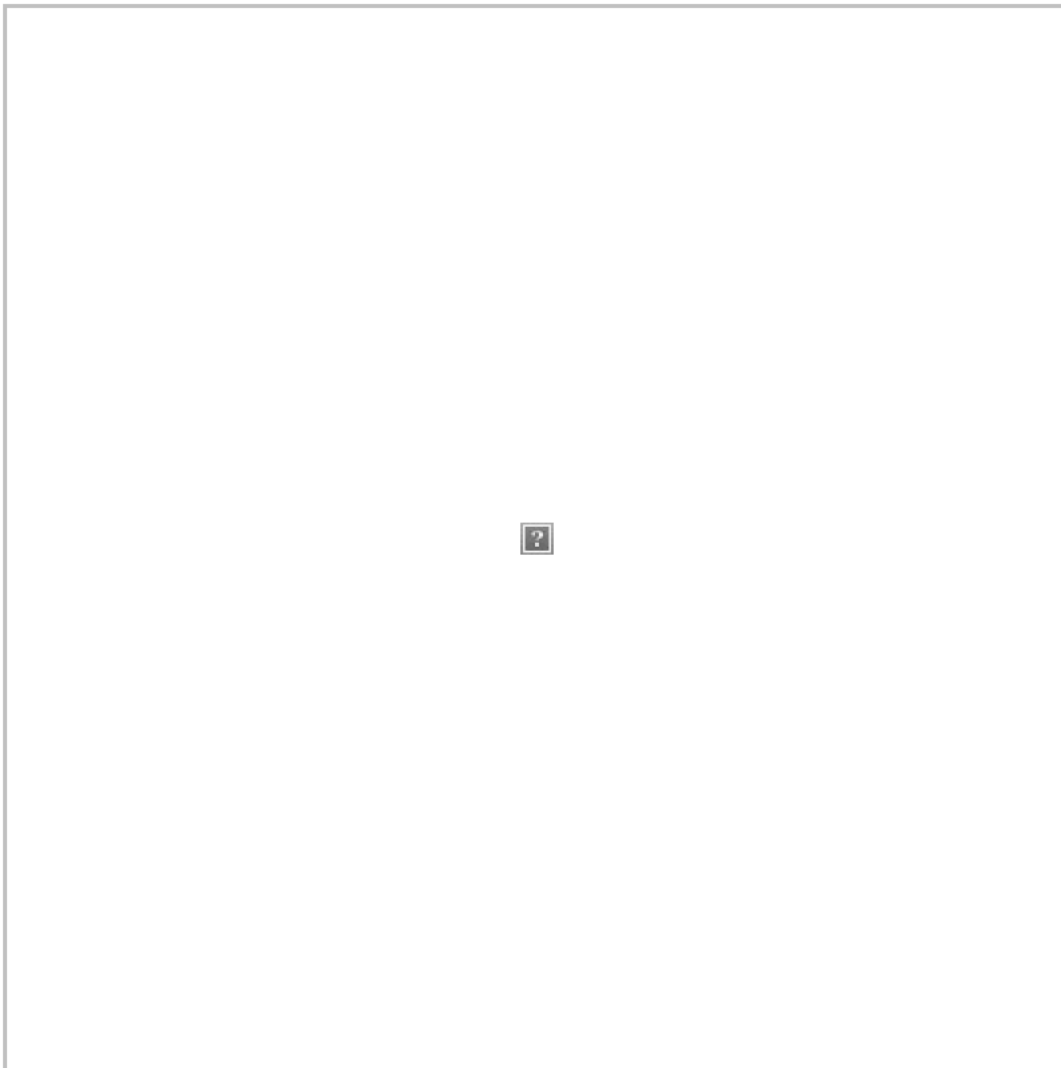
The web has certainly made it easier to buy goods and services today. Unfortunately, it has also made it easier to use stolen credentials to pose as someone and buy things in their name or empty out their bank account. I met with Malcolm Harkness (Chief Security and Trust Officer) of Cymatic at RSA to discuss their product offering. Cymatic was formed four years ago, and aims to use AI to make web applications more secure, but without utilizing cookies, agents, or proxies. In Malcolm's words, the aim of Cymatic was to build a product that was ***“easy for web service providers to integrate into their offerings, but which doesn't cause consumer friction”***. The value to companies providing services via the web are significant: increased security for the users of their services, less “order churn” and financial/legal due to fraudulent transactions, significantly improved time to market for new services.

The Cymatic platform utilizes an AI technologies such as behavioral engines,

biometrics, and cognitive neuroscience to identify issues with web transactions such as autofills, credential stuffing, geofencing issues that can lead to account takeovers. The platform also includes the ability to perform unmanaged device remediation, and can provide reports to support compliance efforts. Cymatic launched their platform at Black Hat 2019, and started pursuing sales with lighthouse customers shortly thereafter. There are currently several dozen enterprise customers in the pipeline that are currently performing proof of concept (PoC) evaluations, and which Cymatic expects will deploy the Cymatic platform into production later this year.

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### **Exabeam: Next-Generation Security Information and Event Management (SIEM)**



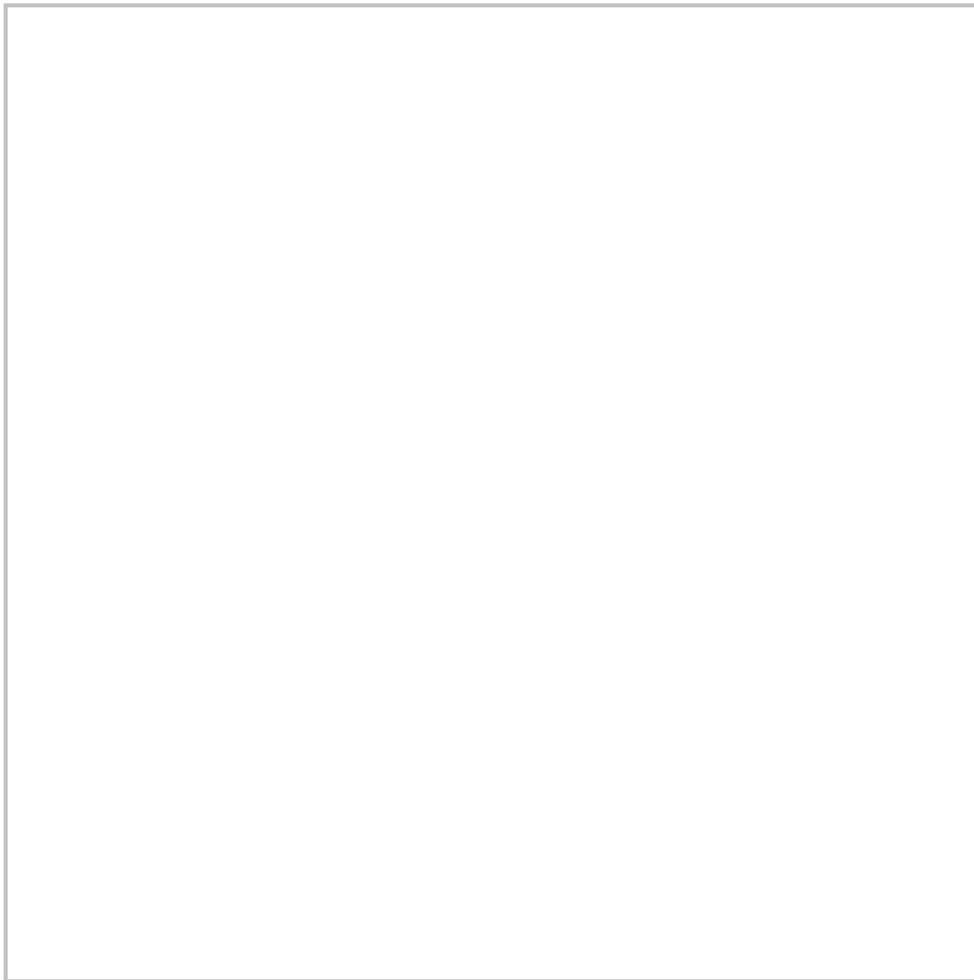
The problem with many SIEM tools is that they charge based on the size of the data set; not so with Exabeam. Trevor Daughney, VP of Product Management laid out Exabeam's vision for what an SIEM should be in my interview with him at RSAC

2020. The company, which started as a vendor of add-ins to existing SIEM platforms, uses AI and ML for the detection of security events and for analytics, now provides a full-fledged SIEM platform of their own. The company exceeded \$100M in revenue in 2019, a 60% increase from their 2018 revenue level. Roughly 50% of their revenue is augmenting existing SIEM frameworks, with the rest of their revenue coming from replacement of existing SIEMs.

The Exabeam platform, which includes seven different modules, can replace existing SIEM platforms or augment them. Exabeam's platform can be deployed in the cloud, on-premise, or in a mixed model. Exabeam also has a SaaS offering for those companies that want to deploy their product quickly. The company's go-to-market model is 100% channel-based, with channel partners enabled to offer both standard and extended/custom services as part of their offering. Exabeam revenue is based on a by-virtual machine licensing model that is independent of the size of the dataset. Exabeam launched their cloud platform at RSAC this year; it provides increased options for customization and tool extension.

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### **Niagara Networks: Packet Broker and Packet Recording for Organizations That Need "All The Data"**



One of the issues that many organizations run into when trying to reconstruct an attack is a lack of visibility of the basic data that led to the attack, and a record of what data might have been exfiltrated. I spoke with Zeev Draer (VP of Marketing) of Niagara Networks on how they can help solve this issue. In Zeev's words, Niagara's mission is to allow its customers to "*see all of their traffic at all speeds, all of the time*". Niagara accomplishes this by providing a "pervasive network visibility layer" between the network and network analytics tools that can capture packet traffic at up to 100Gb Ethernet speeds, analyze that data locally at the point of capture, and pass the analysis up to uses or other security services for action.

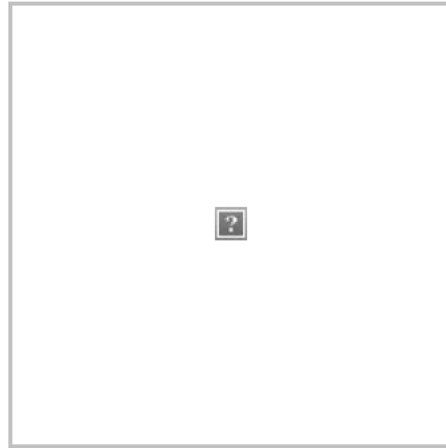
The total solution is called the Niagara Open Visibility Platform™, and consists of several components: Packet Brokers that capture the raw data; Network Taps that make inline copies of the data and pass it to the packet brokers; Network Bypass Switches to both collect data and reroute traffic if needed; the Niagara Visibility Controller which provides visibility to network issues from the data collected by the packet brokers; and Network Intelligence modules which analyzes the data. These capabilities not only allow the raw data for security incidents to be viewed, but also the



*context* around the security incident – what happened before the incident, during the incident, and after the incident.

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## **NETSCOUT: Providing “Service Assurance” to It’s Customers**



Another company utilizing packet data (among other things) to improve the security of its customers is NETSCOUT. Long a believer in the use of packet data, NETSCOUT was one of the first companies to utilize packet data for network security, network performance management (NPM), and application performance management (APM). With their many acquisitions over the past decade (they acquired Danaher, parent of Fluke Networks and Arbor Networks, roughly five years ago), NETSCOUT has been able to rapidly increase the capabilities of their platform.

I spoke with Hardik Modi (AVP of Engineering for Threat and Mitigation for NETSCOUT) at RSAC 2020. He stated that, while NETSCOUT has increased the scope of their products, 100% packet recording is still one of their core technologies. What NETSCOUT has done with the variety of technologies that they have developed and acquired is to pivot from NPM, APM, and threat mitigation to what they call “*Service Assurance*”. For NETSCOUT’s customer base (which includes Fortune 100 financial services, healthcare, and service provider organizations, as well as government agencies), the ability to maintain service levels is critical, and provides significant value to those customers. This platform makes considerable use of artificial intelligence and machine learning. Another initiative that Hardik spoke about was NETSCOUT’s Sightline Sentinel program, which allows ISPs and large enterprise customers to anonymously share threat data between their organizations, enabling quicker response to both threats and to vulnerabilities.

## Attack Techniques



The SANS Institute continued their “5 Most Dangerous New Attack Techniques and How to Counter Them” series at RSAC 2020. The five new threats that the SANS Institute highlighted include the following:

- The proliferation of new command and control tools and frameworks make it more difficult to detect and identify them. This is problematic as the detection of command and control traffic or IP addresses has been one of the fundamental ways to identify malware.
- Living off the Land (LoTL) Attacks: These attacks, which utilize standard system tools to penetrate systems, have been around for decades, but are now being used more frequently as they are essentially “invisible”. Also known as “malware-free” or “fileless attacks”, require different approaches such as heuristics for detection.
- Deep Persistence: A version of advanced persistent threats (APTs), deep persistence involves embedding malware into a new class of devices such as USB cables or other “non-threatening” devices.
- Mobile Exploits checkm8 and checkra1n: These are unpatchable BootROM exploits that permanently “jailbreak” iPhones and iPads running the A5 to A11 chipsets. While “jailbreaking” a mobile device isn’t generally thought of as bad, these let an attacker take over a device by rooting them.

Threats at the Enterprise Perimeter: The real threat is that, with mobile technology, cloud computing, and BYOD, the enterprise perimeter has largely become a thing of the past. This is forcing enterprises to look at new strategies such as zero-trust, privileged access management (PAM), and similar ways to identify aberrant behavior.

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## Threat Intelligence Shows an Increase in Malware Campaigns

The London-based security vendor Mimecast also issued a new threat intelligence report at RSA 2020. The report painted a scary picture of 61 significant email-based malware campaigns in Q4 2019, an increase of 145% over Q3 2019. Leading the way was the Emotet malware, which is seeing a resurgence. Most of these email campaigns are utilizing bulk email to distribute the malware. Yet another reason to think twice about opening up attachments to unknown emails.

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## **G2M Research 2020 Webinars**

If you missed our February 25 webinar on “Scale-Out Flash Storage: Changing the Old-School Storage Rules” with sponsors are WekaIO, LightBits, and Excelero, you can see it here. Interested in Sponsoring a webinar? Contact **us** for a prospectus. Interested in attending our webinars? Register by clicking below on the dates of interest.

**March 31**: Advanced NVMe™ SSDs – Addressing the Blast Radius Problem

**April 28**: Will Storage Systems and Storage Networks Keep Pace with NVMe-oF™?

**May 19**: Utilizing HPC-Scale Storage and AI for Business Intelligence

**June 23**: **Storage Security: Using AI to Stop the Bad Guys' AI**

**July 21**: AV, Self-Driving Cars, and Advanced Storage

**August 18**: Creating Multi-Cloud and Hybrid Cloud Storage Solutions

**September 15**: Edge Computing/Storage – Get (and Keep) Your Data Off Of My Cloud

**October 20**: AI and Storage Use Cases in Healthcare

**November 17**: NVMe-oF™ - Using Telemetry to Improve Network Latency

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## Upcoming 2020 Security Events

### **SecureWorld Charlotte (March 4-5; Charlotte Convention Center, NC)**

Keynotes from J.Zhanna Malekos Smith, Duke University Center on Law & Technology; Tammy Moskites, Poneman Institute Distinguished Fellow; Ben Schwering, CISO, Premiere; Joel Lowe, Dir of Physical & Cyber Security, Red Ventures; Mike Brannon, Director, Infrastructure & Security, National Gypsum; & Pete Murphy, IT Advisory Exec, CareSource.

### **Troopers (March 16-20; Print Media Academy, Heidelberg, Germany)**

Two day training and two day conference where IT and security experts from all over the world gather to discuss current topics related to IoT, IPv6 security, and general IT security, tackling the industry's most pressing security issues, and attended by the best cybersecurity experts in Europe.



## How Blockchain's Inherent **Security Vulnerability** is Costing Companies

Nasdaq

How Blockchain's Inherent **Security Vulnerability** is Costing Companies ... transaction, in an enormous **security breach** that rattled the crypto world.

## Doctor, Heal Thyself: The Importance of Cybersecurity for the Health Sector

The National Law Review

The crisis that the health sector must address is that the average cost per **breached** health record is \$429 according to the IBM 2019 Cost of a **Data** ...

## NSS Labs Revises **Endpoint Security** Test Model

Dark Reading

New product ratings system comes amid growing shift in the testing market toward more "open and transparent" evaluation of **security** tools.

## Absolute Survey at RSA Conference 2020 Reveals More than Half of Respondents Very ...

Yahoo Finance

TO), the leader in **endpoint** resilience, today announced key insights from a survey of this year's RSA Conference attendees to gauge where **security** ...

## SMiShing is a Growing Mobile Phishing Threat Vector (That Needs Your Attention)

Security Boulevard

with the popularity of mobile BYOD, unclear security policies, lack of ... **endpointsecurity** solutions on Windows, MacOS, Chrome OS, and Linux ...

## Common **data breaches**, how to spot them and protect yourself

Fox Business

The average **data breach** in the United States cost a company \$8 million in 2019, data shows. That's an uptick from \$7.9 million in 2018 and more than ...

## How **Security** Leads at Starbucks and Microsoft Prepare for **Breaches**

Dark Reading

Last year brought 5,283 **security breaches**, said moderator John Yeoh, head of research for the Cloud Security Alliance, kicking off the panel.

## Could machine learning help counter internal **data breaches**?

Tech Wire Asia

In an increasingly digital and interconnected age, **data** and integrated systems have grown to play an exclusive role in boosting the transformation ...

## The fall and rise of **endpoint security**

ITWeb

It is the place where they can find end-users, often cited as the weakest link in **security** systems. The changing behaviour of **endpoint** attacks echoes this.

## How the cloud has opened new doors for hackers

Washington Post

Last fall, Capital One was **breached**, exposing tens of millions of credit card applications, including 120,000 social **security** numbers and nearly 80,000 ...

## Exploring the impact that hybrid cloud is having on enterprise **security** and IT teams

Help Net Security

The 2020 FireMon State of Hybrid Cloud Security Report found that: ... Despite increasing cyberthreats and ongoing **data breaches**, respondents also ...

**Data breaches** on the rise, phishing still a major factor

iTWire

Five hundred and thirty-seven **data breaches** were reported to the Office of the Australian Information Commissioner during the six months from July to ...

**Data breach** reveals Walmart, ICE and Best Buy's dealings with facial recognition app

Komando

But what happens when this government and police-level technology makes contact with a hacker? Well, you'll get sensitive **data breaches** like no ...

S Railroad Contractor Reports **Data Breach** After Ransomware Attack

BleepingComputer

According to three **data breach** notifications RailWorks filed with California's Office of the Attorney General (1, 2, 3), the attackers might have gained ...

Thoma Bravo completes Sophos acquisition

TechTarget

In October, Thoma Bravo announced a cash offer of \$3.9 billion for the **endpointsecurity** vendor, which was subject to shareholder approval.

2019 **Data Breaches** By the Numbers

Security Boulevard

A **Data Breach** is the biggest unforeseeable financial disaster a company can face in 2020. Not only are **data breaches** expensive internally, but ...

Ransomware Attacks and **Data Breaches** on US Schools and Colleges Triple in 2019

CISO MAG (blog)

According to a report from the K-12 Cybersecurity Resource Center, the K-12 public school districts and education agencies across the U.S. suffered a ...

One in five SMBs use no **endpoint security** at all

Help Net Security

One-third of companies with 50 or fewer employees report using free, consumer-grade cybersecurity, and one in five companies use no **endpoint** ...

How Businesses Can Human-Proof Their **Endpoint Security**

BizTech Magazine

Humans are both organizational assets and operational **security** risks. The human desire to cooperate and overlook small details in favor of larger ...

Almost 60% of UK Consumers Affected by **Data Breaches** in 2019

Security Boulevard

The number of **data breaches** that took place around the world in 2019 surpassed all previous years, with a total of 7,098 detected breaches . Although ...

Slickwraps apologizes to customers after comically bad **data breach**

The Verge

Slickwraps, which makes vinyl skins for phones, tablets, and other electronics, announced last

week that it suffered a **data breach**. The announcement ...

Unsupported, Unpatched: New Windows **Security Holes**

EE Times

These **vulnerabilities** are not a small problem. According to the 2020 Global ICS and IIoT Risk Report by OT **security** firm CyberX, unsupported, ...

BIOS Security – The Next Frontier for **Endpoint Protection**

Computer Business Review

As **security** technologies become more sophisticated, cyber criminals find themselves with fewer places to hide and fewer methods to breach computer ...

97% of IT leaders worried about insider **data breaches**

Help Net Security

“While they acknowledge the sustained risk of insider **data breaches**, bizarrely IT leaders have not adopted new strategies or technologies to mitigate ...

DoD Agency Suffers **Data Breach**, Potentially Compromising SSNs

Public CIO

The Defense Information Systems Agency, an arm of the U.S. Department of Defense that handles **secure** communications and IT for the president and ...

'Trust nothing': As **breaches** mount, a radical approach to cybersecurity gains favor

SiliconANGLE News

Those attitudes are changing, though, thanks to the ever-increasing drumbeat of **data breaches** (2019 is expected to be the worst year on record for ...

MGM Resorts Slapped With Class Action Suit After Hackers Swipe 10.6 Million Guest Records

Casino.Org News

Earlier this week, MGM verified the **data breach** involving 10,683,188 records of prior guests, including celebrities, convention goers and government ...

Kubernetes **Security** Plagued by Human Error, Misconfigs

SDxCentral

Exposures and **data breaches** due to misconfigurations — a result of human error — trump all other security concerns in what StackRox said has ...

RSA Conference 2020 News: Cybersecurity, MSSP and MDR Updates

MSSP Alert (blog)

Many of the updates specifically involve MSPs and managed security ... Integration – **Endpoint Protection** and Attack Simulations: SentinelOne's ...

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**To:** [lnagel@tamu.edu](mailto:lnagel@tamu.edu)  
**Subject:** Google Must Face Deception Claim In Data-Harvesting Row  
**Date:** Wednesday, May 26, 2021 3:00:21 AM



## CYBERSECURITY & PRIVACY

Wednesday, May 26, 2021



### TOP NEWS

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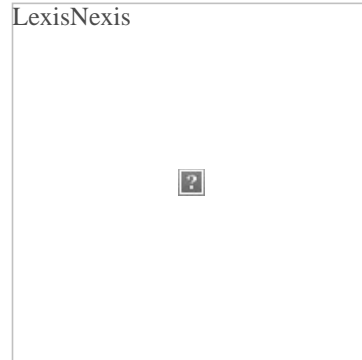
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Brown Fox PLLC  
Clark Hill  
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Cloth Fair Chambers  
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Davis Wright Tremaine  
Dechert  
Dewey & LeBoeuf

selling products in the U.S., earning swift support from at least one FCC Republican.

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## LITIGATION

### RealPage Asks 5th Circ. To Revive \$6M Phishing Coverage Bid

Real estate software company RealPage asked the Fifth Circuit to revive its bid for coverage of a \$6 million loss in a 2018 phishing scam, saying its use of a third-party digital payment service should not preclude it from coverage.

[Brief attached](#) | [Read full article »](#)

### McDonald's Owed No Duty For BIPA Suits, Insurer Says

Old Republic Union Insurance Co. has told an Illinois state court it has no duty to cover McDonald's Corp. in two underlying biometric information violation class actions, saying the policy's employment and privacy-rights exclusions bar coverage.

[Complaint attached](#) | [Read full article »](#)

## EXPERT ANALYSIS

### What Private Cos. Can Learn From Biden Cybersecurity Order

Following the Colonial Pipeline hack, President Joe Biden's recent executive order mandating cybersecurity improvements at federal agencies offers a blueprint for private sector companies that need to modernize their own cybersecurity practices, say attorneys at Squire Patton.

[Read full article »](#)

### Don't Forget Due Diligence In Race For Lateral Associate Hires

Amid high demand for associates and aggressive competition to attract talent, law firms should take three key steps to conduct meaningful prehire due diligence and safeguard against lateral hiring mistakes that can hurt their revenue and reputation, says Michael Ellenhorn at Decipher.

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Erskine Chambers  
Essex Court Chambers  
Gibson Dunn  
Gray Reed  
Greenberg Traurig  
Gunster Yoakley  
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Jones Day  
K&L Gates  
Keker Van Nest & Peters  
Kirkland & Ellis  
Latham & Watkins  
Law Offices of Ronald A. Marron  
Lewis Brisbois  
Linklaters  
Loevy & Loevy  
Lowey Dannenberg  
Martin Pringle  
Matteuzzi & Brooker  
Mayer Brown  
Morrison & Foerster  
Nelson Mullins  
O'Melveny & Myers  
One Essex Court  
Pillsbury Winthrop  
Selendy & Gay  
Sheppard Mullin  
Sidley Austin  
Skadden Arps  
Squire Patton  
Three Raymond Buildings  
Troutman Pepper  
Wilson Sonsini  
Winston & Strawn



## COMPANIES

Advancement Project  
Alphabet Inc.  
Beazley PLC  
Cable News Network Inc.  
Capital Area Immigrants Rights Coalition  
Colonial Pipeline Co.  
Equal Justice Initiative  
Facebook Inc.  
Google Inc.  
Instagram Inc.  
Koch Industries Inc.  
LexisNexis Group  
LinkedIn Corp.

## LEGAL INDUSTRY

### 'Not A Flash In The Pan': BigLaw Racial Justice Aid Continues

A number of large law firms donated tens and hundreds of thousands of dollars last spring amid the racial reckoning brought on by the murder of George Floyd. A year later, Law360 Pulse looks at how law firms are following up on those initial donations.

[Read full article »](#)

### Mayer Brown Selects Finance Partner As Next Chair

Mayer Brown LLP announced on Tuesday that it has tapped a structured finance partner based in New York and Chicago to succeed its chair of nine years.

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### NY Bar Says Attys Can Rent Out Offices In Co-Working Biz

New York-based attorneys are permitted to run a nonlegal business that consists of renting out law office space to other lawyers, the New York State Bar Association committee on legal ethics said in an opinion issued Tuesday.

[Read full article »](#)

### 3 Takeaways On COVID-19's Impact On Law School Faculty

A new study of law school faculty across the United States found that the COVID-19 pandemic has fundamentally changed how these educators see their responsibilities and continues to shape legal education's future.

[Read full article »](#)

### Former Trump HHS Counsel Rejoins Greenberg Traurig

The former general counsel of the U.S. Department of Health and Human Services has become the latest Trump administration official to return to BigLaw, joining Greenberg Traurig LLP's office in Washington, D.C., the firm said Tuesday.

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McDonald's Corp.  
Microsoft Corp.  
NAACP Legal Defense and Educational Fund Inc.  
National Association for the Advancement of Colored People  
New York State Bar Association  
Occidental Petroleum Corp.  
Old Republic Insurance Co.  
Old Republic International Corp.  
RealPage Inc.  
The Lawyers' Committee for Civil Rights Under Law  
TikTok Inc.  
Vera Institute of Justice Inc.  
Wells Fargo & Co.

#### GOVERNMENT AGENCIES

Federal Acquisition Regulatory Council  
Federal Communications Commission  
Financial Crimes Enforcement Network  
Food and Drug Administration  
Illinois Department of Public Health  
National Security Agency  
New York Attorney General's Office  
Office of Foreign Assets Control  
Serious Fraud Office  
U.S. Court of Appeals for the Fifth Circuit  
U.S. Department of Health and Human Services

## **Divided Senate Confirms Biden Pick For DOJ Civil Rights Post**

The Senate on Tuesday narrowly confirmed President Joe Biden's nomination of Kristen Clarke to lead the U.S. Department of Justice's Civil Rights Division after Republicans decried her call for "defunding aspects of policing."

[Read full article »](#)

## **Cooley Picks Up Veteran Tech Atty From Wilson Sonsini**

Continuing its latest hiring spree, Cooley LLP has added a veteran technology transactions attorney from Wilson Sonsini Goodrich & Rosati PC as a partner in its Palo Alto, California, office, the firm announced Tuesday.

[Read full article »](#)

## **GoExpedi Taps Former Andarko Atty As General Counsel**

Energy sector supply chain and e-commerce company GoExpedi said Tuesday that it has appointed a former Andarko Petroleum Corp. attorney as its general counsel.

[Read full article »](#)

## **Cuomo Nominates Singas, Cannataro For NY High Court**

Gov. Andrew M. Cuomo has nominated Nassau County District Attorney Madeline Singas and Citywide Administrative Judge of the Civil Court of the City of New York Anthony Cannataro to fill two vacancies on the New York State Court of Appeals, his office said Tuesday.

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## **Dechert Blasts ENRC's 'Conspiracy Theory' SFO Leak Claims**

Dechert LLP argued at trial on Tuesday that accusations that a former partner leaked confidential information to the Serious Fraud Office about the internal investigation he was leading into alleged corruption at Kazakh mining company ENRC "is the stuff of conspiracy theory."

[Read full article »](#)

## **CNN Can't Toss Dershowitz's \$300M Defamation Suit**

Alan Dershowitz's \$300 million defamation suit against CNN over its coverage of his legal representation of former President Donald Trump in his first impeachment trial can advance, a Florida federal judge ruled Tuesday, finding the attorney plausibly pled actual malice and the network presented an inaccurate abridgment of his statements.

[Read full article »](#)

## **Accused Atty Killer Can't Appeal Wrongful Death Settlement**

A Missouri appeals court on Tuesday threw out a bid by a man accused of shooting and killing an attorney to object to a settlement between a trust fund he operated and the attorney's family, saying that he has no standing to challenge the deal.

[Read full article »](#)

## **Orgs Say DOJ 'Doggedly' Moving To Cut Immigrant Legal Aid**

Legal services organizations warned in a Tuesday letter that the U.S. Department of Justice was "doggedly" insisting on policies that would frustrate a legal aid program for unrepresented immigrants in negotiations over the program's future.

[Read full article »](#)

## **Ex-Judges Press AG To Toss Trump-Era Immigration Opinions**

Dozens of retired immigration judges urged Attorney General Merrick Garland on Tuesday to revoke the immigration rulings of his Trump-era predecessors, slamming most of the binding opinions as departures from decades of settled immigration law.

[Read full article »](#)

U.S. Department of Homeland Security

U.S. Department of Justice

U.S. District Court for the Northern District of California

U.S. District Court for the Northern District of Illinois

U.S. District Court for the Southern District of California

U.S. District Court for the Southern District of Florida

U.S. Senate

## Coronavirus Regulations: A State-By-State Week In Review

The continuing decline in COVID-19 cases and the upcoming Memorial Day holiday spurred more reopening activity this past week in places like New Jersey, where Gov. Phil Murphy announced the major move of lifting the indoor mask mandate and indoor and outdoor social distancing requirements ahead of the holiday weekend.

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**To:** [Lonnie C. Nagel](#)  
**Subject:** Google Must Face Deception Claim In Data-Harvesting Row  
**Date:** Wednesday, May 26, 2021 3:00:22 AM



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DLA Piper  
Davis Wright Tremaine  
Dechert  
Dewey & LeBoeuf

selling products in the U.S., earning swift support from at least one FCC Republican.

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[Brief attached](#) | [Read full article »](#)

### McDonald's Owed No Duty For BIPA Suits, Insurer Says

Old Republic Union Insurance Co. has told an Illinois state court it has no duty to cover McDonald's Corp. in two underlying biometric information violation class actions, saying the policy's employment and privacy-rights exclusions bar coverage.

[Complaint attached](#) | [Read full article »](#)

## EXPERT ANALYSIS

### What Private Cos. Can Learn From Biden Cybersecurity Order

Following the Colonial Pipeline hack, President Joe Biden's recent executive order mandating cybersecurity improvements at federal agencies offers a blueprint for private sector companies that need to modernize their own cybersecurity practices, say attorneys at Squire Patton.

[Read full article »](#)

### Don't Forget Due Diligence In Race For Lateral Associate Hires

Amid high demand for associates and aggressive competition to attract talent, law firms should take three key steps to conduct meaningful prehire due diligence and safeguard against lateral hiring mistakes that can hurt their revenue and reputation, says Michael Ellenhorn at Decipher.

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Erskine Chambers  
Essex Court Chambers  
Gibson Dunn  
Gray Reed  
Greenberg Traurig  
Gunster Yoakley  
Hogan Lovells  
Jenner & Block  
Jones Day  
K&L Gates  
Keker Van Nest & Peters  
Kirkland & Ellis  
Latham & Watkins  
Law Offices of Ronald A. Marron  
Lewis Brisbois  
Linklaters  
Loevy & Loevy  
Lowey Dannenberg  
Martin Pringle  
Matteuzzi & Brooker  
Mayer Brown  
Morrison & Foerster  
Nelson Mullins  
O'Melveny & Myers  
One Essex Court  
Pillsbury Winthrop  
Selendy & Gay  
Sheppard Mullin  
Sidley Austin  
Skadden Arps  
Squire Patton  
Three Raymond Buildings  
Troutman Pepper  
Wilson Sonsini  
Winston & Strawn



## COMPANIES

Advancement Project  
Alphabet Inc.  
Beazley PLC  
Cable News Network Inc.  
Capital Area Immigrants Rights Coalition  
Colonial Pipeline Co.  
Equal Justice Initiative  
Facebook Inc.  
Google Inc.  
Instagram Inc.  
Koch Industries Inc.  
LexisNexis Group  
LinkedIn Corp.

## LEGAL INDUSTRY

### 'Not A Flash In The Pan': BigLaw Racial Justice Aid Continues

A number of large law firms donated tens and hundreds of thousands of dollars last spring amid the racial reckoning brought on by the murder of George Floyd. A year later, Law360 Pulse looks at how law firms are following up on those initial donations.

[Read full article »](#)

### Mayer Brown Selects Finance Partner As Next Chair

Mayer Brown LLP announced on Tuesday that it has tapped a structured finance partner based in New York and Chicago to succeed its chair of nine years.

[Read full article »](#)

### NY Bar Says Attys Can Rent Out Offices In Co-Working Biz

New York-based attorneys are permitted to run a nonlegal business that consists of renting out law office space to other lawyers, the New York State Bar Association committee on legal ethics said in an opinion issued Tuesday.

[Read full article »](#)

### 3 Takeaways On COVID-19's Impact On Law School Faculty

A new study of law school faculty across the United States found that the COVID-19 pandemic has fundamentally changed how these educators see their responsibilities and continues to shape legal education's future.

[Read full article »](#)

### Former Trump HHS Counsel Rejoins Greenberg Traurig

The former general counsel of the U.S. Department of Health and Human Services has become the latest Trump administration official to return to BigLaw, joining Greenberg Traurig LLP's office in Washington, D.C., the firm said Tuesday.

[Read full article »](#)

McDonald's Corp.  
Microsoft Corp.  
NAACP Legal Defense and Educational Fund Inc.  
National Association for the Advancement of Colored People  
New York State Bar Association  
Occidental Petroleum Corp.  
Old Republic Insurance Co.  
Old Republic International Corp.  
RealPage Inc.  
The Lawyers' Committee for Civil Rights Under Law  
TikTok Inc.  
Vera Institute of Justice Inc.  
Wells Fargo & Co.

#### GOVERNMENT AGENCIES

Federal Acquisition Regulatory Council  
Federal Communications Commission  
Financial Crimes Enforcement Network  
Food and Drug Administration  
Illinois Department of Public Health  
National Security Agency  
New York Attorney General's Office  
Office of Foreign Assets Control  
Serious Fraud Office  
U.S. Court of Appeals for the Fifth Circuit  
U.S. Department of Health and Human Services



## **Divided Senate Confirms Biden Pick For DOJ Civil Rights Post**

The Senate on Tuesday narrowly confirmed President Joe Biden's nomination of Kristen Clarke to lead the U.S. Department of Justice's Civil Rights Division after Republicans decried her call for "defunding aspects of policing."

[Read full article »](#)

## **Cooley Picks Up Veteran Tech Atty From Wilson Sonsini**

Continuing its latest hiring spree, Cooley LLP has added a veteran technology transactions attorney from Wilson Sonsini Goodrich & Rosati PC as a partner in its Palo Alto, California, office, the firm announced Tuesday.

[Read full article »](#)

## **GoExpedi Taps Former Andarko Atty As General Counsel**

Energy sector supply chain and e-commerce company GoExpedi said Tuesday that it has appointed a former Andarko Petroleum Corp. attorney as its general counsel.

[Read full article »](#)

## **Cuomo Nominates Singas, Cannataro For NY High Court**

Gov. Andrew M. Cuomo has nominated Nassau County District Attorney Madeline Singas and Citywide Administrative Judge of the Civil Court of the City of New York Anthony Cannataro to fill two vacancies on the New York State Court of Appeals, his office said Tuesday.

[Read full article »](#)

## **Dechert Blasts ENRC's 'Conspiracy Theory' SFO Leak Claims**

Dechert LLP argued at trial on Tuesday that accusations that a former partner leaked confidential information to the Serious Fraud Office about the internal investigation he was leading into alleged corruption at Kazakh mining company ENRC "is the stuff of conspiracy theory."

[Read full article »](#)

## **CNN Can't Toss Dershowitz's \$300M Defamation Suit**

Alan Dershowitz's \$300 million defamation suit against CNN over its coverage of his legal representation of former President Donald Trump in his first impeachment trial can advance, a Florida federal judge ruled Tuesday, finding the attorney plausibly pled actual malice and the network presented an inaccurate abridgment of his statements.

[Read full article »](#)

## **Accused Atty Killer Can't Appeal Wrongful Death Settlement**

A Missouri appeals court on Tuesday threw out a bid by a man accused of shooting and killing an attorney to object to a settlement between a trust fund he operated and the attorney's family, saying that he has no standing to challenge the deal.

[Read full article »](#)

## **Orgs Say DOJ 'Doggedly' Moving To Cut Immigrant Legal Aid**

Legal services organizations warned in a Tuesday letter that the U.S. Department of Justice was "doggedly" insisting on policies that would frustrate a legal aid program for unrepresented immigrants in negotiations over the program's future.

[Read full article »](#)

## **Ex-Judges Press AG To Toss Trump-Era Immigration Opinions**

Dozens of retired immigration judges urged Attorney General Merrick Garland on Tuesday to revoke the immigration rulings of his Trump-era predecessors, slamming most of the binding opinions as departures from decades of settled immigration law.

[Read full article »](#)

U.S. Department of Homeland Security

U.S. Department of Justice

U.S. District Court for the Northern District of California

U.S. District Court for the Northern District of Illinois

U.S. District Court for the Southern District of California

U.S. District Court for the Southern District of Florida

U.S. Senate

## Coronavirus Regulations: A State-By-State Week In Review

The continuing decline in COVID-19 cases and the upcoming Memorial Day holiday spurred more reopening activity this past week in places like New Jersey, where Gov. Phil Murphy announced the major move of lifting the indoor mask mandate and indoor and outdoor social distancing requirements ahead of the holiday weekend.

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**To:** [Lonnie C. Nagel](#)  
**Subject:** High Court FCRA Case Could Shake Up Class Action Standing  
**Date:** Monday, March 29, 2021 3:56:01 AM



## CYBERSECURITY & PRIVACY

Monday, March 29, 2021



### TOP NEWS

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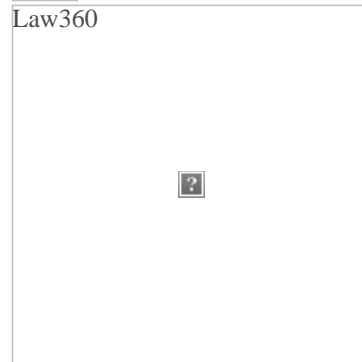
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Abrams Fensterman  
Akin Gump  
Armstrong Teasdale  
Arnold & Porter  
Babst Calland  
Baker Botts  
Benesch Friedlander  
Bryan Cave Leighton Paisner  
Caldwell Cassady  
Chopra & Nocerino  
Cohen Milstein

controls on dozens of dual-use technologies that have both military and civilian uses.

[1 document attached](#) | [Read full article](#) »

## LITIGATION

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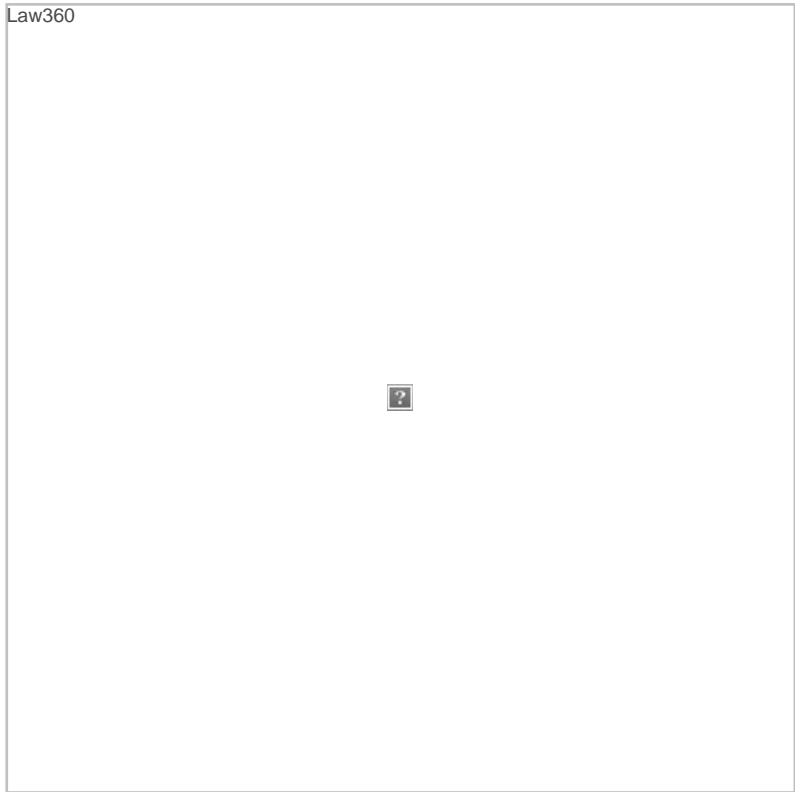
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Cozen O'Connor  
Cravath Swaine  
Crowell & Moring  
DLA Piper  
Davis Polk  
Debevoise & Plimpton  
Dechert  
Duane Morris LLP  
Edelson PC  
Eversheds Sutherland  
Francis Mailman  
Garber Law LLC  
Gibson Dunn  
Goldstein & Russell  
Goodwin Procter  
Grant & Eisenhofer  
Greenberg Traurig  
Hausfeld LLP  
Holland & Knight  
Hueston Hennigan  
Jenner & Block  
Jomarron Lopez  
Jones Day  
Kaufman Dolowich  
Kelly Rode  
Kessler Topaz  
King & Spalding  
Kirkland & Ellis  
Latham & Watkins  
Lief Cabraser  
Littler Mendelson  
Locke Lord  
Manatt Phelps  
Mayer Brown  
McDermott Will  
McGuireWoods  
Morgan Lewis  
Morris Nichols  
Morrison & Foerster  
Motley Rice  
Munck Wilson  
Munger Tolles  
Orrick Herrington  
Pashman Stein  
Paul Hastings  
Paul Weiss  
Perkins Coie  
Peterson Baker  
Pillsbury Winthrop  
Pisanelli Bice  
Pomerantz LLP  
Potter Anderson  
Proskauer Rose



Quinn Emanuel  
 Randazza Legal Group  
 Reid Collins  
 Rimon PC  
 Robins Kaplan  
 Ropes & Gray  
 Salvi Schostok  
 Saul Ewing  
 Sheppard Mullin  
 Shook Hardy  
 Sidley Austin  
 Skadden Arps  
 Squire Patton  
 Stroock & Stroock  
 Troutman Pepper  
 Wiley Rein  
 Willkie Farr  
 Wilmer Hale  
 Wilson Sonsini  
 Winston & Strawn

LEGAL INDUSTRY

**Law360 Reveals Titans Of The Plaintiffs Bar**

Law360 recognizes the Titans of the Plaintiffs' Bar, a group of 11 influential attorneys who scored a host of significant victories in 2020.

[Read full article »](#)

**Bonus Spotlight**

**More BigLaw Firms Join 2021 Special Bonuses Action**

Goodwin Procter LLP, Proskauer Rose LLP, Paul Hastings LLP and DLA Piper are the latest BigLaw firms to announce they intend to hand out a pair of special bonuses to U.S. associates this year, Law360 Pulse confirmed Friday, capping a week that saw many in the sector match a scale set by Davis Polk & Wardwell LLP.

[Read full article »](#)

**NY Judge Dismisses Case Because Atty Wouldn't Wear Mask**

A Kings County Supreme Court administrative judge dismissed a case Thursday on the grounds that the plaintiff's attorney refused to wear a face mask during jury selection, after the lawyer appeared in court with a face shield and said his cloth mask constricted his breathing.

[Read full article »](#)

**Analysis**

**Up Next At High Court: Acting SG Makes Debut In NCAA Case**

The U.S. Supreme Court returns to the telephonic "courtroom" this week with a full load of class action litigation touching on everything from Goldman Sachs' statements in securities filings to the NCAA's amateurism rules, an antitrust case that will feature Elizabeth Prelogar's first high court argument as acting solicitor general.

[Read full article »](#)

**Biden Taps Ex-DOL Chief Of Staff For Labor Solicitor Post**

President Joe Biden has named Seema Nanda, the former chief of staff of



COMPANIES

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 Alphabet Inc.  
 Amazon.com Inc.  
 American Athletic Conference  
 American Bar Association  
 American Civil Liberties Union  
 Apple Inc.  
 Asian Americans Advancing Justice  
 BTI Consulting Group Inc.  
 Burford Capital LLC  
 Comcast Corp.  
 Democratic Congressional Campaign Committee  
 Democratic National Committee  
 Electronic Arts Inc.  
 Epic Games Inc.  
 Facebook Inc.

the U.S. Department of Labor, to serve as the agency's new top lawyer, the White House announced Friday.

[Read full article »](#)

### **Ex-OSHR Chair Heads Back To Cozen O'Connor**

The former chair of the Occupational Safety and Health Review Commission has rejoined his old firm Cozen O'Connor LLP as a partner in its D.C. office, one of two new hires this week for the firm.

[Read full article »](#)

### **Perkins Coie Attys Ask 5th Circ. To Reconsider Sanctions**

Election law veteran Marc Elias and five other Perkins Coie LLP attorneys have retained Kirkland & Ellis' Paul Clement as they ask the Fifth Circuit to either reconsider or modify sanctioning them for submitting "redundant and misleading" supplemental filings in a Texas voting case.

[Read full article »](#)

### **MAGA Atty Wood Sues Ga. Bar Over Psych Exam Demand**

L. Lin Wood, the MAGA-boosting Atlanta lawyer and conspiracy theorist, has sued attorney oversight officials in Georgia for what he called a "coercive" effort to get him to take a mental health exam by threatening his law license.

[Read full article »](#)

### **Cohen Says His Prison Classes Merit Early Release**

Michael Cohen, former President Donald Trump's onetime personal lawyer and fixer, said Friday the government is wrongly refusing to grant him early release credits for hundreds of days' worth of prison coursework including anti-recidivism classes and repairing fire hydrants.

[Read full article »](#)

### **Lisa Bloom Can't Duck Wynn's Defamation Suit At 9th Circ.**

Civil rights attorney Lisa Bloom will have to face allegations that she defamed billionaire Steve Wynn by publishing a press release that accused him of pressuring casino dancers to strip down, the Ninth Circuit has determined.

[Read full article »](#)

### **DC Circ. Suspends Klayman, Refers Him To Discipline Panel**

The D.C. Circuit suspended conservative legal firebrand Larry Klayman on Friday from practicing law for 90 days in the nation's capital and formally referred him to a court committee to decide "whether further discipline is warranted."

[Read full article »](#)

### **Westlaw Seeks To Cut Monopoly Claims From ROSS IP Fight**

Westlaw owner Thomson Reuters wants a federal judge to dismiss accusations leveled by startup ROSS Intelligence that the bigger firm is trying to monopolize the legal research business, arguing simply that it's "not an antitrust case."

[Read full article »](#)

### **Celsius Hires Paul Weiss Atty As General Counsel**

Cryptocurrency rewards-earning and lending platform Celsius Network said Friday it has named a seasoned BigLaw attorney, who most recently worked at Paul Weiss Riffkind Wharton and Garrison LLP, as its general counsel.

[Read full article »](#)

### **GC Cheat Sheet: The Hottest Corporate News Of The Week**

A survey found that in-house teams appear to rely heavily on manual processes in their search for outside counsel — with personal relationships a main driver in hiring choices — and New Jersey employers can make workers get the COVID-19 vaccine before going to a worksite. These are some of the stories in corporate legal news you may have missed in the past

Georgetown University  
Google Inc.  
International Business Machines Corp.

Judicial Watch Inc.  
Lambda Legal Defense & Educational Fund

LexisNexis Group  
LinkedIn Corp.

Los Angeles Lakers  
Massachusetts Institute of Technology  
Microsoft Corp.

National Collegiate Athletic Association  
Netflix Inc.

New York University  
Nintendo Co. Ltd.

Riot Games Inc.  
Snap Inc.

Sony Corp.

Southwest Airlines Co.

Spokeo Inc.

Spotify Technology SA

StoneTurn Group LLP

T-Mobile US Inc.

The American Law Institute

The Goldman Sachs Group Inc.

The New York Times Co.

The Travelers Cos. Inc.

Thomson Reuters Corp.

TransUnion LLC

Twitter Inc.

Uber Technologies Inc.

Wells Fargo & Co.

Wynn Resorts Ltd.

Yahoo! Inc.

Zeughauser Group LLC

### **GOVERNMENT AGENCIES**

Bureau of Citizenship and Immigration Services

Bureau of Industry and Security

California Labor and Workforce Development Agency

California Supreme Court

Committee on Foreign Investment in the United States

Executive Office of the President

Federal Bureau of Investigation

Federal Trade Commission

Mine Safety and Health Administration

National Institute of Standards and Technology

week.

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### Law360's 2021 Diversity & Inclusion Editorial Advisory Board

Law360 is pleased to announce the formation of its 2021 Diversity & Inclusion Editorial Advisory Board.

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### In Case You Missed It: Hottest Firms And Stories On Law360

For those who missed out, here's a look back at the law firms, stories and expert analyses that generated the most buzz on Law360 last week.

[Read full article »](#)

#### Podcast

### Pro Say: BigLaw Fights To Change Juvenile Life Sentences

BigLaw attorneys teamed up with the ACLU this month to win major reforms to how Maryland grants parole to prisoners serving life sentences for crimes they committed as children.

[Read full article »](#)

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National Labor Relations Board  
Occupational Safety and Health Administration  
Occupational Safety and Health Review Commission  
Office of Foreign Assets Control  
Texas Secretary of State  
U.S. Army  
U.S. Attorney's Office for the Southern District of New York  
U.S. Court of Appeals for the District of Columbia Circuit  
U.S. Court of Appeals for the Fifth Circuit  
U.S. Court of Appeals for the Ninth Circuit  
U.S. Court of Appeals for the Sixth Circuit  
U.S. Customs and Border Protection  
U.S. Department of Commerce  
U.S. Department of Homeland Security  
U.S. Department of Justice  
U.S. Department of Labor  
U.S. Department of the Treasury  
U.S. District Court for the District of Delaware  
U.S. District Court for the District of New Jersey  
U.S. District Court for the Eastern District of North Carolina  
U.S. District Court for the Middle District of Florida  
U.S. District Court for the Northern District of California  
U.S. District Court for the Northern District of Texas  
U.S. District Court for the Southern District of New York  
U.S. Immigration and Customs Enforcement  
U.S. Securities and Exchange Commission  
U.S. Senate  
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**To:** [lnagel@tamu.edu](mailto:lnagel@tamu.edu)  
**Subject:** High Court FCRA Case Could Shake Up Class Action Standing  
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## CYBERSECURITY & PRIVACY

Monday, March 29, 2021



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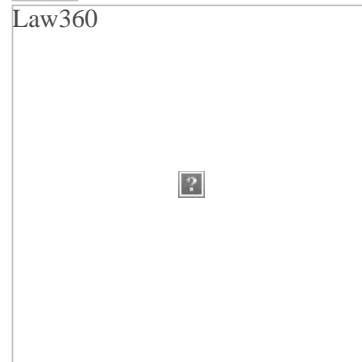
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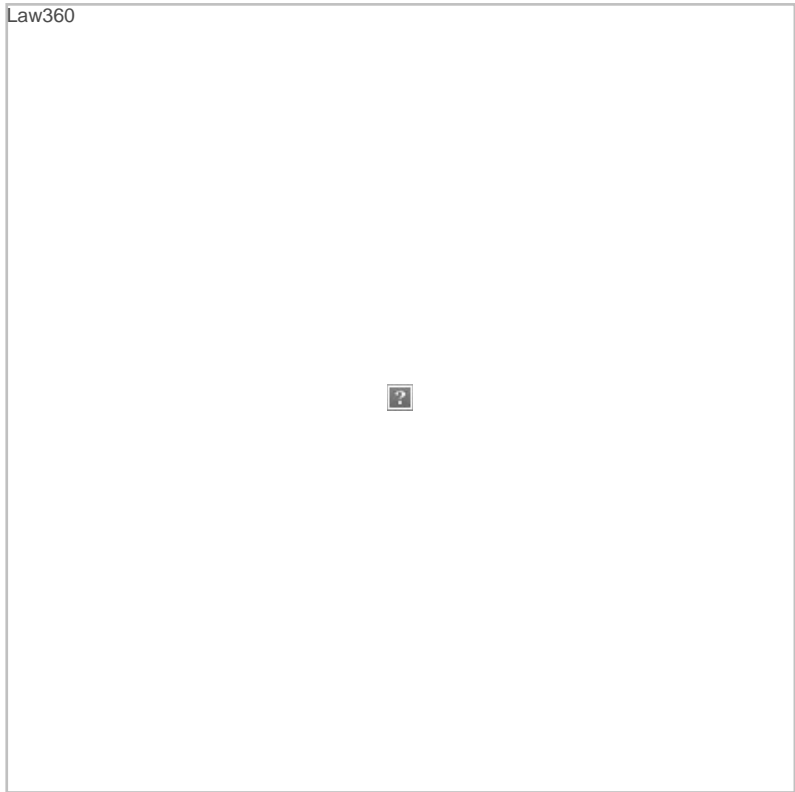
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Cravath Swaine  
Crowell & Moring  
DLA Piper  
Davis Polk  
Debevoise & Plimpton  
Dechert  
Duane Morris LLP  
Edelson PC  
Eversheds Sutherland  
Francis Mailman  
Garber Law LLC  
Gibson Dunn  
Goldstein & Russell  
Goodwin Procter  
Grant & Eisenhofer  
Greenberg Traurig  
Hausfeld LLP  
Holland & Knight  
Hueston Hennigan  
Jenner & Block  
Jomarron Lopez  
Jones Day  
Kaufman Dolowich  
Kelly Rode  
Kessler Topaz  
King & Spalding  
Kirkland & Ellis  
Latham & Watkins  
Lief Cabraser  
Littler Mendelson  
Locke Lord  
Manatt Phelps  
Mayer Brown  
McDermott Will  
McGuireWoods  
Morgan Lewis  
Morris Nichols  
Morrison & Foerster  
Motley Rice  
Munck Wilson  
Munger Tolles  
Orrick Herrington  
Pashman Stein  
Paul Hastings  
Paul Weiss  
Perkins Coie  
Peterson Baker  
Pillsbury Winthrop  
Pisanelli Bice  
Pomerantz LLP  
Potter Anderson  
Proskauer Rose



Quinn Emanuel  
 Randazza Legal Group  
 Reid Collins  
 Rimon PC  
 Robins Kaplan  
 Ropes & Gray  
 Salvi Schostok  
 Saul Ewing  
 Sheppard Mullin  
 Shook Hardy  
 Sidley Austin  
 Skadden Arps  
 Squire Patton  
 Stroock & Stroock  
 Troutman Pepper  
 Wiley Rein  
 Willkie Farr  
 Wilmer Hale  
 Wilson Sonsini  
 Winston & Strawn

LEGAL INDUSTRY

**Law360 Reveals Titans Of The Plaintiffs Bar**

Law360 recognizes the Titans of the Plaintiffs' Bar, a group of 11 influential attorneys who scored a host of significant victories in 2020.

[Read full article »](#)

**Bonus Spotlight**

**More BigLaw Firms Join 2021 Special Bonuses Action**

Goodwin Procter LLP, Proskauer Rose LLP, Paul Hastings LLP and DLA Piper are the latest BigLaw firms to announce they intend to hand out a pair of special bonuses to U.S. associates this year, Law360 Pulse confirmed Friday, capping a week that saw many in the sector match a scale set by Davis Polk & Wardwell LLP.

[Read full article »](#)

**NY Judge Dismisses Case Because Atty Wouldn't Wear Mask**

A Kings County Supreme Court administrative judge dismissed a case Thursday on the grounds that the plaintiff's attorney refused to wear a face mask during jury selection, after the lawyer appeared in court with a face shield and said his cloth mask constricted his breathing.

[Read full article »](#)

**Analysis**

**Up Next At High Court: Acting SG Makes Debut In NCAA Case**

The U.S. Supreme Court returns to the telephonic "courtroom" this week with a full load of class action litigation touching on everything from Goldman Sachs' statements in securities filings to the NCAA's amateurism rules, an antitrust case that will feature Elizabeth Prelogar's first high court argument as acting solicitor general.

[Read full article »](#)

**Biden Taps Ex-DOL Chief Of Staff For Labor Solicitor Post**

President Joe Biden has named Seema Nanda, the former chief of staff of



COMPANIES

Advent International Corp.  
 Alphabet Inc.  
 Amazon.com Inc.  
 American Athletic Conference  
 American Bar Association  
 American Civil Liberties Union  
 Apple Inc.  
 Asian Americans Advancing Justice  
 BTI Consulting Group Inc.  
 Burford Capital LLC  
 Comcast Corp.  
 Democratic Congressional Campaign Committee  
 Democratic National Committee  
 Electronic Arts Inc.  
 Epic Games Inc.  
 Facebook Inc.

the U.S. Department of Labor, to serve as the agency's new top lawyer, the White House announced Friday.

[Read full article »](#)

### **Ex-OSHR Chair Heads Back To Cozen O'Connor**

The former chair of the Occupational Safety and Health Review Commission has rejoined his old firm Cozen O'Connor LLP as a partner in its D.C. office, one of two new hires this week for the firm.

[Read full article »](#)

### **Perkins Coie Attys Ask 5th Circ. To Reconsider Sanctions**

Election law veteran Marc Elias and five other Perkins Coie LLP attorneys have retained Kirkland & Ellis' Paul Clement as they ask the Fifth Circuit to either reconsider or modify sanctioning them for submitting "redundant and misleading" supplemental filings in a Texas voting case.

[Read full article »](#)

### **MAGA Atty Wood Sues Ga. Bar Over Psych Exam Demand**

L. Lin Wood, the MAGA-boosting Atlanta lawyer and conspiracy theorist, has sued attorney oversight officials in Georgia for what he called a "coercive" effort to get him to take a mental health exam by threatening his law license.

[Read full article »](#)

### **Cohen Says His Prison Classes Merit Early Release**

Michael Cohen, former President Donald Trump's onetime personal lawyer and fixer, said Friday the government is wrongly refusing to grant him early release credits for hundreds of days' worth of prison coursework including anti-recidivism classes and repairing fire hydrants.

[Read full article »](#)

### **Lisa Bloom Can't Duck Wynn's Defamation Suit At 9th Circ.**

Civil rights attorney Lisa Bloom will have to face allegations that she defamed billionaire Steve Wynn by publishing a press release that accused him of pressuring casino dancers to strip down, the Ninth Circuit has determined.

[Read full article »](#)

### **DC Circ. Suspends Klayman, Refers Him To Discipline Panel**

The D.C. Circuit suspended conservative legal firebrand Larry Klayman on Friday from practicing law for 90 days in the nation's capital and formally referred him to a court committee to decide "whether further discipline is warranted."

[Read full article »](#)

### **Westlaw Seeks To Cut Monopoly Claims From ROSS IP Fight**

Westlaw owner Thomson Reuters wants a federal judge to dismiss accusations leveled by startup ROSS Intelligence that the bigger firm is trying to monopolize the legal research business, arguing simply that it's "not an antitrust case."

[Read full article »](#)

### **Celsius Hires Paul Weiss Atty As General Counsel**

Cryptocurrency rewards-earning and lending platform Celsius Network said Friday it has named a seasoned BigLaw attorney, who most recently worked at Paul Weiss Riffkind Wharton and Garrison LLP, as its general counsel.

[Read full article »](#)

### **GC Cheat Sheet: The Hottest Corporate News Of The Week**

A survey found that in-house teams appear to rely heavily on manual processes in their search for outside counsel — with personal relationships a main driver in hiring choices — and New Jersey employers can make workers get the COVID-19 vaccine before going to a worksite. These are some of the stories in corporate legal news you may have missed in the past

Georgetown University  
Google Inc.  
International Business Machines Corp.

Judicial Watch Inc.  
Lambda Legal Defense & Educational Fund

LexisNexis Group  
LinkedIn Corp.

Los Angeles Lakers  
Massachusetts Institute of Technology  
Microsoft Corp.

National Collegiate Athletic Association  
Netflix Inc.

New York University  
Nintendo Co. Ltd.

Riot Games Inc.  
Snap Inc.

Sony Corp.

Southwest Airlines Co.

Spokeo Inc.

Spotify Technology SA

StoneTurn Group LLP

T-Mobile US Inc.

The American Law Institute

The Goldman Sachs Group Inc.

The New York Times Co.

The Travelers Cos. Inc.

Thomson Reuters Corp.

TransUnion LLC

Twitter Inc.

Uber Technologies Inc.

Wells Fargo & Co.

Wynn Resorts Ltd.

Yahoo! Inc.

Zeughauser Group LLC

### **GOVERNMENT AGENCIES**

Bureau of Citizenship and Immigration Services

Bureau of Industry and Security

California Labor and Workforce Development Agency

California Supreme Court

Committee on Foreign Investment in the United States

Executive Office of the President

Federal Bureau of Investigation

Federal Trade Commission

Mine Safety and Health Administration

National Institute of Standards and Technology

week.

[Read full article »](#)

### Law360's 2021 Diversity & Inclusion Editorial Advisory Board

Law360 is pleased to announce the formation of its 2021 Diversity & Inclusion Editorial Advisory Board.

[Read full article »](#)

### In Case You Missed It: Hottest Firms And Stories On Law360

For those who missed out, here's a look back at the law firms, stories and expert analyses that generated the most buzz on Law360 last week.

[Read full article »](#)

#### Podcast

### Pro Say: BigLaw Fights To Change Juvenile Life Sentences

BigLaw attorneys teamed up with the ACLU this month to win major reforms to how Maryland grants parole to prisoners serving life sentences for crimes they committed as children.

[Read full article »](#)

#### JOBS

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National Labor Relations Board  
Occupational Safety and Health Administration  
Occupational Safety and Health Review Commission  
Office of Foreign Assets Control  
Texas Secretary of State  
U.S. Army  
U.S. Attorney's Office for the Southern District of New York  
U.S. Court of Appeals for the District of Columbia Circuit  
U.S. Court of Appeals for the Fifth Circuit  
U.S. Court of Appeals for the Ninth Circuit  
U.S. Court of Appeals for the Sixth Circuit  
U.S. Customs and Border Protection  
U.S. Department of Commerce  
U.S. Department of Homeland Security  
U.S. Department of Justice  
U.S. Department of Labor  
U.S. Department of the Treasury  
U.S. District Court for the District of Delaware  
U.S. District Court for the District of New Jersey  
U.S. District Court for the Eastern District of North Carolina  
U.S. District Court for the Middle District of Florida  
U.S. District Court for the Northern District of California  
U.S. District Court for the Northern District of Texas  
U.S. District Court for the Southern District of New York  
U.S. Immigration and Customs Enforcement  
U.S. Securities and Exchange Commission  
U.S. Senate  
U.S. Supreme Court



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**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Info  
**Date:** Monday, December 19, 2016 5:29:15 AM

---

Please confirm you receive this email to take advantage of our end of year special and submit your profile to the Hispanic Serving Institute directory of K12 Academics. Guarantees, Benefits and Profile Package details are below. We are one of the most respected, recognized and trafficked education websites in the U.S. Create your profile this month for +6 months for an (18) month listing period.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

End of Year Special: Profiles registered by 12/31 will receive +6 months for an (18) month listing period.

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher

Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

#### Guarantees:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Our website has been a guaranteed success for over a decade. We have the Website Traffic, Social Media ranking, Search Engine Ranking, Targeted Demographics, Internet Recognition, High Clientele Base and reach with every City, Township and County in the U.S. This is why we should be your first option for online advertising in education. This is why we are more than a website, we have become a brand name for education.

#### Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 25,000+ Followers.
- 3- Search Engine Ranking: We are a PR1 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.
- 5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.
- 6- Resource Tool: No website has more resource information for education. We have over

150+ National and International Directories and 250,000 pages of resource information for education. Combined over 450,000 pages making it the largest and most complete on the internet.

7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

What you receive in your Profile:

- Multimedia included for all profiles- Images and Videos.
- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
- Link to school website URL and email address
- Profile Traffic and Social Media Monitoring
- Ability to update/edit your profile at any time
- Marketing via our Social Media Networks. Over 25,000+ Followers.
- Marketing via our Monthly Newsletter. Over 28,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, LinkedIn, Reddit, StumbleUpon, Buffer, Digg & Delicious

**Banner Special:** Choose one of the (5) yearly banner options for an (18) month banner listing sitewide and promotion throughout our social networks.

- 100% ROI. All banners on our site renew.
- Banners see between 6-12 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 10,000 paying clients in over 150 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academies, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation, Children's Educational Services.

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002



**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Information Inquiry  
**Date:** Monday, March 20, 2017 5:34:41 AM

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Please confirm you receive this email. I invite you to submit a profile to the Hispanic Serving Institute directory of K12 Academics. We can guarantee your listing will see thousands of visitors and be shared via social media users. In 2016 our website saw over 2.5 million unique visitors and is followed by over 35,000 social media users. March also marks our Spring Special. Profiles are reach in detail and can include unlimited text, images, videos and contact information. Guarantees, Benefits and important links are below. I hope we can work together.

Banner Options: If you want to target all 2.5 million visitors we also offer site-wide banners. More information is at the bottom of this email.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

Spring Special: Submit your listing by 3/31 to receive +6 months for an (18) month listing period.

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

Guarantees:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Our website has been a guaranteed success for over a decade. We have the Website Traffic, Social Media ranking, Search Engine Ranking, Targeted Demographics, Internet Recognition, High Clientele Base and reach with every City, Township and County in the U.S. This is why we should be your first option for online advertising in education. This is why we are more than a website, we have become a brand name for education.

Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 35,000+ Followers.
- 3- Search Engine Ranking: We are a PR6 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges,

Centers, Businesses & Organizations advertise with us.

5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.

6- Resource Tool: No website has more resource information for education. We have over 150+ National and International Directories and 250,000 pages of resource information for education. Combined over 450,000 pages making it the largest and most complete on the internet.

7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

What you receive in your Profile:

- Multimedia included for all profiles- Images and Videos.
- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
- Link to school website URL and email address
- Profile Traffic and Social Media Monitoring
- Ability to update/edit your profile at any time
- Marketing via our Social Media Networks. Over 35,000+ Followers.
- Marketing via our Monthly Newsletter. Over 33,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, LinkedIn, Reddit, StumbleUpon, Buffer, Digg & Delicious

### **Banners:**

- **Banner Special:** Choose one of the five yearly options by 3/31 to receive +6 months for an 18 month banner listing.
- 100% ROI. All banners on our site renew.
- Banners see between 6-12 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 10,000 paying clients in over 150 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academics, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation, Children's Educational Services.

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002

**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Information  
**Date:** Monday, January 23, 2017 5:29:49 AM

---

Please let me know you receive this email. Submit your profile to the Hispanic Serving Institute directory of K12 Academics. January is our New Years Special. You will receive +6 months for an (18) month listing. In 2016 we trafficked over two million unique visitors and have over 30,000 followers on social media. We will bring thousands of visitors to your listing and will increase your social media presence. Our Guarantees, Benefits and Profile Package details are below. If interested, we also offer site-wide banner ads for even greater exposure.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

New Year Special: Profiles registered by 1/31 will receive +6 months for an (18) month listing period.

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

#### Guarantees:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Our website has been a guaranteed success for over a decade. We have the Website Traffic, Social Media ranking, Search Engine Ranking, Targeted Demographics, Internet Recognition, High Clientele Base and reach with every City, Township and County in the U.S. This is why we should be your first option for online advertising in education. This is why we are more than a website, we have become a brand name for education.

#### Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
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- 3- Search Engine Ranking: We are a PR1 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.
- 5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.

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7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

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- Unlimited Text for Descriptions
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- Marketing via our Monthly Newsletter. Over 28,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, LinkedIn, Reddit, StumbleUpon, Buffer, Digg & Delicious

**Banner Special:** Choose one of the (5) yearly banner options for an (18) month banner listing sitewide and promotion throughout our social networks.

- 100% ROI. All banners on our site renew.
- Banners see between 6-12 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 10,000 paying clients in over 150 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academies, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation, Children's Educational Services.

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**From:** [Chris Glavin](#)  
**To:** [Adriana L Garza](#)  
**Subject:** Hispanic Serving Institute Inquiry  
**Date:** Monday, February 13, 2017 5:40:23 AM

---

Please confirm this email reaches you. You can submit a profile to the Hispanic Serving Institute directory of K12 Academics. We will bring thousands of profile visits to your listing and increase your social media presence by marketing you to over 35,000 social media followers. In 2016 our site saw over 2.5 million unique visitors. Our Guarantees, Benefits and Profile Package details are below. Profiles are reach in detail and can include unlimited text, images, videos and contact information.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher

Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher

Education- <http://www.k12academics.com/higher-education>

Guarantees:

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- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Our website has been a guaranteed success for over a decade. We have the Website Traffic, Social Media ranking, Search Engine Ranking, Targeted Demographics, Internet Recognition, High Clientele Base and reach with every City, Township and County in the U.S. This is why we should be your first option for online advertising in education. This is why we are more than a website, we have become a brand name for education.

Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 25,000+ Followers.
- 3- Search Engine Ranking: We are a PR1 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.
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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002

**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Inquiry  
**Date:** Monday, October 17, 2016 5:29:47 AM

---

Please confirm you receive this email. Consider submitting a profile to the Hispanic Serving Institute Directory of K12 Academics. We can guarantee 5-10k visits to your profile, increase your search engine ranking, social media presence and reach your demographics and location in the U.S. Profiles are rich in detail and can include images, videos, unlimited text, contact information and tags/keyword for advanced searching and browsing.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher

Education- <http://www.k12academics.com/higher-education-0>

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- 3- Search Engine Ranking: We are a PR1 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.
- 5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.
- 6- Resource Tool: No website has more resource information for education. We have over 150+ National and International Directories and 250,000 pages of resource information for education. Combined over 450,000 pages making it the largest and most complete on the internet.

7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

What you receive in your Profile:

- Multimedia included for all profiles- Images and Videos.
- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
- Link to school website URL and email address
- Profile Traffic and Social Media Monitoring
- Ability to update/edit your profile at any time
- Marketing via our Social Media Networks. Over 25,000+ Followers.
- Marketing via our Monthly Newsletter. Over 28,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, LinkedIn, Reddit, StumbleUpon, Buffer, Digg & Delicious

Banner Advertising: We also offer site-wide banner ads to our site.

- 100% ROI. All banners on our site renew.
- Banners see between 6-12 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 10,000 paying clients in over 150 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academics, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation, Children's Educational Services.

If interested email [ads@k12academics.com](mailto:ads@k12academics.com) or visit the link below

<http://www.k12academics.com/advertise-affiliate-k12-academics>

This email is being sent to [adriana.garza@tamuk.edu](mailto:adriana.garza@tamuk.edu).

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002



**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Inquiry  
**Date:** Monday, June 5, 2017 5:44:12 AM

---

Please confirm this email reaches you. Submit a profile this month to the Hispanic Serving Institute directory and receive +6 months for an (18) month listing period with K12 Academics. We can guarantee over 5,000 visits to your listing and increase your social media presence. We market your listing to our over 35,000 social media followers, 30,000 newsletter subscribers and over three million unique visitors per year. Profiles are rich in detail and can include unlimited text, images, videos and contact information. Guarantees and Benefits are below. I ask for five minutes to read this email. We are one of the most respected, recognized and trafficked education resource websites in the world.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

End of School Year Special: Submit your listing to receive +6 months for an (18) month listing period. Special ends 6/30/17.

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

Guarantees:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Judge our website not by a sales pitch but by the amount of years we have been in business (12 years), our extensive clientele list (over 10,000 clients), our rich amount of content (Over 250,000 resource pages), our largest of the internet national and international directories (Over 150) and our sheer amount of traffic (Millions of Visitors per year). Our primary goal is to promote education and maintain longstanding relationships.

Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 35,000+ Followers.
- 3- Search Engine Ranking: We are a PR6 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.

5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.

6- Resource Tool: No website has more resource information for education. We have over 150+ National and International Directories and 250,000 pages of resource information for education. Combined over 450,000 pages making it the largest and most complete on the internet.

7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

What you receive in your Profile:

- Multimedia included for all profiles- Images and Videos.
- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
- Link to school website URL and email address
- Profile Traffic and Social Media Monitoring
- Ability to update/edit your profile at any time
- Marketing via our Social Media Networks. Over 35,000+ Followers.
- Marketing via our Monthly Newsletter. Over 33,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, LinkedIn, Reddit, StumbleUpon, Buffer, Digg & Delicious

#### **Banners:**

- 100% ROI. All banners on our site renew.
- Banners see between 6-12 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 10,000 paying clients in over 150 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academies, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation, Children's Educational Services.

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002

**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Invitation Request  
**Date:** Monday, September 26, 2016 5:24:49 AM

---

Please consider submitting a profile to the Hispanic Serving Institute Directory of K12 Academics. Submit your profile for +6 months for an 18 month listing, as part of our back to school special. As one of the most recognized and respected brand names in Education we should be your only source of advertising for many reasons

Back to School Special: Profiles registered in September will receive +6 months for an 18 month listing period.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

Guarantees:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Our website is a guaranteed success. We have the Website Traffic, Social Media ranking, Search Engine Ranking, Targeted Demographics, Internet Recognition, High Clientele Base and reach with every City, Township and County in the U.S. This is why we should be your first option for online advertising in education. This is why we are more than a website, we have become a brand name for education.

Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 25,000+ Followers.
- 3- Search Engine Ranking: We are a PR1 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.
- 5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.
- 6- Resource Tool: No website has more resource information for education. We have over 150+ National and International Directories and 250,000 pages of resource information for

education. Combined over 450,000 pages making it the largest and most complete on the internet.

7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

What you receive in your Profile:

- Multimedia included for all profiles- Images and Videos.
- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
- Link to school website URL and email address
- Profile Traffic and Social Media Monitoring
- Ability to update/edit your profile at any time
- Marketing via our Social Media Networks. Over 25,000+ Followers.
- Marketing via our Monthly Newsletter. Over 28,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, Linkedin, Reddit, StumbleUpon, Buffer, Digg & Delicious

Banner Advertising: We also offer site-wide banner ads to our site.

- Back to School Special: Choose one of the five yearly options to receive +6 months for an 18 month banner.
- 100% ROI. All banners on our site renew.
- Banners see between 4-6 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 9,000 paying clients in over 100 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academies, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation.

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002

**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Offer  
**Date:** Monday, November 14, 2016 5:33:26 AM

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Consider submitting a profile to the Hispanic Serving Institute Directory of K12 Academics. This offer is one of many you receive, but we back our claims with hard data, an extensive clientele list and rich reputation throughout the United States. We will increase your search engine ranking, social media presence, reach your demographics and location in the U.S. and will bring at least 5-10k visits to your profile. Profiles are rich in detail and include images, videos, unlimited text, contact information and tags/keyword for advanced searching and browsing. Read below for our guarantees, benefits and profile package details.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

#### Guarantees:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Our website has been a guaranteed success for over a decade. We have the Website Traffic, Social Media ranking, Search Engine Ranking, Targeted Demographics, Internet Recognition, High Clientele Base and reach with every City, Township and County in the U.S. This is why we should be your first option for online advertising in education. This is why we are more than a website, we have become a brand name for education.

#### Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 25,000+ Followers.
- 3- Search Engine Ranking: We are a PR1 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.
- 5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.
- 6- Resource Tool: No website has more resource information for education. We have over 150+ National and International Directories and 250,000 pages of resource information for

education. Combined over 450,000 pages making it the largest and most complete on the internet.

7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

What you receive in your Profile:

- Multimedia included for all profiles- Images and Videos.
- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
- Link to school website URL and email address
- Profile Traffic and Social Media Monitoring
- Ability to update/edit your profile at any time
- Marketing via our Social Media Networks. Over 25,000+ Followers.
- Marketing via our Monthly Newsletter. Over 28,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, Linkedin, Reddit, StumbleUpon, Buffer, Digg & Delicious

Banner Advertising: We also offer site-wide banner ads to our site.

- 100% ROI. All banners on our site renew.
- Banners see between 6-12 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 10,000 paying clients in over 150 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academics, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation, Children's Educational Services.

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002

**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Offer  
**Date:** Monday, April 17, 2017 5:41:56 AM

---

Let me know you receive this email. Would you be interested in submitting a profile to the Hispanic Serving Institute directory of K12 Academics? Profiles are rich in detail and can include unlimited text, images, videos and contact information. Our website trafficks over two million unique visitors per year, we have a PR rank of 7, social media Klout score of 62-65 and are followed by over 35,000 followers. We can guarantee your listing will see thousands of visitors.

Judge our website not by a sales pitch but by the amount of years we have been in business (12 years), our extensive clientele list (over 10,000 clients), our rich amount of content (Over 250,000 resource pages), our largest of the internet national and international directories (Over 150) and our sheer amount of traffic (Millions of Visitors per year). Our primary goal is to promote education and maintain longstanding relationships. Guarantees, Benefits and Profile Details are below in this email. I hope you take these five minute to read.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher

Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

Guarantees:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Our website has been a guaranteed success for over a decade. We have the Website Traffic, Social Media ranking, Search Engine Ranking, Targeted Demographics, Internet Recognition, High Clientele Base and reach with every City, Township and County in the U.S. This is why we should be your first option for online advertising in education. This is why we are more than a website, we have become a brand name for education.

Benefits:

- 1- Traffic: Our website trafficks over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 35,000+ Followers.
- 3- Search Engine Ranking: We are a PR6 ranking for search engines. Advertising with us will raise your search results on Google.

- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.
- 5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.
- 6- Resource Tool: No website has more resource information for education. We have over 150+ National and International Directories and 250,000 pages of resource information for education. Combined over 450,000 pages making it the largest and most complete on the internet.
- 7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

What you receive in your Profile:

- Multimedia included for all profiles- Images and Videos.
- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
- Link to school website URL and email address
- Profile Traffic and Social Media Monitoring
- Ability to update/edit your profile at any time
- Marketing via our Social Media Networks. Over 35,000+ Followers.
- Marketing via our Monthly Newsletter. Over 33,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, LinkedIn, Reddit, StumbleUpon, Buffer, Digg & Delicious

#### **Banners:**

- 100% ROI. All banners on our site renew.
- Banners see between 6-12 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 10,000 paying clients in over 150 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academies, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation, Children's Educational Services.

If interested email [ads@k12academics.com](mailto:ads@k12academics.com) or visit the link below

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002



**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Request  
**Date:** Monday, May 15, 2017 5:41:52 AM

---

Please confirm you receive this email. K12 Academics would like you to submit your profile to the Hispanic Serving Institute Directory and help us bring you new referrals. Why submit? We can guarantee over 5,000 visits to your listing and will market you to our over 35,000 social media followers and over two million unique visitors per year. Profiles are rich in detail and can include unlimited text, images, videos and contact information. Guarantees and Benefits are below. I hope you can take five minutes of your time to read this email. We are one of the most respected, recognized and trafficked education resource websites in the world.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

Guarantees:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Judge our website not by a sales pitch but by the amount of years we have been in business (12 years), our extensive clientele list (over 10,000 clients), our rich amount of content (Over 250,000 resource pages), our largest of the internet national and international directories (Over 150) and our sheer amount of traffic (Millions of Visitors per year). Our primary goal is to promote education and maintain longstanding relationships.

Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 35,000+ Followers.
- 3- Search Engine Ranking: We are a PR6 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.
- 5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.
- 6- Resource Tool: No website has more resource information for education. We have over 150+ National and International Directories and 250,000 pages of resource information for

education. Combined over 450,000 pages making it the largest and most complete on the internet.

7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

What you receive in your Profile:

- Multimedia included for all profiles- Images and Videos.
- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
- Link to school website URL and email address
- Profile Traffic and Social Media Monitoring
- Ability to update/edit your profile at any time
- Marketing via our Social Media Networks. Over 35,000+ Followers.
- Marketing via our Monthly Newsletter. Over 33,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, Linkedin, Reddit, StumbleUpon, Buffer, Digg & Delicious

#### **Banners:**

- 100% ROI. All banners on our site renew.
- Banners see between 6-12 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 10,000 paying clients in over 150 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academies, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation, Children's Educational Services.

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002

**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Request  
**Date:** Monday, March 13, 2017 5:40:58 AM

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Please confirm you receive this email. March marks our Spring Special. Submit your listing for +6 months for an 18 month listing period to the Hispanic Serving Institute directory of K12 Academics. We can guarantee your listing will see thousands of visitors and be shared via social media users. In 2016 our website saw over 2.5 million unique visitors and followed by over 35,000 social media users. Profiles are reach in detail and can include unlimited text, images, videos and contact information. Guarantees, Benefits and important links are below. I hope we can work together.

Banner Options: If you want to target all 2.5 million visitors we also offer site-wide banners. More information is at the bottom of this email.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

Spring Special: Submit your listing by 3/31 to receive +6 months for an (18) month listing period.

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher

Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

Guarantees:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Our website has been a guaranteed success for over a decade. We have the Website Traffic, Social Media ranking, Search Engine Ranking, Targeted Demographics, Internet Recognition, High Clientele Base and reach with every City, Township and County in the U.S. This is why we should be your first option for online advertising in education. This is why we are more than a website, we have become a brand name for education.

Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 35,000+ Followers.
- 3- Search Engine Ranking: We are a PR6 ranking for search engines. Advertising with us will raise your search results on Google.

- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.
- 5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.
- 6- Resource Tool: No website has more resource information for education. We have over 150+ National and International Directories and 250,000 pages of resource information for education. Combined over 450,000 pages making it the largest and most complete on the internet.
- 7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

What you receive in your Profile:

- Multimedia included for all profiles- Images and Videos.
- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
- Link to school website URL and email address
- Profile Traffic and Social Media Monitoring
- Ability to update/edit your profile at any time
- Marketing via our Social Media Networks. Over 35,000+ Followers.
- Marketing via our Monthly Newsletter. Over 33,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, LinkedIn, Reddit, StumbleUpon, Buffer, Digg & Delicious

#### **Banners:**

- **Banner Special:** Choose one of the five yearly options by 3/31 to receive +6 months for an 18 month banner listing.
- 100% ROI. All banners on our site renew.
- Banners see between 6-12 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 10,000 paying clients in over 150 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academies, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation, Children's Educational Services.

If interested email [ads@k12academics.com](mailto:ads@k12academics.com) or visit the link below

<http://www.k12academics.com/advertise-affiliate-k12-academics>

This email is being sent to [adriana.garza@tamuk.edu](mailto:adriana.garza@tamuk.edu).

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002

**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Request  
**Date:** Monday, January 9, 2017 5:35:24 AM

---

Please let me know you receive this email. Submit your profile to the Hispanic Serving Institute directory of K12 Academics. January is our New Years Special. You will receive +6 months for an (18) month listing. Our website is a proven success. We have been online since 2004 and have tens of thousands of clients in education. In 2016 we trafficked over two million unique visitors and have over 30,000 followers on social media. Our Guarantees, Benefits and Profile Package details are below. If interested, we also offer site-wide banner ads for even greater exposure.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

New Year Special: Profiles registered by 1/31 will receive +6 months for an (18) month listing period.

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

#### Guarantees:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Our website has been a guaranteed success for over a decade. We have the Website Traffic, Social Media ranking, Search Engine Ranking, Targeted Demographics, Internet Recognition, High Clientele Base and reach with every City, Township and County in the U.S. This is why we should be your first option for online advertising in education. This is why we are more than a website, we have become a brand name for education.

#### Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 25,000+ Followers.
- 3- Search Engine Ranking: We are a PR1 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.
- 5- Demographics: We cover every demographic in education no matter how large or small.

We target your exact audience and reach every township, county and city in the U.S.

6- Resource Tool: No website has more resource information for education. We have over 150+ National and International Directories and 250,000 pages of resource information for education. Combined over 450,000 pages making it the largest and most complete on the internet.

7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

What you receive in your Profile:

- Multimedia included for all profiles- Images and Videos.
- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
- Link to school website URL and email address
- Profile Traffic and Social Media Monitoring
- Ability to update/edit your profile at any time
- Marketing via our Social Media Networks. Over 25,000+ Followers.
- Marketing via our Monthly Newsletter. Over 28,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, LinkedIn, Reddit, StumbleUpon, Buffer, Digg & Delicious

**Banner Special:** Choose one of the (5) yearly banner options for an (18) month banner listing sitewide and promotion throughout our social networks.

- 100% ROI. All banners on our site renew.
- Banners see between 6-12 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 10,000 paying clients in over 150 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academics, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation, Children's Educational Services.

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<http://www.k12academics.com/advertise-affiliate-k12-academics>

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002

**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Request  
**Date:** Monday, December 12, 2016 5:35:42 AM

---

Please confirm you receive this email to take advantage of our end of year special and submit your profile to the Hispanic Serving Institute directory of K12 Academics. Guarantees, Benefits and Profile Package details are below. We are one of the most respected, recognized and trafficked education websites in the U.S. Create your profile this month for +6 months for an (18) month listing period.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

End of Year Special: Profiles registered by 12/31 will receive +6 months for an (18) month listing period.

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher

Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

#### Guarantees:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Our website has been a guaranteed success for over a decade. We have the Website Traffic, Social Media ranking, Search Engine Ranking, Targeted Demographics, Internet Recognition, High Clientele Base and reach with every City, Township and County in the U.S. This is why we should be your first option for online advertising in education. This is why we are more than a website, we have become a brand name for education.

#### Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 25,000+ Followers.
- 3- Search Engine Ranking: We are a PR1 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.
- 5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.
- 6- Resource Tool: No website has more resource information for education. We have over

150+ National and International Directories and 250,000 pages of resource information for education. Combined over 450,000 pages making it the largest and most complete on the internet.

7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

What you receive in your Profile:

- Multimedia included for all profiles- Images and Videos.
- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
- Link to school website URL and email address
- Profile Traffic and Social Media Monitoring
- Ability to update/edit your profile at any time
- Marketing via our Social Media Networks. Over 25,000+ Followers.
- Marketing via our Monthly Newsletter. Over 28,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, LinkedIn, Reddit, StumbleUpon, Buffer, Digg & Delicious

**Banner Special:** Choose one of the (5) yearly banner options for an (18) month banner listing sitewide and promotion throughout our social networks.

- 100% ROI. All banners on our site renew.
- Banners see between 6-12 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 10,000 paying clients in over 150 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academies, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation, Children's Educational Services.

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<http://www.k12academics.com/advertise-affiliate-k12-academics>

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002



**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Request  
**Date:** Monday, September 19, 2016 5:29:44 AM

---

Please consider submitting a profile to the Hispanic Serving Institute Directory of K12 Academics. Submit your profile for +6 months for an 18 month listing, as part of our back to school special. As one of the most recognized brand names in Education we should be your only source of advertising for many reasons:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Back to School Special: Profiles registered in September will receive +6 months for an 18 month listing period.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher

Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

Our website is a guaranteed success. We have the Website Traffic, Social Media ranking, Search Engine Ranking, Targeted Demographics, Internet Recognition, High Clientele Base and reach with every City, Township and County in the U.S. This is why we should be your first option for online advertising in education. This is why we are more than a website, we have become a brand name for education.

Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 25,000+ Followers.
- 3- Search Engine Ranking: We are a PR1 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.
- 5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.
- 6- Resource Tool: No website has more resource information for education. We have over 150+ National and International Directories and 250,000 pages of resource information for education. Combined over 450,000 pages making it the largest and most complete on the

internet.

7- Recognition: Over 75,000 websites recommend this website including State and Government Websites and the US Library of Congress.

What you receive in your Profile:

- Multimedia included for all profiles- Images and Videos.
- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
- Link to school website URL and email address
- Profile Traffic and Social Media Monitoring
- Ability to update/edit your profile at any time
- Marketing via our Social Media Networks. Over 25,000+ Followers.
- Marketing via our Monthly Newsletter. Over 28,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, LinkedIn, Reddit, StumbleUpon, Buffer, Digg & Delicious

Banner Advertising: We also offer site-wide banner ads to our site.

- Back to School Special: Choose one of the five yearly options to receive +6 months for an 18 month banner.
- 100% ROI. All banners on our site renew.
- Banners see between 4-6 million impressions per year. Low CPM.
- Banner appears at any time on every page of our website. Over 450,000+ pages.
- Gives you prime real estate on our site and competitive advantage over some 9,000 paying clients in over 100 national and international directories
- Clients include: Bricks 4 Kidz, Hatch Early Learning Experts, Lindamood-Bell Learning, Monster Lamps, Nysmith School for the Gifted, Performance Academies, Southern Technical College, Camp Invention, Time 4 Learning, The Experiment in International Living, The Simple Stencil, Game Camp Nation.

If interested email [ads@k12academics.com](mailto:ads@k12academics.com) or visit the link below

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002

**From:** [Chris Glavin](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Hispanic Serving Institute Request  
**Date:** Monday, June 19, 2017 5:34:37 AM

---

Please confirm this email reaches you. Submit a profile this month to the Hispanic Serving Institute directory and receive +6 months for an (18) month listing period with K12 Academics. We can guarantee over 5,000 visits to your listing and increase your social media presence. We market your listing to our over 35,000 social media followers, 30,000 newsletter subscribers and over three million unique visitors per year. Profiles are rich in detail and can include unlimited text, images, videos and contact information. Guarantees and Benefits are below. I ask for five minutes to read this email. We are one of the most respected, recognized and trafficked education resource websites in the world.

Profile Listing: One Year Listing - School Listing: \$199; School + Camp Listings; \$300

End of School Year Special: Submit your listing to receive +6 months for an (18) month listing period. Special ends 6/30/17.

Click here to Create Your Profile- <http://www.k12academics.com/node/add/hispanic-serving-institute>

Click here to visit our Network of directories for Higher Education- <http://www.k12academics.com/higher-education-0>

Click here to view our Impressive Website Traffic- <http://www.k12academics.com/website-traffic>

Click here to view our Resource Information for Students interested in Higher Education- <http://www.k12academics.com/higher-education>

#### Guarantees:

- 1- We can guarantee an average of 5,000-10,000 visits to your listing.
- 2- We can guarantee your profile will be shared on social media by users- Facebook, Twitter, etc.
- 3- We can guarantee your search engine results will rise on Google, Yahoo, etc.
- 4- We can guarantee to reach your demographics
- 5- We can guarantee to target your geographical region.

Judge our website not by a sales pitch but by the amount of years we have been in business (12 years), our extensive clientele list (over 10,000 clients), our rich amount of content (Over 250,000 resource pages), our largest of the internet national and international directories (Over 150) and our sheer amount of traffic (Millions of Visitors per year). Our primary goal is to promote education and maintain longstanding relationships.

#### Benefits:

- 1- Traffic: Our website traffics over two million unique visitors and 50 million hits per year.
- 2- Social Media: We are at the top .1% of all Social Media. Klout Score 65 with 35,000+ Followers.
- 3- Search Engine Ranking: We are a PR6 ranking for search engines. Advertising with us will raise your search results on Google.
- 4- Clientele Base: Over 10,000 Schools, Districts, Camps, Museums, Libraries, Colleges, Centers, Businesses & Organizations advertise with us.

5- Demographics: We cover every demographic in education no matter how large or small. We target your exact audience and reach every township, county and city in the U.S.

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- Advanced HTML editing. Allows for pictures, videos, links, different text colors and sizes.
- Custom Tags/Keywords for advanced browsing and searching capabilities on our website and search engines.
- Unlimited Text for Descriptions
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- Ability to update/edit your profile at any time
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- Marketing via our Monthly Newsletter. Over 33,000+ Subscribers.
- Real-time tracking via social media sharing icons: Facebook, Twitter, Google+, Pinterest, Wordpress, Tumblr, LinkedIn, Reddit, StumbleUpon, Buffer, Digg & Delicious

#### **Banners:**

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This message was sent by K12 Academics | PO Box 175 | Ambler, PA 19002

**From:** [Keith Knowles](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** How and Why You Can Save 20% on Enrollment Marketing  
**Date:** Wednesday, June 17, 2020 10:06:04 AM

---

My name is Keith Knowles and I am one of the partners at Calculate. We are a marketing firm, founded by two higher education marketing & enrollment professionals, that focuses exclusively on enrollment success in education.

I am writing today because, as you know, the COVID-19 pandemic has severely impacted the current enrollment cycle. Deposit deadlines have been extended, summer melt will likely be the highest it has ever been, and more students will be transferring away to be closer to home.

With all of the uncertainty regarding incoming tuition revenue, it's more crucial than ever to spend your marketing dollars wisely and I have a proposition that just might help you save thousands of dollars.

It all has to do with your media buy. As you may or may not know, agencies like Calculate all purchase our media through exchanges, then we apply a markup, and finally we pass the final cost on to our clients. The end result is the same whether or not you purchase your media through us or one of our competitors - your ads get displayed to your target audiences. However, as a small business, our margins are much thinner than most of our well-known competitors so we are able to offer a substantial discount comparatively. With that said, however, we are an agency that prides itself on its attention to detail, follow-through, and diligence in making sure our campaigns are working as effectively and efficiently as possible to meet your goals. In other words, you're getting the same level of service - if not more - than our competitors.

Here's an example on how we can make your marketing dollars work harder for you. Let's say you currently spend \$100k for 5 million impressions on geofencing, ad sequencing, and website retargeting. With Calculate, we can either beat that pricing or offer you more impressions at the same price. For example:

5 million impressions for \$80k - Saving 20%!

Or

6 million impressions for \$100k - A 20% increase in impressions!

[Here's a link to our PowerPoint deck](#) that tells you a bit more about who we are and the services we offer. If you're interested in learning more about our display advertising services and pricing, let me know and we can set up a call to discuss. We'd also be happy to provide referrals from some of our current clients.

Looking forward to hearing back from you.

Keith Knowles  
Partner, Director of Digital Marketing, Calculate  
M [860.478.5981](tel:860.478.5981)  
E [kknowles@calculateedu.com](mailto:kknowles@calculateedu.com)  
W [www.calculateedu.com](http://www.calculateedu.com)



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We provide digital and content marketing strategies for enrollment success in education. Calculate does not discriminate against any person on the basis of race, color, religion, national or ethnic origin, age, sex, sexual orientation, gender expression or identity, veteran status or any other legally protected basis in its employment and business practices.

**Our mailing address is:**

Calculate  
42 Ridgeway St  
Newington, CT 06111-3727

[Add us to your address book](#)

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).



**From:** [Keith Knowles](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** How and Why You Can Save 20% on Enrollment Marketing  
**Date:** Wednesday, July 1, 2020 1:00:56 PM

---

I just wanted to follow up on my email below because I think I may be able to offer you better pricing on your digital advertising media buys. It's an uncertain time in enrollment management and budgets are tight. If we can save you 20% or more on your media buy, that's a more efficient and strategic use of your precious marketing dollars.

If this is something you are interested in let me know and we can work up a comparative quote.

Looking forward to hearing back from you.

Keith Knowles  
Partner, Director of Digital Marketing, Calculate  
M [860.478.5981](tel:860.478.5981)  
E [kknowles@calculateedu.com](mailto:kknowles@calculateedu.com)  
W [www.calculateedu.com](http://www.calculateedu.com)



---

**From:** Keith Knowles <[keith@calculate-edu.com](mailto:keith@calculate-edu.com)>  
**Sent:** Wednesday, June 17, 2020 10:59 AM  
**Subject:** How and Why You Can Save 20% on Enrollment Marketing

My name is Keith Knowles and I am one of the partners at Calculate. We are a marketing firm, founded by two higher education marketing & enrollment professionals, that focuses exclusively on enrollment success in education.

I am writing today because, as you know, the COVID-19 pandemic has severely impacted the current enrollment cycle. Deposit deadlines have been extended, summer melt will likely be the highest it has ever been, and more students will be transferring away to be closer to home.

With all of the uncertainty regarding incoming tuition revenue, it's more crucial than ever to spend your marketing dollars wisely and I have a proposition that



just might help you save thousands of dollars.

It all has to do with your media buy. As you may or may not know, agencies like Calculate all purchase our media through exchanges, then we apply a markup, and finally we pass the final cost on to our clients. The end result is the same whether or not you purchase your media through us or one of our competitors - your ads get displayed to your target audiences. However, as a small business, our margins are much thinner than most of our well-known competitors so we are able to offer a substantial discount comparatively. With that said, however, we are an agency that prides itself on its attention to detail, follow-through, and diligence in making sure our campaigns are working as effectively and efficiently as possible to meet your goals. In other words, you're getting the same level of service - if not more - than our competitors.

Here's an example on how we can make your marketing dollars work harder for you. Let's say you currently spend \$100k for 5 million impressions on geofencing, ad sequencing, and website retargeting. With Calculate, we can either beat that pricing or offer you more impressions at the same price. For example:

5 million impressions for \$80k - Saving 20%!

Or

6 million impressions for \$100k - A 20% increase in impressions!

[Here's a link to our PowerPoint deck](#) that tells you a bit more about who we are and the services we offer. If you're interested in learning more about our display advertising services and pricing, let me know and we can set up a call to discuss. We'd also be happy to provide referrals from some of our current clients.

Looking forward to hearing back from you.

Keith Knowles  
Partner, Director of Digital Marketing, Calculate  
M [860.478.5981](tel:860.478.5981)  
E [kknowles@calculateedu.com](mailto:kknowles@calculateedu.com)  
W [www.calculateedu.com](http://www.calculateedu.com)



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We provide digital and content marketing strategies for enrollment success in education. Calculate does not discriminate against any person on the basis of race, color, religion, national or ethnic origin, age, sex, sexual orientation, gender expression or identity, veteran status or any other legally protected basis in its employment and business practices.

**Our mailing address is:**

Calculate  
42 Ridgeway St  
Newington, CT 06111-3727

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You can [update your preferences](#) or [unsubscribe from this list](#).



**From:** [Securly, a partner of Tech & Learning](#)  
**To:** [Val Ramirez](#)  
**Subject:** How Securly Saved Metropolis  
**Date:** Friday, December 4, 2015 8:06:35 AM

securly\_logo.png



20151125\_101322\_1.jpg



If IT Admins are Supermen (and women), then appliance web filters are kryptonite. Let's face it - they're expensive, require a ton of setup and maintenance, and most of them aren't K-12 focused. That's why more and more **schools have been abandoning their web filtering appliances.**

The Massac Unit School District #1 in Metropolis, IL (home of Superman), had long used a web filtering appliance because, quite frankly, that's all that was available on the market. In 2013, Director of Technology Tom Walker switched to Securly's cloud-based web filtering solution built for schools, and knew immediately there was no going back.

Learn how Securly saved Massac time, money, and frustration with its ease of deployment and management in the cloud, and school-centric benefits for admins and teachers.



Securly, Inc. 111 N. Market Street Suite 888 San Jose, CA 95113



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**From:** [Securly, a partner of Tech & Learning](#)  
**To:** [Val Ramirez](#)  
**Subject:** How Securly Saved Metropolis  
**Date:** Monday, December 14, 2015 8:04:41 AM

securly\_logo.png



20151125\_101322\_1.jpg



If IT Admins are Supermen (and women), then appliance web filters are kryptonite. Let's face it - they're expensive, require a ton of setup and maintenance, and most of them aren't K-12 focused. That's why more and more **schools have been abandoning their web filtering appliances.**

The Massac Unit School District #1 in Metropolis, IL (home of Superman), had long used a web filtering appliance because, quite frankly, that's all that was available on the market. In 2013, Director of Technology Tom Walker switched to Securly's cloud-based web filtering solution built for schools, and knew immediately there was no going back.

Learn how Securly saved Massac time, money, and frustration with its ease of deployment and management in the cloud, and school-centric benefits for admins and teachers.



Securly, Inc. 111 N. Market Street Suite 888 San Jose, CA 95113



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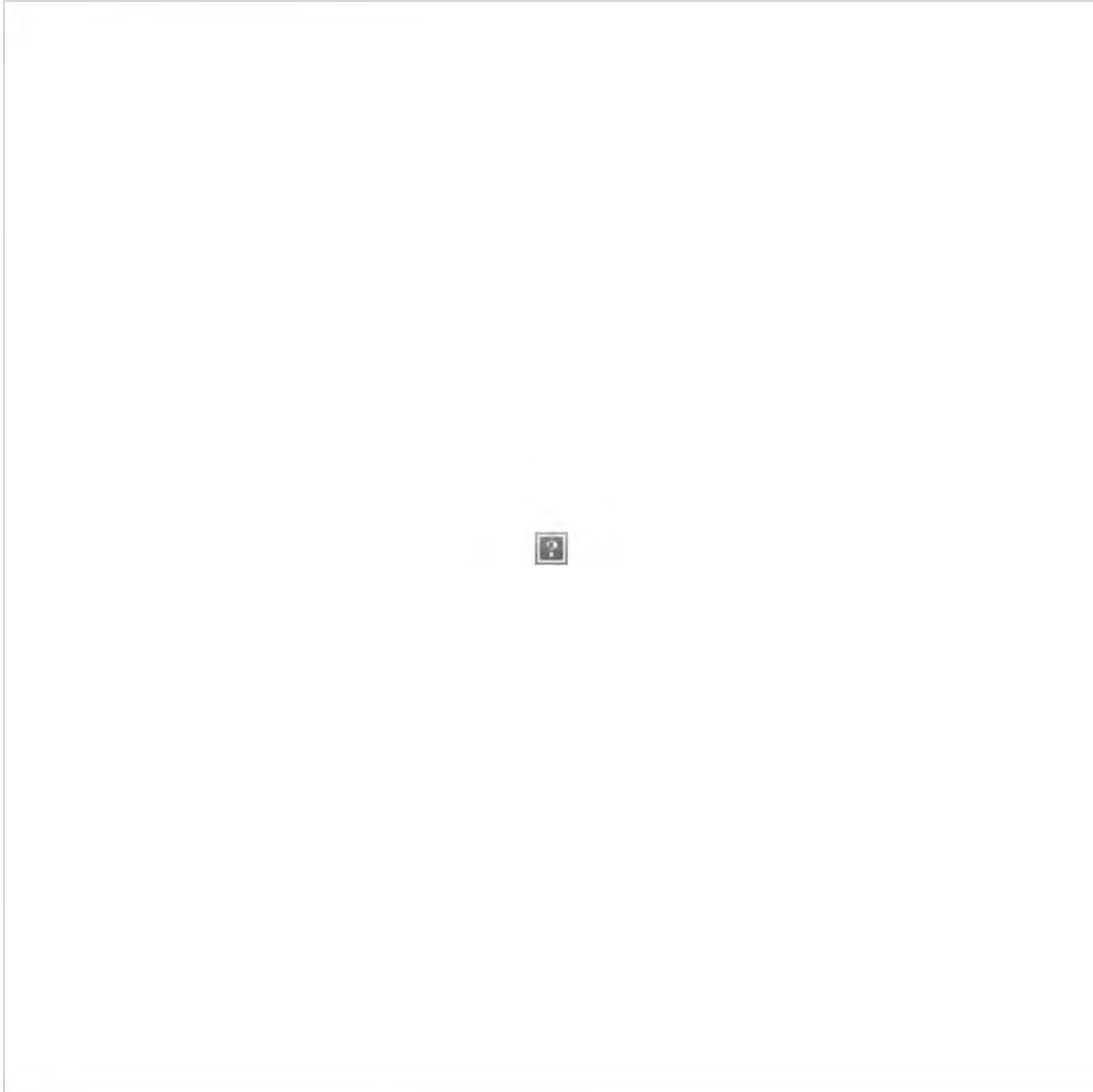
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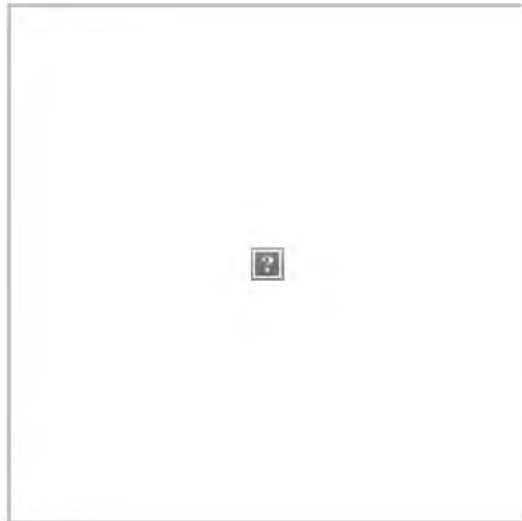
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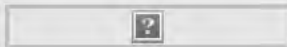
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# How to Accurately Track Your Social Media Buzz

**Learn How to Manage and Track Social Buzz for Your Campaigns.**



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**Stay on top of the buzz with this tip sheet:**

- Discover the secret formula for turning brand awareness into brand loyalty
- Know which numbers to pay attention to for a more accurate measure of campaign performance
- Understand why post volume and other vanity metrics may have nothing to do with the success of a campaign
- Establish a buzz baseline before you begin your campaign so you can analyze new engagements

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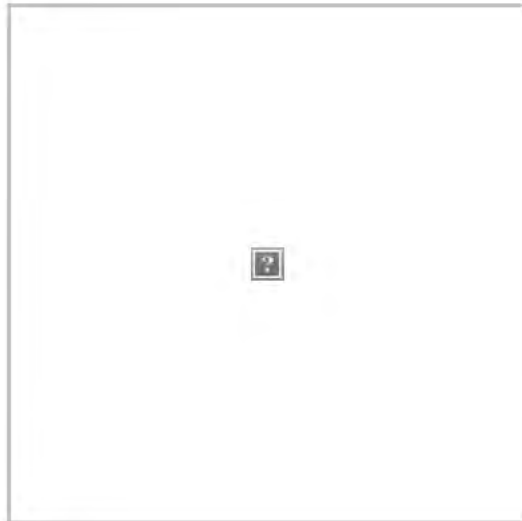
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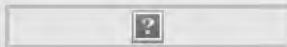
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**To:** [Felipe E Garza](#)  
**Subject:** How To Build A Drone Program  
**Date:** Saturday, May 29, 2021 5:48:40 PM

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## Starting a Drone Program

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The utilization of drones by public safety agencies is beginning to turn from a "nice to have" into "must have," tool. Additional use cases are emerging every day, and results are proving how drones can save more lives and increase the efficiency and effectiveness of emergency response operations.

However, the demonstrated need must also be carefully balanced with navigating

public opinion, federal, state & local laws, and most certainly appealing to department decision makers who may be hesitant or intimidated by implementing innovative technologies. In any organization, a successful UAS program is built on a foundation of **Training, Operations, Safety & Sustainment (TOSS)**.

## How Vector Solutions Can Help

---

Vector Solutions has worked with Public Safety agencies of varying size and experience levels across the country to define and address their needs, requirements, and roadblocks. And our team of experts are here to help develop solutions for building a ground-up drone program.

As a partner, we can help your public safety agency navigate regulations, research technology that fits your needs and find solutions by providing recommendations for drone specifications, training, and Part 107 certification.

Vector Solutions is ready to help you select the right (drone) platform, accessories and software to support the lifesaving operations of your organization. If you are looking for guidance and support, please contact us today!

[Contact Us](#)

## It's Time to MEET!

---

**Join us at The National Sheriffs Associations Annual Conference**



**NSA 2021 Annual Conference**

JUNE 22-24, 2021, | PHOENIX, AZ

Be sure to stop by **BOOTH 660** for the chance to win a **TELLO Drone**

*Summer kick off sale*

***Drone packages with additional savings:***

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***M2EA Public safety PACKAGE***

M2EA Public safety PACKAGE

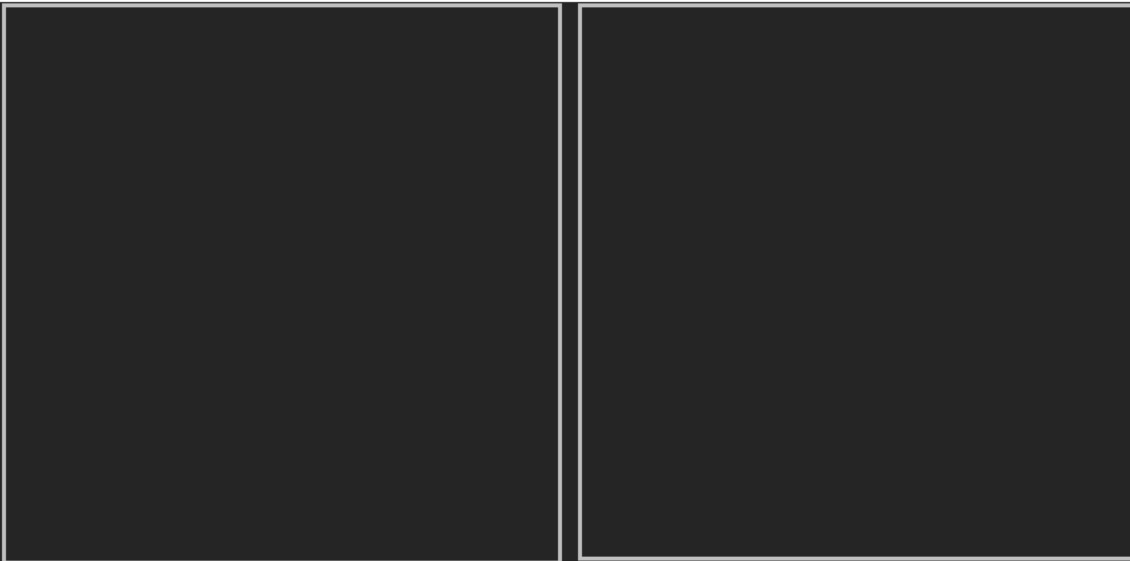


**Includes:** Landing Pad, 128GB microSD XC Card and Cleaning kit and 2-day shipping. A **\$100** value

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*May's equipment spotlight is on the*  
**Elistair Ligh-T v.4 Drone Tether Station**

---



Tethered drones are a valuable tool with a broad spectrum of capabilities and uses that benefit many different sectors. Public safety operations use tethered drones to establish perimeters or to enforce crowd control, as well as your local news station broadcasting on-scene coverage.

Having a mobilized drone station allows operators to move the flight area without needing to land the drone first. A surprising use of tethered drones is for precision agriculture. Farmers can closely monitor crops, which provides the necessary information needed to manage the plants and boost yield.

Especially helpful for search and rescue missions; their small size also allows them to get close-ups of areas a helicopter would not be able to and drop in needed supplies to rescuers and survivors.

---

## Consider the many benefits of a Tethered drone system:

### Sustained Operation

The continuous power delivered to Tethered drones make them relentless systems that can remain airborne for hours, if not indefinitely. elp.

### Secure Data

The tether means secure communications; immune to interference and threat of jamming.

### Safe Operation

In crowded areas, public safety is essential. The tethered drone is dramatically more reliable than alternatives.



## Ease of Use

Designed for easy transport and deploys on any type of terrain. The Ligh-T is compact and fully operational in seconds.

---

## The Tethered Station For All Your Mission

Designed to withstand harsh transport conditions and deployable on any type of terrain, Ligh-T V.4 can be operational in seconds through its Dual Mode Tether Management.

***20 Compatible drones***

***1200 W Power***

***70 M Hovering Altitude***

***10.5 g/m Tether weight***

If you believe your agency would benefit from the Elistair Ligh-T station, contact us today for more details and pricing information.

[Contact Us](#)

## Video of The Week

***Elistair Ligh T 4 - Compact  
Tethered Drone Station Review***

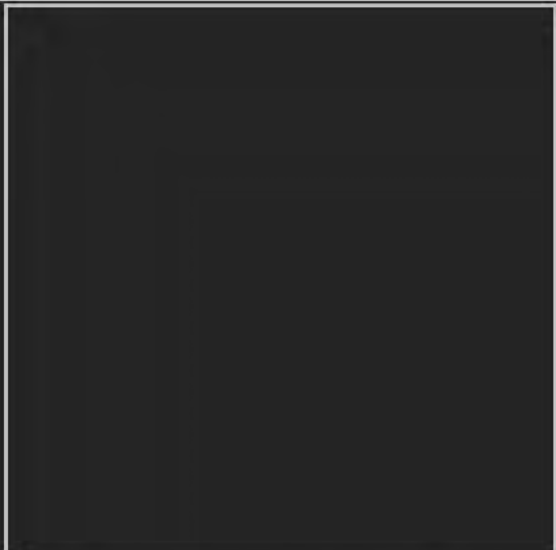
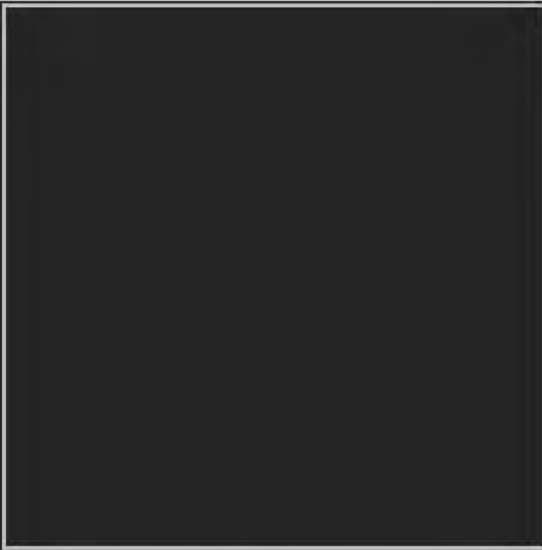
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**Autel EVO II Dual w/ FLIR 640  
Thermal Sensor & 8K Camera**

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See incredible detail in dark environments from up to 450+ feet with the EVO II Dual's **FLIR Boson 640 thermal sensor**. Combine your thermal capabilities with the **Dual's 8K/48MP visual camera** and see the power of aerial intelligence. 12 visual sensors provide omnidirectional obstacle avoidance and with no geofencing you'll never have to worry about be grounded when operations are mission critical.



**FLIR Boson 640 Thermal Camera**



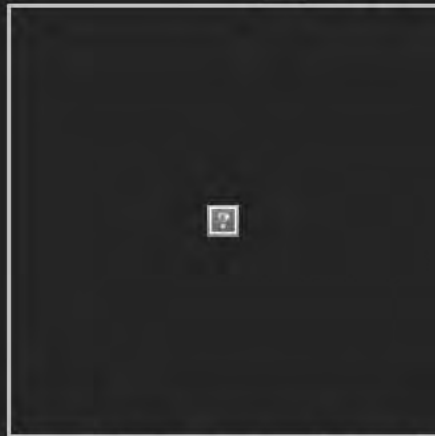
**38 Min Flight Time**



**45 MPH Max Speed**



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




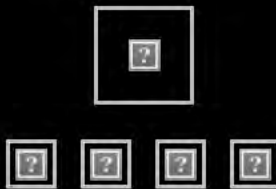
**DJI Mavic 2 Enterprise Advanced**

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The all NEW DJI Mavic 2 Enterprise Advanced features a high-resolution **640 thermal camera** and a **48MP visual camera** with a 1/2" CMOS sensor. Professionals and public safety operators alike will be able to make informed decisions by quickly identifying objects on site. The new M2EA is the ideal tool for users in law enforcement, firefighting, search and rescue, inspection, and beyond

-  **640 x 512 px Thermal Camera**
-  **48MP Visual Camera**
-  **32X Digital Zoom**
-  **10 KM Full HD Transmission**
-  **Centimeter Accuracy with RTK Module**



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## How it works

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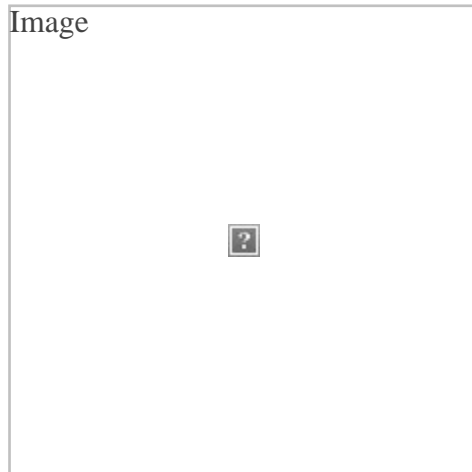


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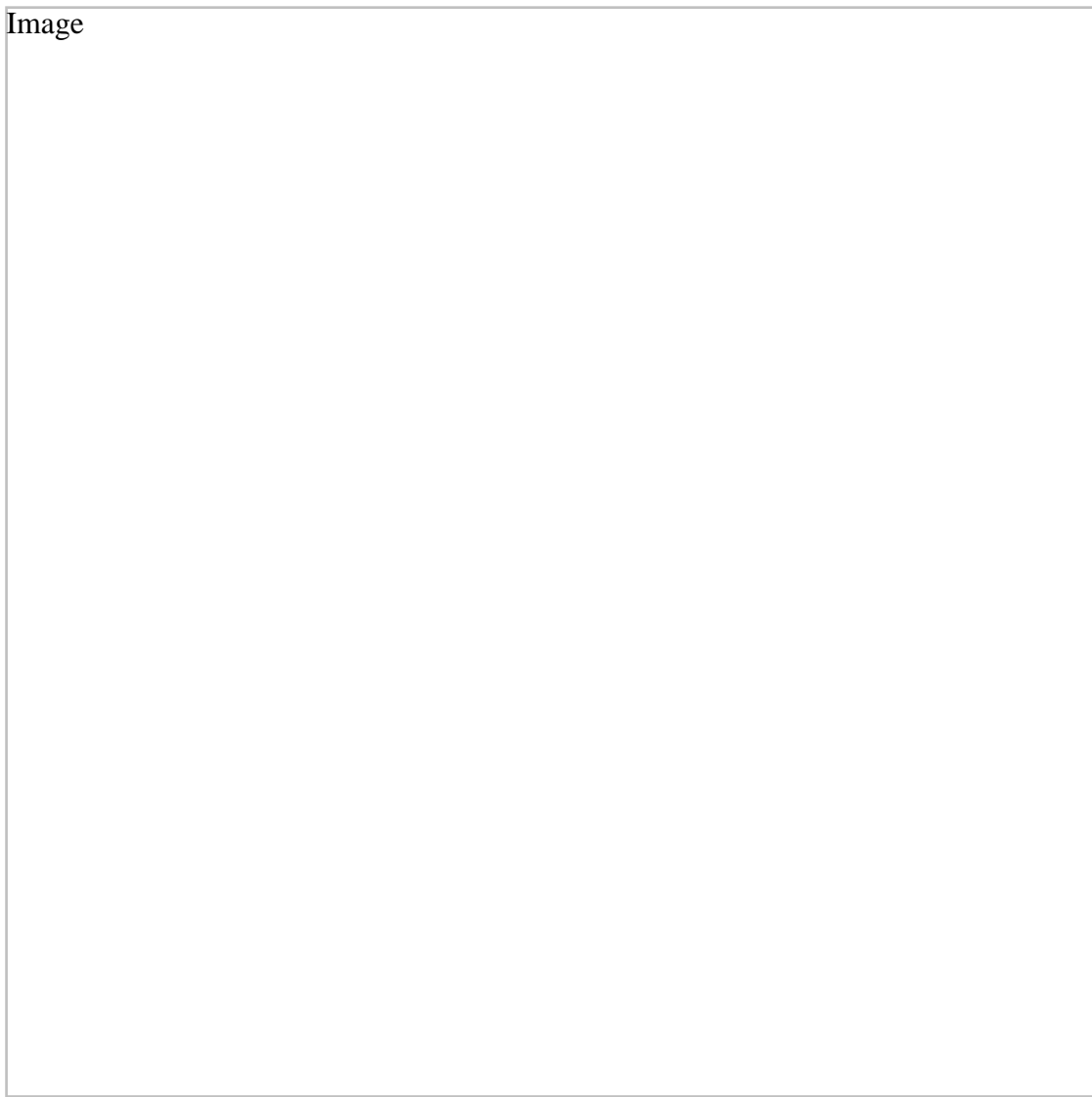
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Clearview can find matches even if a suspect grows a beard, wears glasses or headwear, appears in low light or at odd angles, or even if they're in a group photo. It's no wonder Clearview's accuracy rate is **above 98.6% — #1 worldwide.**

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**Over 400 law enforcement agencies nationwide** are already using Clearview to solve crimes and save lives, ranging from local police departments to state troopers to federal agencies. Our technology has enabled law enforcement to:

- Break up an online child pornography ring and rescue a 7-year-old girl
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**Date:** Tuesday, November 14, 2017 4:17:17 PM

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 **IACLEA e-Newsletter November 14, 2017 Volume 6, Issue 11**

## **From the Desk of the Executive Director**

Moving the Needle by Training—IACLEA Adds Another New Series of Training Opportunities  
By Executive Director Sue Riseling

All public safety leaders strive to select the best people available and then train them to do their job in the manner we desire. Establishing first-rate basic training for our staff is fundamental to every leader's responsibilities.

For many years IACLEA has held the Annual Conference & Exposition and the Executive Development Institute (EDI) for our members. Throughout the years, IACLEA has periodically developed specialty trainings. Just five months ago IACLEA hired full-time Director of Training Josh Bronson. Josh has been creating and developing training programs ever since. If you haven't looked at the calendar feature on the IACLEA website, you could be missing out on great opportunities for yourself and your staff.

### **Universal Issues Series—(New!)**

This series will focus on the challenges we all face, regardless of size of institution, sworn and non-sworn, urban and rural. The first in our series is: Sexual Assault on Campus: A Trauma Informed Response. This day-and-a-half, in-person training will be offered at member institutions in Arizona, Louisiana, and Washington, DC, in January of 2018. Registration is now open, and members receive a discount. Visit [www.iaclea.org/trauma-informed-sexual-assault-investigations](http://www.iaclea.org/trauma-informed-sexual-assault-investigations)

The second in this series will convene in February of 2018 and will address Mental Health Concerns on Campus. The locations are being selected and will be announced soon.

### **Webinars Continue**

In the fall of 2016 we revived our webinar series and the series is going strong. Visit [www.iaclea.org/calendar](http://www.iaclea.org/calendar) for upcoming webinars.

**(New!)** IACLEA has added to our monthly webinars through our partnership with the Clery Center to offer quarterly webinars on the important and ever-shifting world of Clery. Webinars are free to members.

### **Emerging Issues Series**

Trainings in IACLEA's Emerging Issues series are presented in two forms. We strive to conduct an 8-hour, in-person training, at four locations in the United States, within a 40-day window on a topic that has emerged that we all now face. Our first series was in March of 2017 and dealt with violent protests. Our second series, "When Hate Comes to Campus," occurred in October 2017. These trainings are offered to members for little cost.

**(New!)** We have added to our Emerging Issues series a conference call format. This service will attempt to conduct a 45-minute call within ten days of a major incident in the United States or Canada featuring experts on the topic. Our first call-in followed the Las Vegas tragedy and dealt with active shooters. It was so popular that we were asked to repeat it, and we were glad to hold a second call. This service is free to members.

We are currently working on bringing you training on the dangers of Fentanyl. Check our website periodically for updates and topics. Trainings and other timely information is also included in the announcements section of the News Digest, which is published Mondays, Wednesday, and Fridays.

---

## IACLEA and the Police Foundation Explore Collaborations

IACLEA Executive Director Sue Riseling and Director of Government and External Relations Jeff Allison met November 9 with Jim Burch, vice president for strategic initiatives at the [Police Foundation](#), in Washington, DC, to discuss important issues: research on campus policing, standards for Accreditation, the inclusion of universities in the National Averted School Attacks Database, and IACLEA's ongoing relationship with the National Law Enforcement Partnership to Prevent Gun Violence.

The Police Foundation is interested in expanding its policing research to include campus law enforcement. An example is the Officer Involved Shooting (OIS) database maintained by the Foundation. It was agreed that we would work on this initiative over the next six months.

Another potential collaboration is IACLEA's desire to expand the National Averted School Attacks Database to include colleges and universities. The database, which is funded by the US Department of Justice, currently focuses on K – 12 schools. The Police Foundation supports inclusion of institutions of higher education in the database.

The Police Foundation administers the [National Law Enforcement Partnership to Prevent Gun Violence](#), of which IACLEA is a member. The meeting participants discussed a number of challenges related to the endorsement of policy statements developed by the Partnership. Options for addressing these challenges were identified and will be explored going forward.

The mission of the Police Foundation is to "advance policing through innovation and science."

---

## Association Business

### Webinar this Thursday: November 16, 1 – 2:30 pm EASTERN

Key Takeaways from the Penn State Investigation.

Mike Webster, director for regulatory compliance with Marqolis Healy & Associates (MHA), will present an overview of critical lessons learned and key takeaways from the US Dept. of Education's review of Penn State Clery Act compliance. Webster was on the MHA team that helped Penn State prepare for the site visit by DoED, and he assisted the university with enhancements to its Clery Act compliance efforts.

This is free to IACLEA members, but registration is required. Please visit [www.iaclea.org/calendar](http://www.iaclea.org/calendar) to register. IACLEA thanks our friends at [Allied Universal](#) for their sponsorship of this webinar.



---

### NEW Trainings Coming in January. Sexual Assault on Campus: A Trauma Informed Response

Registration is now open for IACLEA's newest trainings ***Sexual Assault on Campus: A Trauma Informed Response***, which will occur in January 2018. IACLEA will provide the trainings at members institutions in Tempe, Arizona (Arizona State University, January 9-10), New Orleans, Louisiana (Tulane University, January 11-12), and Washington, DC (American University January 18-19). These trainings are part of IACLEA's new Emerging Issues series, one of IACLEA's new offerings in its expanded training program that new Director of Training Josh Bronson is developing.

The training would be useful for campus law enforcement and public safety personnel, and municipal law enforcement officers. The training is for sworn and non-sworn officers of both public and private, two-year and four-year institutions. The cost is \$295 for IACLEA members and \$395 for non-members. [Register now.](#)

The training will run for 1½ days. The curriculum will address:

- the science of trauma and how it impacts victims
- how to obtain information from victims who may be experiencing the effects of trauma
- investigative strategies, including discussing consent
- understanding Title IX and how to work with campus entities on investigations and resolution.

---

## Save the Date(s)

See [IACLEA.org/calendar](http://IACLEA.org/calendar) for all scheduled trainings, webinars, and meetings. Make sure to mark your calendars for these important events in 2018:

- March 7 ..... Capitol Hill Day, Washington, DC
- March 19 – 23 ..... Executive Development Institute, Florida State University
- June 29 – July 2 ..... Annual Conference & Exposition, Orlando, Florida

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## Agency Spotlight

This month, we highlight Vanderbilt University in the Agency Spotlight. If you would like your agency featured, please submit a short write-up, at [iaclea.org](http://iaclea.org).

### Vanderbilt University

Led by Associate Vice Chancellor and Chief of Police August Washington, the mission of Vanderbilt University Public Safety (VUPS) is to be the professional and comprehensive law enforcement agency providing safety and security services to Vanderbilt University, Vanderbilt University Medical Center, and Vanderbilt Health at One Hundred Oaks. VUPS is committed to service and dedicated to the protection and security of the entire Vanderbilt community.

VUPS provides services to the Vanderbilt community through the Vanderbilt University Police Department (VUPD), Parking Services, and the Office of Emergency Preparedness, Fire and Workplace Safety.

VUPS maintains national, international, and state-level Accreditation through CALEA (Commission on Accreditation for Law Enforcement Agencies), IACLEA (International Association of Campus Law Enforcement Administrators), and TLEA (Tennessee Law Enforcement Accreditation).

VUPS is part of an elite group of college public safety agencies in the country that are accredited by CALEA and IACLEA. Accreditation is an important part of the VUPS mission to serve the Vanderbilt community with excellence and professionalism. [Read more](#)

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CALENDAR

ASSOCIATION NEWS

IACLEA | 1110 Bonifant Street, Suite 220 | Silver Spring, MD 20910  
[www.iaclea.org](http://www.iaclea.org) | [info@iaclea.org](mailto:info@iaclea.org) | (855) 4-IACLEA



**From:** [IACLEA Headquarters](#)  
**To:** [Felipe E Garza](#)  
**Subject:** IACLEA e-Newsletter, October 2017  
**Date:** Tuesday, October 10, 2017 2:12:59 PM

---

 **IACLEA e-Newsletter October 10, 2017 Volume 6, Issue 10**

Today we have in our hearts IACLEA member institution Texas Tech University following the horrible tragedy in which Officer Floyd East, Jr., was killed. President Bousquet has placed a call to Chief Bonath at Texas Tech, offering our condolences and support. Our thoughts and prayers are with the agency and entire TTU community today. Please see the homepage of [iaclea.org](http://iaclea.org), Recent News, for a statement on this incident.

---

## **From the Desk of the Executive Director**

### ***The Meaning Behind Being the Leading Authority for Campus Public Safety by Sue Riseling, Executive Director***

The IACLEA Board of Directors decided a few years ago that the "tagline" and goal of IACLEA was to be "The Leading Authority for Campus Public Safety." Many things comprise being the "leading authority" on anything. In campus public safety it means understanding what is happening, why it is happening, where it is happening, and knowing what to do about it moving forward so campuses can remain safe. This comes with challenges, risks, and rewards.

One medium to advance the goal is to be the "go-to" source for the media, general public, parents, students, faculty, and campus staff, as well as government officials and aligned professional associations. It also means speaking out, and, in many cases, doing so first.

IACLEA is now regularly featured in national media outlets with international reach, such as the Associated Press, The New York Times, The Washington Post and The Los Angeles Times. Outlets with audiences important to IACLEA's mission also feature us, including The Chronicle of Higher Education, Politico, The Huffington Post, and even National Public Radio - all of which have featured our organization in the last six months. In fact, between June 2017 and September 2017, IACLEA had at least 1,218 media mentions.

What does the "leading authority" actually do? After high-profile incidents, the public only sees snippets of what may have happened, leading them to ask many questions. IACLEA spokespeople seek to educate reporters, whose stories, in turn, educate members of the public who are unfamiliar with police training and practices.

Each IACLEA spokesperson is a subject-matter expert. Based on our long careers, incidents we have managed, and years of training, it is this expertise that makes each of us, and IACLEA, relevant to reporters, allowing us to educate them and the general public.

How do we do this? When news outlets contact IACLEA, we first vet to ensure the reporters are who they claim to be and seek to determine what are they looking for in terms of storylines and "angles." In most instances, the media requests are vetted through our director of communications before being assigned to a spokesperson. Biographical information for the spokesperson is also shared with the reporter so it's clear the spokesperson's remarks are rooted in professional knowledge and experience. This enhances IACLEA's credibility and lends to being the "leading authority."

IACLEA's goal is to enhance the campus public safety profession and help explain things to the public when situations place campus public safety in the spotlight. This is a key element of being the leading authority.

---

## **IACLEA President David Bousquet Recommended Modifications to the Clery Act at a DoED Hearing on Regulatory Reform**

IACLEA President David Bousquet testified October 4 before the U.S. Department of Education Task Force on Regulatory Reform, suggesting modifications to the federal Clery Act. The hearing is part of President Trump's initiative on regulatory reform, issued by [executive order](#) on February 24, 2017.

Bousquet reasserted IACLEA's support for the goals of the Clery Act, stating, "we believe that, overall, it has helped enhance the safety of our campus communities. Our members attempt to faithfully carry out the provisions of the Clery Act on a daily basis."

He testified that some of the statute's implementing regulations and sub-regulatory guidance are unclear and add to the compliance challenges for colleges and universities without a corresponding increase in student, faculty, and staff safety.

Bousquet highlighted three areas in which that occurs and suggested Clery requirements be lifted.

[READ MORE](#)

---

## **NEW Active-Shooter Training Conference Call. October 11 at 1 pm EASTERN**

The horrific massacre in Las Vegas, Nevada, further demonstrates the need for continued vigilance and training by all agencies regarding active-shooter response from law enforcement and public safety agencies. The Las Vegas Metropolitan Police Department did an outstanding job responding to the emergency. Now nearly every public safety official has asked themselves: are WE ready?

Please join IACLEA as we host an Emerging Issues series conference call training on Active Shooters with Supervisory Special Agent (SSA) James Green, unit chief of the Violence Reduction Unit of the FBI, and Corporal Scott Wanek from the Arlington County (Virginia) Police Department. SSA Green and Corporal Wanek will discuss lessons learned from the FBI's active-shooter research, including initial response considerations, initial on-scene command considerations, equipment considerations, and ways to prepare and train for active-shooter events.

The call will take place on October 11, 2017, at 1 PM EDT and last for approximately 45 minutes. Pre-registration is not necessary. The call is **free** for all IACLEA members. Submit questions to the presenters in advance to IACLEA's Director of Training, Josh Bronson, at [jbronson@iaclea.org](mailto:jbronson@iaclea.org).  
Conference call login instructions:

By Telephone:  
Dial: +1 (267) 930 4000  
Meeting ID: 124 551 065

---

## **ASSOCIATION BUSINESS**

### **Call for Proposals DEADLINE APPROACHING: October 23, 2017**

IACLEA invites you to submit a proposal to present a workshop during the 2018 Annual Conference & Exposition June 29–July 2, 2018, in Orlando, Florida. The call for proposals is open; you can find instructions and the application form here: <https://www.iaclea.org/call-for-proposals>. The deadline is October 23, 2017.

Presenting is a great way to share knowledge, spread best practices, discover new tactics, and better the profession. Please consider participating as a presenter.

---

### **Distance Learning: Webinars. Registration OPEN for October and November Webinars**

#### ***Policy Development for Campus Public Safety, October 26, 2017, 1 pm ET***

This 90-minute workshop will address the importance for campus public safety agencies to develop and maintain an effective system of written directives. The presentation will review the types of written directives, the process for creating them, effective writing styles, and methods to ensure their implementation. [LEARN MORE & REGISTER](#)

#### ***Key Takeaways from the Penn State Investigation, November 16, 2017, 1 pm***

Mike Webster, director for regulatory compliance with Marqolis Healy & Associates (MHA), will present an overview of critical lessons learned and key takeaways from the U.S. Department of Education's review of Penn State Clery Act compliance. Webster was on the MHA team that helped Penn State prepare for the DoED site visit, and he assisted the university with enhancements to its Clery Act compliance efforts. [LEARN](#)

## MORE & REGISTER

The December Webinar topic will be posted soon. In January the Webinar topic will be Building an Effective Campus Police Social Media Program, with Lt. Tony Leonard of Georgia Tech PD. Stand by for details on both of these events.

---

### **National Prescription Drug Take-Back Day: October 28, 2017**

IACLEA is proud to partner with NASPA (student affairs administrators in higher education) and the U.S. Drug Enforcement Administration (DEA) to promote campus public safety agencies' participation in the **14th National Prescription Drug Take-Back Day**, October 28, 2017.

We hope your agency will participate and sponsor a take-back location on your campus or partner with your local law enforcement agency to set up a community drug take-back location that your students can easily access. You can reach the DEA representative in your state at:  
[www.deadiversion.usdoj.gov/drug\\_disposal/takeback/poc.htm](http://www.deadiversion.usdoj.gov/drug_disposal/takeback/poc.htm).

In 2016, approximately 12 percent of college students reported using prescription drugs that were not prescribed for them within the past year. According to the DEA, drug take-back days have resulted in the "anonymous collection and safe disposal of more than 4,050 tons of pharmaceuticals."

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### **NEW Trainings Coming in January: Trauma Informed Sexual Assault**

As part of IACLEA's expanded training program that new Director of Training Josh Bronson is developing, IACLEA will provide ***Sexual Assault on Campus: A Trauma Informed Response*** training in January 2018, in Phoenix, Arizona, New Orleans, Louisiana, and Washington, DC (at American University January 18-19). Participants will include campus law enforcement and public safety personnel.

The training will run for 1 ½ days. The curriculum will address:

- the science of trauma and how it impacts victims
- how to obtain information from victims who may be experiencing the effects of trauma
- investigative strategies, including countering the consent defense
- understanding Title IX and how to work with campus entities on investigations and resolution.

Bronson was lead sexual assault investigator at the University of Maryland, College Park, and has been an instructor for the International Association of Chiefs of Police. With his background, Bronson will tap his national network of trainers to make sexual assault and Title IX trainings more prominent on future IACLEA training rosters. Watch [iaclea.org](http://iaclea.org), the News Digest, and future e-Newsletters for details.

---

### **New Headquarters Info—Patches Needed!**

IACLEA has opened a new headquarters in the Washington, DC, area.

Please update your devices with all our new information:

1110 Bonifant Street, Suite 220, Silver Spring, MD 20910  
New phone number (toll-free in the United States): 855-4IACLEA  
New fax number: 202-618-8841

Please help us decorate our new digs: visit and drop off your department patch or send one to us by mail for our new collection! Thanks to all the agencies that responded last month!

---

### **It's October. Do You Know Your Dues Status?**

If you were busy with back-to-school prep and missed the August 31 deadline to submit your 2018 IACLEA

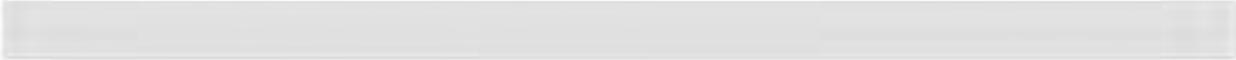
dues, we get it. But, please pay your dues ASAP. Renew today at [iaclea.org](http://iaclea.org) or contact [info@iaclea.org](mailto:info@iaclea.org) for assistance.

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**From:** [International Association of Campus Law Enforcement Administrators](#)  
**To:** [Andres Hernandez](#)  
**Subject:** IACLEA-L Digest for Friday January 17, 2020  
**Date:** Friday, January 17, 2020 4:14:56 AM

## IACLEA-L

[Post New Message](#)

**Jan 16, 2020**

### Discussions

started 13 hours ago, [Altmann Pannell](#) (0 replies)

**[DEA releases strategic planning guide to prevent drug use among college students](#)**

[Greetings Members, The U.S. Drug Enforcement...](#)  [Altmann Pannell](#)

started 2 days ago, [John Harbeck](#) (4 replies)

**[Lock down vs Lock out](#)**

[All: The whole concept of "lock down" vs lock...](#) [Susan Riseling](#)

started 8 days ago, [William Ivie](#) (6 replies)

**[Comfort Canines/Therapy Dogs](#)**

[I would like to receive this information about...](#) [Paul DuPree](#)

[top](#)

[next](#)

1. [DEA releases strategic planning guide to prevent drug use among college students](#)

[Reply to Group Online](#)

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Jan 16, 2020 3:19 PM |  [view attached](#)

[Altmann Pannell](#)

Greetings Members,

The U.S. Drug Enforcement Administration today released *Prevention with Purpose*:



*A Strategic Planning Guide for Preventing Drug Misuse Among College Students.*  
This new publication provides a road map for college and university-based prevention professionals to address campus-wide drug misuse issues. This guide is intended to bridge that gap, by providing a road map for university prevention professionals to collaborate with a wide range of stakeholders, from students to administrators, to address campus-wide drug misuse issues.

Prevention with Purpose is DEA's latest effort to support drug misuse prevention on college campuses and in surrounding communities. It serves as a clear and concise "how to" guide for systematically measuring the scope of drug misuse issues; building relationships with key stakeholders; and planning, implementing, and evaluating drug misuse prevention efforts. The guide also includes a complete set of tips, tools, and worksheets to assist in applying prevention strategies.

Please find the Prevention with Purpose document attached. For more information and to receive updates on campus-based drug misuse prevention efforts, visit [www.campusdrugprevention.gov](http://www.campusdrugprevention.gov).

Sincerely,

-----  
Altmann R. Pannell, MPA  
Director of Government and External Relations  
International Association of Campus Law Enforcement Administrators  
Silver Spring MD  
United States  
-----

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2. [Re: Lock down vs Lock out](#)

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Jan 16, 2020 10:08 AM  
[Susan Riseling](#)

All:

The whole concept of "lock down" vs lock out can turn out to be complex in a real situation as opposed to the hypothetical. Over the last several years I have had the opportunity to review and discuss these matters with campuses that have had shootings and how they handled the "lock down". Some had success while others turned into quite a struggle.

Depending on the size of your campus or if you have satellite campuses a "one button" complete locking of all the buildings may not be the best idea. Satellite campuses should have systems that can be sectioned off from the complete lock down function. Large campuses might consider the idea of a "hot zone" nearest the emergency to lock down, warm zone and then cold zone (remains unlocked and functioning normally.) Access control systems of today can be zoned or geo-fenced to make this possible.

In a shooting (as opposed to just a report of a shooting), a challenge arises of how long are you going to keep people locked down. How do you make the determination to release buildings or not. If you think this through (do you have to physically clear every building?, What are the criteria? etc) in advance this will aid you when the time comes. For some, the real time pressure of the event, has caused some to manage the incident and "forget" they have locked in 10's of thousands of people. On some campuses long lock downs have caused more stress for a greater number of people than the actual event.

All the comments on this thread have been terrific and at a minimum having an override for police and other key staff is truly critical. However, before you "lock" everything down - think through its ramifications and your own "exit" strategy.

-----  
Sue Riseling  
Executive Director  
International Association of Campus Law Enforcement Administrators  
-----

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-----  
Original Message:  
Sent: 01-14-2020 15:53  
From: John Harbeck  
Subject: Lock down vs Lock out

I am looking for opinions on what is best practice related to the mode doors go into when a lockdown is implemented. Currently when our "Lock Down:" buttons are activated all campus exterior doors to go into a "Lock Out" mode disabling all electronic access credentials(FOB or ID Card) and only allowing access via a physical key. I am looking for thoughts on going with this function as opposed to continuing to allow access via a valid electronic access credential. What modes do your exterior doors enter when "locked Down" with your access system.

Thank you in advance.

---

John C. Harbeck  
Director  
Department of Campus Public Safety  
George Williams College  
350 Constance  
Williams Bay, WI 53191  
Phone 262-245-8508  
[jharbeck@gwc.aurora.edu](mailto:jharbeck@gwc.aurora.edu)

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3. [Re: Comfort Canines/Therapy Dogs](#)

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Online](#)

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Jan 16, 2020 9:18 AM  
[Paul DuPree](#)

I would like to receive this information about canines as well.

---

Paul DuPree, Director  
Department of Public Safety  
Rowan Cabarrus Community College  
P.O. Box 1595  
Salisbury, NC 28145-1595  
Office 704.216.7230

---

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Original Message:  
Sent: 01-15-2020 17:01  
From: Klay Peterson  
Subject: Comfort Canines/Therapy Dogs

I would like to have information on the Comfort Canine program as well. Thank you.

Klay Peterson  
Chief of Police  
University of South Carolina Upstate  
(864)503-5254  
[kpeterson@uscupstate.edu](mailto:kpeterson@uscupstate.edu)

-----  
Klay Peterson  
Chief of Police  
University of South Carolina Upstate  
Spartanburg SC  
United States

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**From:** [International Association of Campus Law Enforcement Administrators](#)  
**To:** [Andres Hernandez](#)  
**Subject:** IACLEA-L Digest for Thursday December 31, 2020  
**Date:** Thursday, December 31, 2020 4:05:30 AM

---



## IACLEA-L

[Post New Message](#)

Dec 30, 2020

### Discussions

started yesterday, [Courtland Hooper](#) (1 reply)

#### [Digital Clery Documentation](#)



1. [Good morning Capt. I hope you and those in your...](#) [Michael Webster](#)

#### 1. [Re: Digital Clery Documentation](#)

[Reply to Group](#)  
[Online](#)

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Dec 30, 2020 11:22 AM

[Michael Webster](#)

Good morning Capt. I hope you and those in your circle are healthy, and you're glad path into the new year is easy. It is possible to save everything digitally. I'm happy to talk it through with you. Please give me a call if you want to talk. I'm at 717-353-9070. All my best wishes.

Mike

---

Michael Webster, Director for Regulatory Compliance  
Margolis Healy  
[mwebster@margolishealy.com](mailto:mwebster@margolishealy.com)  
717-353-9070

---

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-----  
Original Message:

Sent: 12-29-2020 10:05

From: Courtland Hooper

Subject: Digital Clery Documentation

Does anyone know if you can store all of your Clery documentation in digital form? I am thinking about the current and past records that were used to develop the criminal statistics in the ASR. Thank you for your help.

Courtland Hooper, Captain

Police Administration

Augusta University Police Department

524 15<sup>th</sup> Street, HT Annex II | Augusta, GA 30912

Phone: (706) 721-2727

Cell: (706) 305-6696

Sent from [Mail](#) for Windows 10

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**From:** [International Association of Campus Law Enforcement Administrators](#)  
**To:** [Andres Hernandez](#)  
**Subject:** IACLEA-L Digest for Thursday May 7, 2020  
**Date:** Thursday, May 7, 2020 4:02:52 AM

---



## IACLEA-L

[Post New Message](#)

May 6, 2020

### Discussions

started 16 hours ago, [Michael Webster](#) (0 replies)

#### **[ED Releases the new Title IX Regulations](#)**



[Good Morning and I hope this finds you and yours...](#) [Michael Webster](#)

started 21 hours ago, [Josh Bronson](#) (0 replies)

#### **[Webinar Recording: The New Normal - Getting Ahead of Higher Ed's Budget Crisis](#)**



[Hello IACLEA members. Please see below for a...](#) [Josh Bronson](#)

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[next](#)

#### 1. [ED Releases the new Title IX Regulations](#)

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May 6, 2020 12:04 PM

[Michael Webster](#)

Good Morning and I hope this finds you and yours healthy. ED has released the new Title IX regulations. They are "unofficial" only because they are not yet in the Federal Register. The document is over 2000 pages with the actual regulations beginning on p. 2008. You can review them at [www2.ed.gov/about/offices/list/ocr/docs/...](http://www2.ed.gov/about/offices/list/ocr/docs/...). All my best wishes for a return to health or continued health.

Mike

-----  
Michael Webster, Director for Regulatory Compliance  
Margolis Healy  
mwebster@margolishealy.com  
717-353-9070  
-----

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2. [Webinar Recording: The New Normal - Getting Ahead of Higher Ed's Budget Crisis](#)

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May 6, 2020 7:34 AM  
[Josh Bronson](#)

Hello IACLEA members.

Please see below for a link to the recording of the webinar from yesterday on The New Normal - Getting Ahead of Higher Ed's Budget Crisis. Thank you to our partners at CriticalArc for sponsoring such an important discussion. For security, you will need to briefly register to view or download the recording.

[us02web.zoom.us/rec/share/...](https://us02web.zoom.us/rec/share/...)

Be safe.

Josh

-----  
Josh Bronson  
Director of Training  
International Association of Campus Law Enforcement Administrators  
Silver Spring MD  
United States  
-----



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**From:** [International Association of Campus Law Enforcement Administrators](#)  
**To:** [Andres Hernandez](#)  
**Subject:** IACLEA-L Digest for Tuesday August 11, 2020  
**Date:** Tuesday, August 11, 2020 4:03:48 AM

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## IACLEA-L

[Post New Message](#)

Aug 10, 2020

### Discussions

started 14 hours ago, [Josh Bronson](#) (0 replies)

#### [Inclusive Campus Policing Webinars - Beginning this week](#)



1. [Hello IACLEA members. Please see below for a...](#) [Josh Bronson](#)

started yesterday, [James Nawoichyk](#) (3 replies)

#### [Contract Tracing Policies / Protocols](#)



2. [While "contact tracing" is really a medical...](#)  [Ed Book](#)
3. [EdThanks! Great information. Stay well. Jim ...](#) [James Nawoichyk](#)
4. [Good Morning Jim: I hope you and all in your...](#) [Michael Webster](#)

started 2 days ago, [William Taylor](#) (1 reply)

#### [Retired Mamber Membership Renewals for 2021.](#)



5. [Hello, Chief! While I always enjoy hearing...](#) [Gwen Fitzgerald](#)

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1. [Inclusive Campus Policing Webinars - Beginning this week](#)

[Reply to Group](#)  
[Online](#)

[Reply to Sender](#)



Aug 10, 2020 2:04 PM  
[Josh Bronson](#)

Hello IACLEA members.

Please see below for a 2-part webinar series we are hosting. The first webinar takes place this Wednesday, 8/12/20, at 3 PM eastern and the second will take place on Tuesday, 8/18/20, also at 3 PM eastern.

Be safe, and stay well.  
Josh

# Inclusive Campus Policing - Eliminating barriers to collaboration

## Event Details

**Location:**

Online

**Region:** All

Members

**Type:** Webinar

**Timezone:**

EST

**Start Date:**

August 12,  
2020, 3:00 pm

**End Date:**

August 18,  
2020, 3:00 pm

## Inclusive Campus Policing - Eliminating barriers to collaboration

This two-part webinar series will engage participants in a thoughtful discussion and series of exercises designed to strengthen their understanding of trust, legitimacy and the relationship between these concepts to effective, collaborative policing operations.

During the first webinar, August 12, 2020 at 3:00pm ET, Elissa Buxbaum and Angelic Young will facilitate a discussion on the foundations of trust and legitimacy and the way in which both concepts relate to law enforcement and the communities they serve. Integrated into this discussion is a brief presentation on the history of law enforcement's engagement with marginalized groups and the impact of that history on contemporary relationships. The facilitators will close the conversation by introducing the four key elements of the Inclusive Policing framework (described briefly below).

During the second webinar, August 18, 2020 at 3:00pm ET, facilitators will take participants through the IP framework in-depth, leading participants through a series of exercises designed to draw out what each element of IP means, in practical terms, for participants and how such an approach might be operationalized at their agency. The program will close with a conversation (and exercise, if time) about leadership, resilience, and strategies for bridging communication gaps with communities.

**Facilitators:**

- **Elissa Buxbaum** joined ADL as Director of National College and University Programs in August 2016 after 12 years of experience in higher education. Elissa served as the Associate Director for the Greenfield Intercultural Center at the

University of Pennsylvania, advising student groups, managing diversity training, and teaching courses on cross-cultural understanding. She then went on to a position with the Vice President for Diversity at Colorado State University, managing efforts on campus climate policy, faculty/staff engagement and responding to bias incidents. Elissa Buxbaum received a Bachelor of Arts from Emory University in Psychology and Linguistics and two master's degrees; one in Intercultural Communication from the University of Pennsylvania and the second in Education and Human Resource Studies from Colorado State University.

- **Angelic Young** received her JD from Chicago-Kent College of Law; a BA in Politics from Willamette University and is a Truman National Security Fellow. Ms. Young has worked with law enforcement for nearly 20 years and is ADL's Director of Training for Law Enforcement programs since 2017. She began her career at the US Department of State's Bureau of International Narcotics and Law Enforcement Affairs. She spent nearly a decade at State/INL leading and advising police training and reform missions in Afghanistan, Serbia, Montenegro, Haiti and Iraq. She also spent a year leading the strategic planning and budget development process for all security assistance programs in the State Department's Office of the Director of Foreign Assistance. After leaving federal service, Angelic spent a little over six years at a private foundation with an international security focus helping national governments in Jordan, Finland, Moldova, Liberia and several others to develop more inclusive security governance strategies. Angelic taught as an adjunct professor George Mason University's Schar School of Policy and Government for 13+ years on the topic of international police reform

Please submit questions in advance to Josh Bronson, [jbronson@iaclea.org](mailto:jbronson@iaclea.org) . Participants may also submit questions during the webinars via the Chat function.

[Register Now](#)

Josh Bronson  
Director of Training  
International Association of Campus Law Enforcement Administrators  
Silver Spring MD  
United States

-----

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2. [Re: Contract Tracing Policies / Protocols](#)

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Ed Book



Aug 10, 2020 8:37 AM |  [view attached](#)

[Ed Book](#)

While "contact tracing" is really a medical health term that may necessitate credentialing, we have an extensive protocol set up to follow thru on any any potential person with COVID. Mandatory reporting - students to a Student Affairs contact & employees thru an HR contact. This immediately triggers investigation into the potential exposure, determination of who has been in close contact, & some notifications generally well before someone even takes a test.

[Santa Fe College COVID Exposure Protocol](#)

Several trained staff can conduct the inquiry. The free [Coursera COVID-19 Contact Tracing Training](#) online course can provide some specifics. HR forms to track are attached & Student Affairs uses our Maxient software. Both work well.

And of course, if the health department confirms a positive test, they contact trace those persons.

Hope this helps. Call if I can provide more information.

-----  
Ed Book  
Chief of Police / Emergency Manager  
Santa Fe College  
Gainesville FL  
-----

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Original Message:  
Sent: 08-09-2020 22:23  
From: James Nawoichyk  
Subject: Contract Tracing Policies / Protocols

Hello All!  
I hope this message finds you and your loved ones well.

Does anyone have a contact tracing policy/protocol they would be willing to share?  
We are a small college located about 20 miles N/W of NYC. NYS has a robust program but we will need to have something in place until they are involved or to support their efforts.

Thank you in advance for your assistance!

Stay well!  
Jim

---

James Nawoichyk  
Director of Campus Safety & Security  
St. Thomas Aquinas College  
Sparkill NY  
United States  
845-398-4043  
[jnawoich@stac.edu](mailto:jnawoich@stac.edu)

---

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3. [Re: Contract Tracing Policies / Protocols](#)

[Reply to Group](#)  
[Online](#)

[Reply to Sender](#)



Aug 10, 2020 8:56 AM  
[James Nawoichyk](#)

Ed  
Thanks! Great information.  
Stay well.  
Jim

Sent from my iPhone

[Reply to Group Online](#) [View Thread](#) [Recommend](#) [Forward](#)

---

Original Message:

Sent: 8/10/2020 8:37:00 AM

From: Ed Book

Subject: RE: Contract Tracing Policies / Protocols

While "contact tracing" is really a medical health term that may necessitate credentialing, we have an extensive protocol set up to follow thru on any any potential person with COVID. Mandatory reporting - students to a Student Affairs contact & employees thru an HR contact. This immediately triggers investigation into the potential exposure, determination of who has been in close contact, & some notifications generally well before someone even takes a test.

[Santa Fe College COVID Exposure Protocol](#)

Several trained staff can conduct the inquiry. The free [Coursera COVID-19 Contact Tracing Training](#) online course can provide some specifics. HR forms to track are attached & Student Affairs uses our Maxient software. Both work well.

And of course, if the health department confirms a positive test, they contact trace those persons.

Hope this helps. Call if I can provide more information.

---

Ed Book  
Chief of Police / Emergency Manager  
Santa Fe College  
Gainesville FL

---

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4. [Re: Contract Tracing Policies / Protocols](#)

[Reply to Group  
Online](#)

[Reply to Sender](#)



Aug 10, 2020 12:28 PM

[Michael Webster](#)

Good Morning Jim: I hope you and all in your circle are healthy or quick returning to health. We have a resource on COVID-19 on our website that complies with the most recent ED guidance (April) regarding aspects of managing Clery Act aspects of the institution's pandemic response. You can get a look at it at [COVID-19 and Clery Act Considerations for Institutions of Higher Education](#). You can also keep abreast of our updates via social media or joining our mailing list. All my best for you in what is certainly a challenging fall semester.

Mike

-----  
Michael Webster, Director for Regulatory Compliance  
Margolis Healy  
mwebster@margolishealy.com  
717-353-9070  
-----

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-----  
Original Message:

Sent: 08-09-2020 22:23

From: James Nawoichyk

Subject: Contract Tracing Policies / Protocols

Hello All!

I hope this message finds you and your loved ones well.

Does anyone have a contact tracing policy/protocol they would be willing to share? We are a small college located about 20 miles N/W of NYC. NYS has a robust program but we will need to have something in place until they are involved or to support their efforts.

Thank you in advance for your assistance!

Stay well!

Jim

-----  
James Nawoichyk  
Director of Campus Safety & Security  
St. Thomas Aquinas College  
Sparkill NY



United States  
845-398-4043  
[jnawoich@stac.edu](mailto:jnawoich@stac.edu)

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5. [Re: Retired Mamber Membership Renewals for 2021.](#)

[Reply to Group  
Online](#)

[Reply to Sender](#)



Aug 10, 2020 9:46 AM  
[Gwen Fitzgerald](#)

Hello, Chief!

While I always enjoy hearing from you, we do apologize that you are encountering problems renewing.

I will follow up with you today; and we'll look into the link to see if there is a more macro issue.

Thanks for informing us.

gef

---

Gwen Fitzgerald  
Director of Communications  
International Association of Campus Law Enforcement Administrators  
Silver Spring MD  
United States

---

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---

Original Message:  
Sent: 08-08-2020 05:20  
From: William Taylor  
Subject: Retired Mamber Membership Renewals for 2021.

I have tried to use the "Renew Now" membership links and I am left at a Blank Page for Institutional Renewals. Is there a different link for those of us who have retired, but would like to stay engaged?

Thanks!

Bill

-----  
Bill Taylor  
IACLEA Past President  
Chief of Police (Retired)  
713-858-7537  
Parker, Texas  
United States  
-----

---

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**From:** [International Association of Campus Law Enforcement Administrators](#)  
**To:** [Andres Hernandez](#)  
**Subject:** IACLEA-L Digest for Tuesday December 10, 2019  
**Date:** Tuesday, December 10, 2019 6:09:09 AM

---



## IACLEA-L

[Post New Message](#)

**Dec 9, 2019**

### Discussions

started 3 days ago, [Diane Sweeney](#) (3 replies)

#### Review of Conduct Records for Clery Purposes



[Good Morning Diane and Colleagues: All my best...](#) Michael Webster

[I would be interested in this information as...](#) Lori Abrams

[We meet every Monday morning.](#) John Driskill

[top](#)

[next](#)

#### 1. [Re: Review of Conduct Records for Clery Purposes](#)

[Reply to Group  
Online](#)

[Reply to Sender](#)



Dec 9, 2019 10:32 AM

[Michael Webster](#)

Good Morning Diane and Colleagues:

All my best wishes for the holiday season if you celebrate.

We always recommend a monthly reconciliation meeting amongst key Clery Act crime data stakeholders, i.e. the campus safety agency, student conduct, Title IX, and less commonly, other offices like athletics, greek life, ombuds, and human resources dependent upon their level of Clery Act involvement. Such a monthly reconciliation smooths the data-gathering for the ASR across the calendar reducing the stress of procrastination, and allows identification of pattern offenses across the IHE (connecting the dots).

I hope your semester ends easily look forward to seeing colleagues in New Orleans.

Mike

-----  
Michael Webster, Director for Regulatory Compliance  
Margolis Healy  
mwebster@margolishealy.com  
717-353-9070  
-----

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-----  
Original Message:  
Sent: 12-06-2019 15:15  
From: Diane Sweeney  
Subject: Review of Conduct Records for Clery Purposes

All,

I am curious how many police/security agencies will meet with Student Conduct to review any CSA reports made by Residential Life or reports made to Student Affairs? The purpose of the meeting and review of reports is to collect reported crime information for the Clery Act Daily Crime Log and the Annual Security Report.

If you have a procedure established in writing, could you please share with me. My email is [dsweeney@butler.edu](mailto:dsweeney@butler.edu)

Thanks

Diane

-----  
Diane Sweeney  
Assistant Chief of Administration  
Butler University  
Indianapolis IN  
United States  
317-940-6863  
-----

## 2. Re: Review of Conduct Records for Clery Purposes

[Reply to Group Online](#)

[Reply to Sender](#)



Dec 9, 2019 2:58 PM

[Lori Abrams](#)

I would be interested in this information as well. Thank you.

---

Lori Abrams  
Safety and Security Coordinator  
Casper College  
307-268-2672  
Casper, WY  
United States

---

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---

Original Message:

Sent: 12-06-2019 15:15

From: Diane Sweeney

Subject: Review of Conduct Records for Clery Purposes

All,

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If you have a procedure established in writing, could you please share with me. My email is [dsweeney@butler.edu](mailto:dsweeney@butler.edu)

Thanks

Diane

---

Diane Sweeney  
Assistant Chief of Administration  
Butler University

Indianapolis IN  
United States  
317-940-6863  
-----

[top](#)

[previous](#)

3. [Re: Review of Conduct Records for Clery Purposes](#)

[Reply to Group  
Online](#)

[Reply to Sender](#)



Dec 9, 2019 3:11 PM  
[John Driskill](#)

We meet every Monday morning.

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-----Original Message-----

I would be interested in this information as well. Thank you.

-----  
Lori Abrams  
Safety and Security Coordinator  
Casper College  
307-268-2672  
Casper, WY  
United States  
-----

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discussion, go to [Unsubscribe](#). If you are unable to login contact [info@iaclea.org](mailto:info@iaclea.org) to be unsubscribed.

**From:** [Laura Sheehan](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** If you're accepting applications throughout the summer...  
**Date:** Thursday, March 25, 2021 9:03:51 AM

---



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- Parents

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- Data Targeting/Geofencing
- Website Retargeting

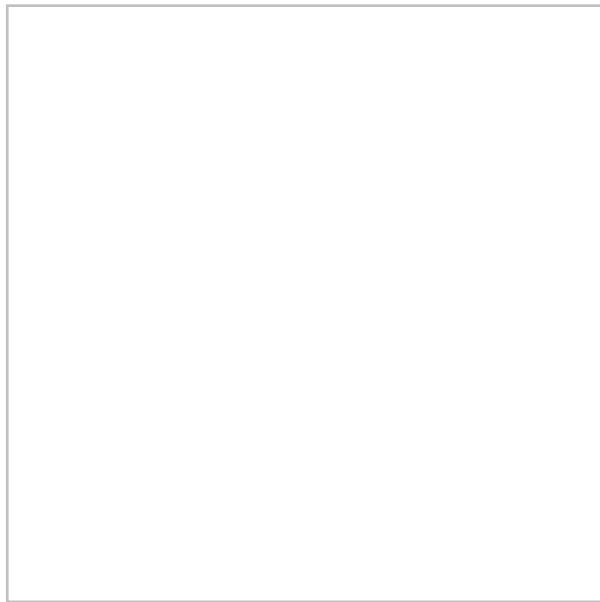
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10-week campaign includes all of the above plus:

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- Hosting of landing pages (if needed)
- Lead Capture with Calls to Action and Form Conversions
- Action tracking including Mobile Phone Calls, Link Clicks, and Location Activity
- Ongoing optimizations to maximize campaign performance
- Daily/weekly reporting of results

Cost: \$6,500 plus media buy

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**From:** [Keith Knowles](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** If you're accepting applications throughout the summer (Last call)  
**Date:** Wednesday, May 5, 2021 10:10:19 AM

---



## Special offer on Summer Enrollment Campaign (Last Call)

If you're accepting applications throughout the summer, get your message out with a **Summer Enrollment Campaign** that reaches:

- Late-to-enroll first-year

students

- Transfer prospects
- Parents

Calculate will create a digital campaign that:

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Cost: \$6,500 plus media buy.

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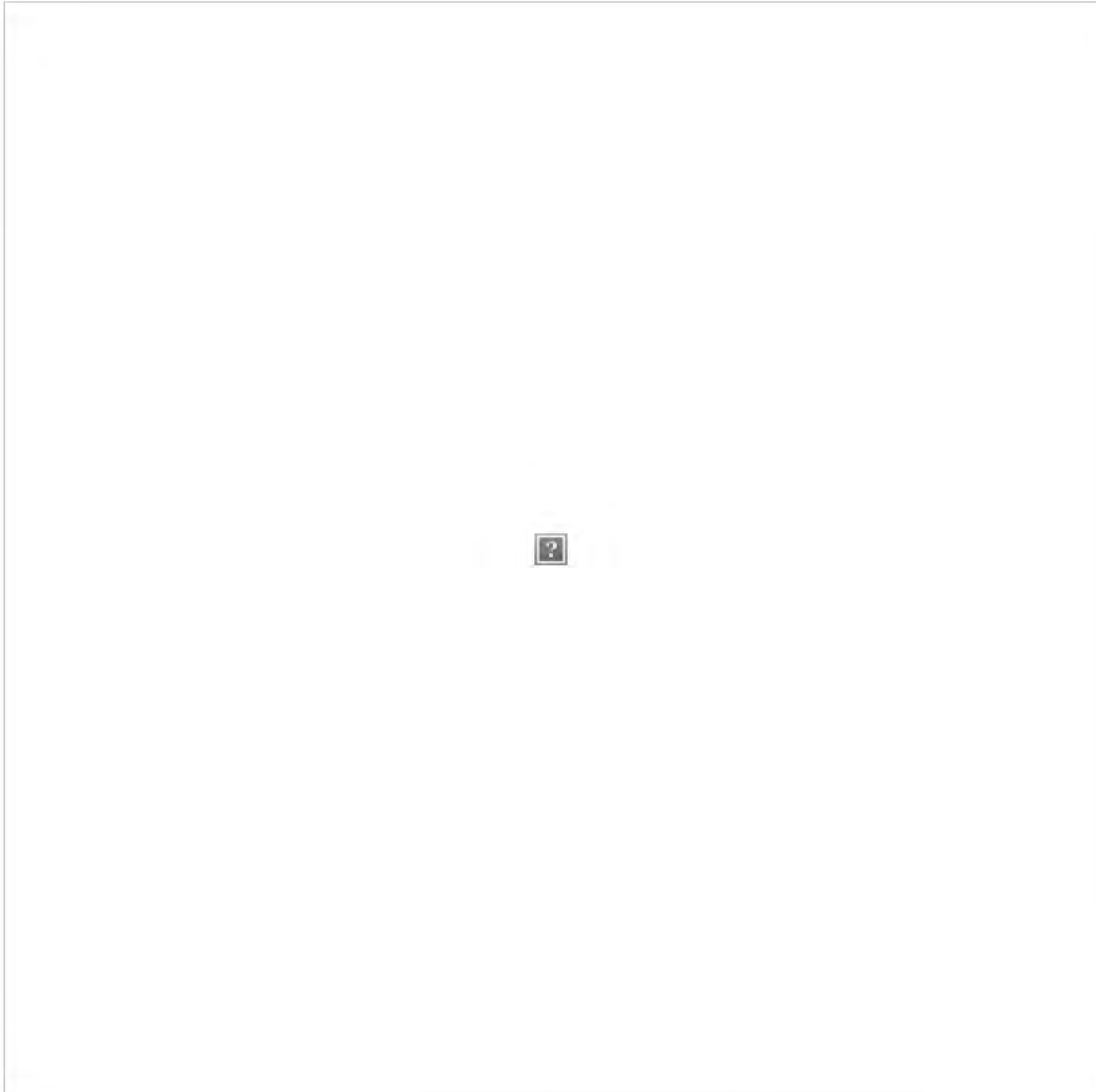
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**From:** [Margolis Healy](#)  
**To:** [Felipe E Garza](#)  
**Subject:** Important Clery Act & Title IX Webinar, Nov. 16  
**Date:** Tuesday, October 31, 2017 12:34:40 PM

---

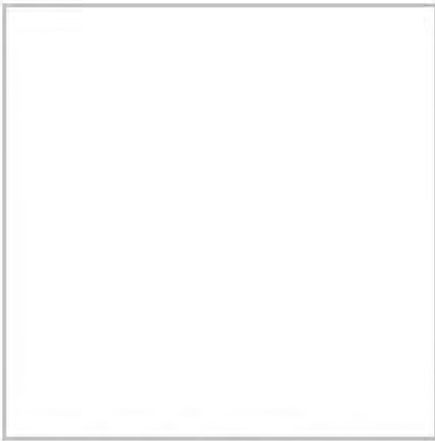






### Key Takeaways from the Penn State Investigation, Nov. 16 Webinar

IACLEA, the International Association of Campus Law Enforcement Administrators is hosting an important webinar, *Key Takeaways from the Penn State Investigation*, on Wednesday, Nov. 16 and registration is open.



The webinar, being presented by Margolis Healy Director for Regulatory Compliance [Mike Webster](#), will offer an overview of critical lessons learned and key takeaways from the U.S. Department of Education's review of Penn State Clery Act compliance. Webster was on the MHA team that helped Penn State prepare for the site visit by DoED, and he assisted the university with enhancements to its Clery Act compliance efforts.

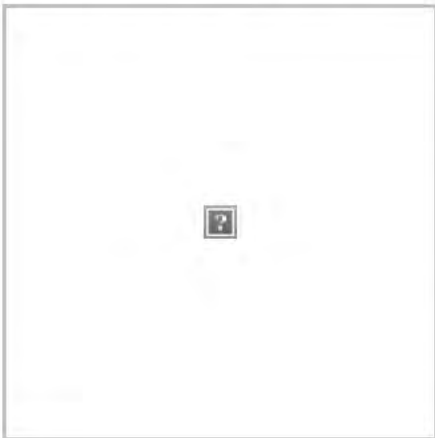
## Other Upcoming Events of Interest

[Margolis Healy](#) is also providing guidance in this area at two other upcoming events, a Nov. 1 conference in Iowa and a Nov. 8 webinar sponsored by [Omnigo Software](#).

Mike will deliver the keynote address, *Federal Compliance Emerging Issues*, Wednesday at the [Campus Safety and Security Summit](#) in Ames, Iowa. The annual summit, sponsored by the Iowa Board of Regents, brings together campus leaders and board members who govern institutions including the University of Iowa, Iowa State University and the University of Northern Iowa. This year, sexual assault and Title IX compliance issues remain hot topics.



Mike Webster



Mike also will lead a Wednesday, Nov. 8 webinar, *Clery Act and Title IX: Recent Changes and Key Takeaways*, hosted by Margolis Healy and sponsored by Omnigo Software.

The Clery Act and Title IX are policies that are continually being updated and changed. Due to the recent revision to the policies, many administrators are curious how their higher education institution may be affected. The webinar focuses on helping campus leaders understand exactly what has changed in the Clery Act and Title IX and how these changes may affect colleges and universities.

Mike has been with Margolis Healy since 2010 and as Director for Regulatory Compliance he focuses on assisting clients in the areas of the Clery Act and Title IX. For nearly 15 years, Mike served as IACLEA's Government Relations Chair and has participated in all three Negotiated Rulemaking sessions hosted by DoED for the Clery Act, including the Violence Against Women Act amendments of 2013. Prior to joining Margolis Healy, Mike served as the Director of Campus Safety at McDaniel College, in suburban Baltimore from 1991 to 2014.

If you have questions about Clery Act or Title IX regulatory compliance, cultural competency

training, or bias incident response assistance contact [Mike](#), 717.353.9070, or visit our [website](#).

[www.margolishealy.com](http://www.margolishealy.com)

866.817.5817

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**From:** [Khrysti Nazzaro](#)  
**To:** [Jesse G Carreon](#)  
**Subject:** Improve Your Digital Ads: Request a Complimentary Strategy  
**Date:** Wednesday, January 22, 2020 9:37:16 AM

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**From:** [Khrysti Nazzaro](#)  
**To:** [Jesse G Carreon](#)  
**Subject:** Improve Your Digital Ads: Request a Complimentary Strategy  
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**From:** [Lt. Frank Borelli, Editor](#)  
**To:** [Todd M. Burris](#)  
**Subject:** InVeris Training Solutions Rebrands from Meggitt to Shape Future of Simulation and Live-Fire Training  
**Date:** Wednesday, October 7, 2020 1:42:12 PM

Newsday | [View online](#)

Newsday

October 07, 2020



## TODAY'S NEWS

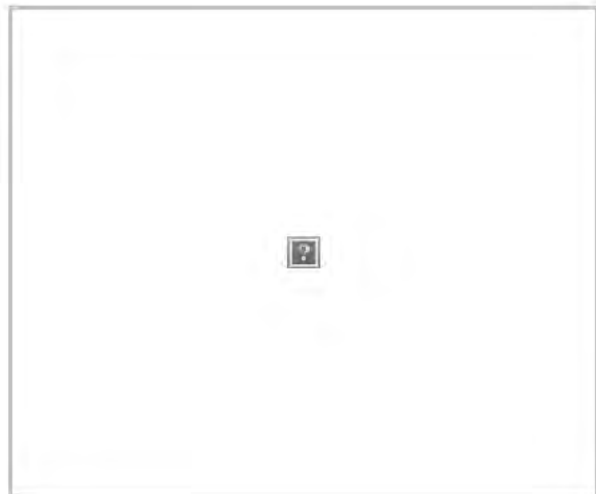
Inveris Logo Stacked Color No Tag



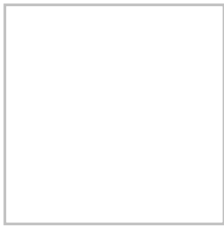
### **InVeris Training Solutions Rebrands from Meggitt to Shape Future of Simulation and Live-Fire Training**

With a history spanning over 90 years of service to the law enforcement and military communities, Meggitt - now...

**Meggitt Training Systems Announces Company Name Change to InVeris Training Solutions**  
With a history dating back to



**New Mexico Police Department Introduces New 'Pawficer'**  
The Farming Police Department is introducing its newest recruit.



1984, InVeris Training Solutions continues to grow and evolve to serve the law...



Meet Baxter, whose job description is...



### New Jersey Police Used 'Geofencing' and Surveillance Video to Identify and Arrest Four Suspects in Shooting at Officers' Home

The Camden County Police Department and several federal

law enforcement partners used high-tech tools in their...



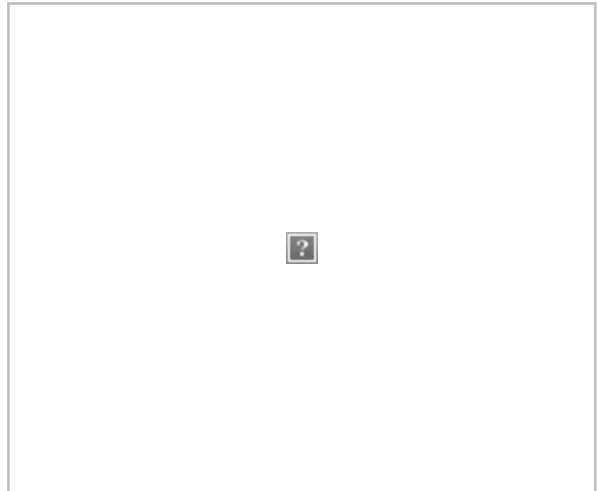
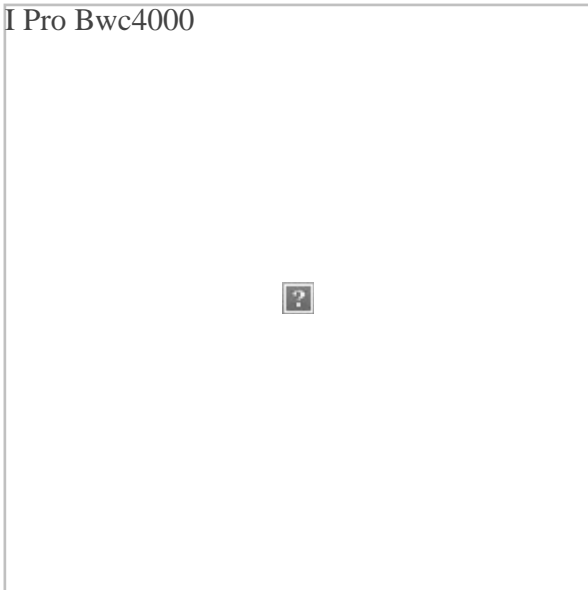
Lapdhq

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### Mission Critical: How to Overcome Four Law Enforcement Communication Concerns

Do you share these communication concerns with other law enforcement



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Every day more and more investigations involve mobile devices. Collecting and reviewing data from these devices in...

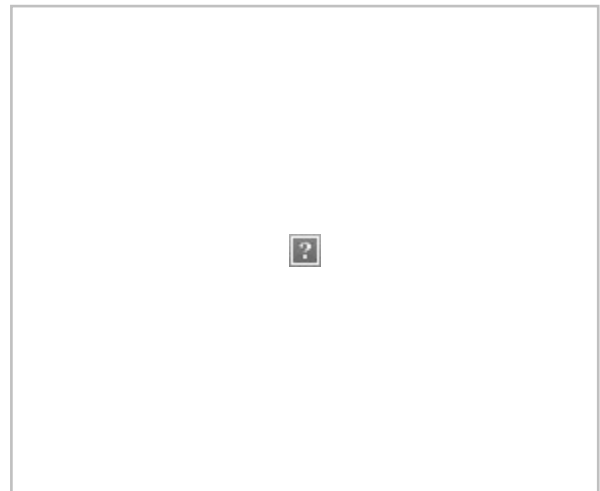
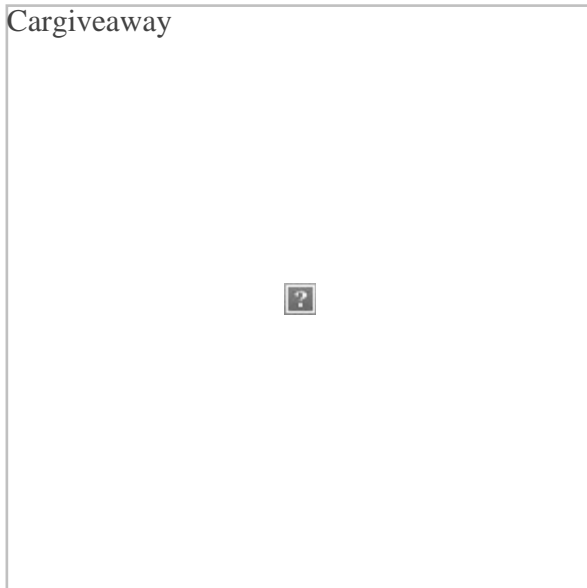


### Game Changing AI-Powered Applications for Accelerating Case Investigations & Clearances and for Redacting Public Records Requests

This webcast is archived and available for view until August 27, 2021. Register here! Over the last few months our...

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Cargiveaway



### Atlanta Police Officer Donates Car to Single Mom With Five Kids

The generosity of Atlanta Police Athletic League Officer Campbell changed the life of a single mother and her five...



### New Report Accuses Los Angeles Sheriff of Promoting 'Code Of Silence' Around Deputy Gang Culture

A new report from the Los Angeles County Inspector General on Monday accused

Los Angeles County Sheriff Alex...



### NYPD Honors 46 Members Lost to COVID-19 During Ceremony at St. Patrick's Cathedral

Members of the NYPD gathered at St. Patrick's Cathedral in Manhattan for a solemn remembrance Monday.

## FEATURED PRODUCTS

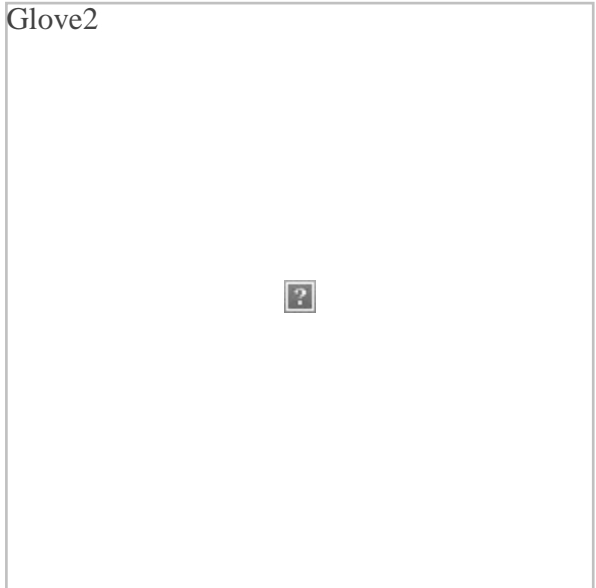
Smart Advisor Creative3840x21604K(1)



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Hexagon's Safety & Infrastructure division's HxGN OnCall Dispatch | Smart Advisor is an assistive artificial...

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**The G.L.O.V.E.**

Exclusively distributed worldwide by Complaint Technologies, THE G.L.O.V.E. is a new Conducted Electrical Weapon...

DSC02776Editb



**The Rugged Display and Controller (RDC) for the MPU5 Device**

Persistent Systems, LLC's Rugged Display and Controller (RDC) for the MPU5 mobile ad hoc networking (MANET)...

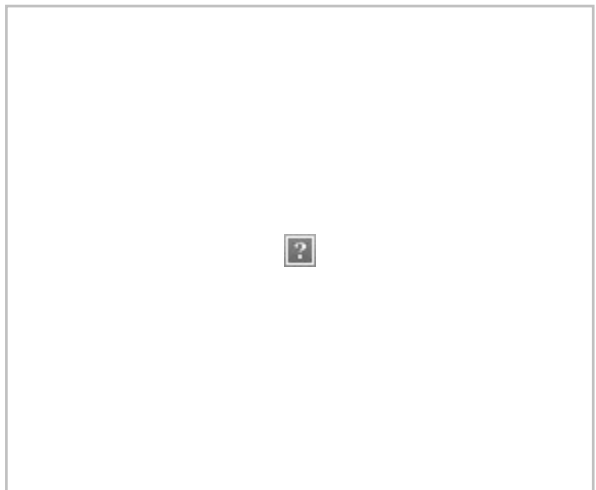
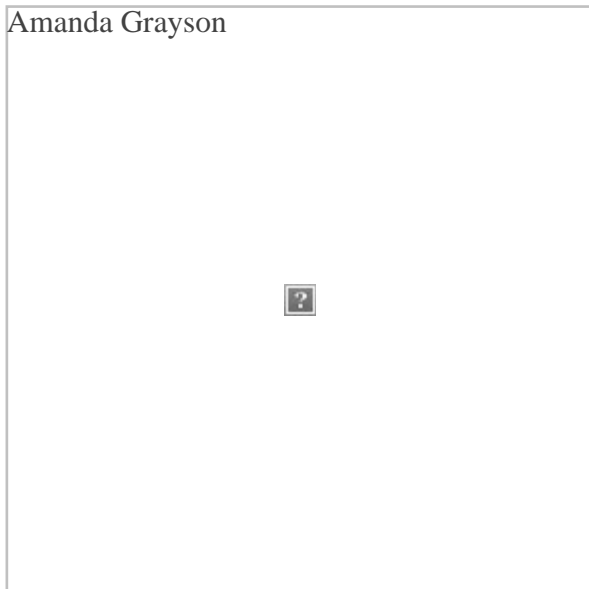


**The Tactical Response Kit**

Armament Systems and Procedures' Tactical Response Kit is a prepackaged solution containing a supply of...

**FEATURED CONTENT**

Amanda Grayson



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**To:** [Felipe F. Garza](mailto:felipe.f.garza@mediasonar.com); [alicia.cole@mediasonar.com](mailto:alicia.cole@mediasonar.com)  
**Subject:** Invitation: Media Sonar - Texas A&M University - Kingsville - Demo @ Tue Nov 7, 2017 11am - 12pm (EST) (felipe.garza@tamuk.edu)  
**Attachments:** [invite.ics](#)

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more details » <[Media Sonar - Texas A&M University - Kingsville - Demo](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.google.com_calendar_event-3Faction-3DVIEW-26eid-3DNzXajNpYWtmMGk3aGd2OGxmZ24zMnZnMGYgZmVsaXBILmdhcnphQHRhbXVrLmVkdQ-26tok-3DMjka3jpc3Rlbi5iYXJrZXJAbWVkaWFz25ci5jb20yNDQ1NTI4NjdiMzI1ZmFhYTY4NWU0NjA2OGI0ZmE3MWI2OWFhZmM1-26ctz-3DAmerica_Toronto-26hl-3Den&d=DwMFAQ&c=URKFm00h1-PpCtSQ3v_bEhalPi_sNmh-_LG0Bso5YA&r=h4MoVpckA3Te24pdLwJoaWIUkbG6c1b7E9LdrQBCBU&m=1IAKd2gD8H_aBT18GBBIF8kkaW8k2AEM9GHR060fsc&s=wLz2sF-fY_D2qSMUuXQ661JGaxFpPt0Rk7rL3TcurM&e=></a></p></div><div data-bbox=)

**When**  
Tue Nov 7, 2017 11am – 12pm Eastern Time - Toronto

**Where**  
<https://global.gotomeeting.com/join/239841845> (map <[\*\*Calendar\*\*  
\[felipe.garza@tamuk.edu\]\(mailto:felipe.garza@tamuk.edu\)](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.google.com_url-3Fq-3Dhttps-253A-252F-252Fglobal.gotomeeting.com-252Fjoin-252F239841845-26sa-3DD-26usd-3D2-26usg-3DAFQjCNEjNpfpb76uL5U2krIIEkISEChJA&d=DwMFAQ&c=URKFm00h1-PpCtSQ3v_bEhalPi_sNmh-_LG0Bso5YA&r=h4MoVpckA3Te24pdLwJoaWIUkbG6c1b7E9LdrQBCBU&m=1IAKd2gD8H_aBT18GBBIF8kkaW8k2AEM9GHR060fsc&s=YMyva1vgXNOH-2fEyUzc8ORLAALIUZub2tjLYS6V4&e=></a>)</p></div><div data-bbox=)

**Who**

- [kristen.barker@mediasonar.com](mailto:kristen.barker@mediasonar.com)
- organizer

- [felipe.garza@tamuk.edu](mailto:felipe.garza@tamuk.edu)

- [alicia.cole@mediasonar.com](mailto:alicia.cole@mediasonar.com)

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United States +1 \(224\) 501-3318](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.google.com_url-3Fq-3Dhttps-253A-252F-252Fglobal.gotomeeting.com-252Fjoin-252F239841845-26sa-3DD-26usd-3D2-26usg-3DAFQjCNEjNpfpb76uL5U2krIIEkISEChJA&d=DwMFAQ&c=URKFm00h1-PpCtSQ3v_bEhalPi_sNmh-_LG0Bso5YA&r=h4MoVpckA3Te24pdLwJoaWIUkbG6c1b7E9LdrQBCBU&m=1IAKd2gD8H_aBT18GBBIF8kkaW8k2AEM9GHR060fsc&s=YMyva1vgXNOH-2fEyUzc8ORLAALIUZub2tjLYS6V4&e=></a></p></div><div data-bbox=)

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Yes <[Maybe <\[No <\]\(https://urldefense.proofpoint.com/v2/url?u=https-3A\_\_www.google.com\_calendar\_event-3Faction-3DRESPOND-26eid-3DNzXajNpYWtmMGk3aGd2OGxmZ24zMnZnMGYgZmVsaXBILmdhcnphQHRhbXVrLmVkdQ-26rst-3D3-26tok-3DMjka3jpc3Rlbi5iYXJrZXJAbWVkaWFz25ci5jb20yNDQ1NTI4NjdiMzI1ZmFhYTY4NWU0NjA2OGI0ZmE3MWI2OWFhZmM1-26ctz-3DAmerica\_Toronto-26hl-3Den&d=DwMFAQ&c=URKFm00h1-PpCtSQ3v\_bEhalPi\_sNmh-\_LG0Bso5YA&r=h4MoVpckA3Te24pdLwJoaWIUkbG6c1b7E9LdrQBCBU&m=1IAKd2gD8H\_aBT18GBBIF8kkaW8k2AEM9GHR060fsc&s=dc1aq2zi6ZOLPH8Q7v2Y105RIH3T1mIDT5D5LZnCZc&e=></a></p></div><div data-bbox=\)](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.google.com_calendar_event-3Faction-3DRESPOND-26eid-3DNzXajNpYWtmMGk3aGd2OGxmZ24zMnZnMGYgZmVsaXBILmdhcnphQHRhbXVrLmVkdQ-26rst-3D1-26tok-3DMjka3jpc3Rlbi5iYXJrZXJAbWVkaWFz25ci5jb20yNDQ1NTI4NjdiMzI1ZmFhYTY4NWU0NjA2OGI0ZmE3MWI2OWFhZmM1-26ctz-3DAmerica_Toronto-26hl-3Den&d=DwMFAQ&c=URKFm00h1-PpCtSQ3v_bEhalPi_sNmh-_LG0Bso5YA&r=h4MoVpckA3Te24pdLwJoaWIUkbG6c1b7E9LdrQBCBU&m=1IAKd2gD8H_aBT18GBBIF8kkaW8k2AEM9GHR060fsc&s=8Vm1ug0qeo0Ra8PmZa2AbUOrQTLX61xJox1Wxwd0&e=></a></p></div><div data-bbox=)

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**From:** kristen.barker@mediasonar.com  
**To:** Val Ramirez; Todd M. Burris; alicia.cole@mediasonar.com; Felipe E Garza; demos@mediasonar.com  
**Subject:** Invitation: Media Sonar - Texas A&M University - Kingsville - Demo @ Wed Apr 4, 2018 3:30pm - 4:30pm (EDT) (todd.burris@tamuk.edu)  
**Attachments:** invite.ics

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more details » <[Media Sonar - Texas A&M University - Kingsville - Demo](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.google.com_calendar_event-3Faction-3DVIEW-26eid-3DN3I0MzRiZHExbGNvdmYzczU2aXJtM2UwdWggdG9kZC5idXJyaXNAdGFtdWsuZWR1-26tok-3DMjkja3Jpc3Rlbi5iYXJrZXJAbWVkaWFzbn25h5jb21mNDg5ZTNkMTFiZGY0OTg1NzQ4MzIzNDQ0YjY4YTk2YzJmZTEzMzEw-26ctz-3DAmerica-252FToronto-26hl-3Den-26es-3D0&d=DwMFaQ&c=URKfM00h1-PpCttSQ3v_bEhalPi_sNmh-_LG0Bso5YA&r=eg8vh08EFLCocoQS-k1m0MmTG18zm5j62F8WeizN1lo&m=A_7Su-9N10DB7F4_IkUQ6jH_E48tQteddiB1F6Qvnk&s=ogAkF1GP6GpBaRwEA7V1BYfhdWYbn0P0t5HSme6tsIE&e=></a></p></div><div data-bbox=)

When

Wed Apr 4, 2018 3:30pm – 4:30pm Eastern Time - Toronto

Where

<https://global.gotomeeting.com/join/209603237> (map <[Calendar](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.google.com_url-3Fq-3Dhttps-253A-252F-252Fglobal.gotomeeting.com-252Fjoin-252F209603237-26sa-3DD-26usd-3D2-26usg-3DAFQjCNHIBBCFYeiR-2D-2DE1-5FZA2l68cDTWjyg&d=DwMFaQ&c=URKfM00h1-PpCttSQ3v_bEhalPi_sNmh-_LG0Bso5YA&r=eg8vh08EFLCocoQS-k1m0MmTG18zm5j62F8WeizN1lo&m=A_7Su-9N10DB7F4_IkUQ6jH_E48tQteddiB1F6Qvnk&s=YrTBx1VlBxpBIK82YFjBjkyuhyAPHW52VEIpf3Bk6M&e=></a>)</p></div><div data-bbox=)

todd.burris@tamuk.edu

Who

- kristen.barker@mediasonar.com

- organizer

- val.ramirez@tamuk.edu

- todd.burris@tamuk.edu

- alicia.cole@mediasonar.com

- felipe.garza@tamuk.edu

- demos@mediasonar.com

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Yes <[Maybe <](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.google.com_calendar_event-3Faction-3DRESPOND-26eid-3DN3I0MzRiZHExbGNvdmYzczU2aXJtM2UwdWggdG9kZC5idXJyaXNAdGFtdWsuZWR1-26rst-3D1-26tok-3DMjkja3Jpc3Rlbi5iYXJrZXJAbWVkaWFzbn25h5jb21mNDg5ZTNkMTFiZGY0OTg1NzQ4MzIzNDQ0YjY4YTk2YzJmZTEzMzEw-26ctz-3DAmerica-252FToronto-26hl-3Den-26es-3D0&d=DwMFaQ&c=URKfM00h1-PpCttSQ3v_bEhalPi_sNmh-_LG0Bso5YA&r=eg8vh08EFLCocoQS-k1m0MmTG18zm5j62F8WeizN1lo&m=A_7Su-9N10DB7F4_IkUQ6jH_E48tQteddiB1F6Qvnk&s=IrSZNrowN104vtXnF_QyQ3--NSHMGefqB3Nnam2oU0g&e=></a></p></div><div data-bbox=)

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**From:** [Kaitlyn Reeves](#)  
**To:** [Lonnie C. Nagel](#)  
**Subject:** Join Us for District Solutions: a Student Mental Health Webinar  
**Date:** Tuesday, October 1, 2019 10:01:09 AM

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infographic

## **WEBINAR**

**Addressing the Crisis in Adolescent Mental Health:  
How Districts Can Identify and Support Struggling Students.**

Thursday, October 10, 2019 @ 6:00 pm - 7:00 pm EDT

[Reserve My Spot](#)

Did you know that over 10 million students ages 13-18 are suffering



from depression, anxiety, ADHD, or bipolar disorder?

Join us for [a live webinar](#) as a panel of experts discuss:

- the research that is helping educators and administrators understand and respond to this deepening crisis;
- causes of the crisis, such as academic anxiety, social pressure, and childhood trauma;
- and what two districts —one in Texas and one in Idaho— are doing to address these problems.

Funding additional student services, introducing social-emotional learning, conducting school-wide interventions, and creating a community-based action plan will all be discussed.

[Reserve My Spot](#)

Gaggle.Net, Inc, 2205 East Empire Street, Bloomington, IL 61704, United States, (800) 288-7750

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**From:** Drew Aslakson  
**To:** David Tijerina  
**Subject:** Keep Your Campus Safe with Location-Based Intelligence  
**Date:** Tuesday, June 28, 2016 12:27:39 PM

Hi David,

I am reaching out to share with you a collection of content from the University of California Santa Barbara campus safety incident to show how location-based social media intelligence can add an additional layer of awareness during an active shooter situation.

**[View the Collection of Social Media Posts](#)**

ucsb-collection.png



Geofeedia helps campus police departments like San Diego State University predict, analyze and act on threats to help mitigate risks by unlocking the power of location-based social media data. You can see how campus police departments can benefit from location-based intelligence in times of active shooting incidents to help protect faculty and students.

Feel free to reach out with questions.

Thank you,



**Drew Aslakson**  
Sales Development Lead

Geofeedia - 444 N Wells St., Suite 502 Chicago, IL  
Click [Here](#) to manage your email settings.



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**From:** [Christopher S. Penn | @cspenn](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Learn How to Use Social Media Data for SEO (free download)  
**Date:** Thursday, January 14, 2021 12:15:58 PM

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## Learn how to use social media data for SEO

You've heard to no end about how powerful and sophisticated Google's search AI is, from BERT to TF-Ranking to Google RankBrain, and how difficult it makes SEO for the average marketer. How do you keep up? How do you fight for SEO results when bigger competitors can afford to leverage millions of dollars in technology and people to build their own AI-powered SEO?

I wrote a new paper to show you how to work around many of these problems. Trust Insights (my company) in collaboration with Talkwalker, outlines a solution for modern SEO when you don't have your own AI engineers or millions of dollars to invest in building your own sophisticated AI: **optimizing SEO using social media data**.

Think of it as **data for humans, by humans** - and it's data that will help your SEO efforts improve substantially.

In the paper, you'll learn:

How search engine AI has evolved (in layman's terms)

- How search engines learn (especially Google)
- How to use social media monitoring data to refine your SEO efforts
- How to use social media monitoring data to inform content marketing format choices
- How to blend search and social data together to find the right time to roll out new content

The paper is free of financial cost (but let's be real, you know you're going to get a sales email or two).

**[Click here to download  
your copy now »](#)**

I hope you find it useful. Thanks for reading and I'll talk to you on Sunday.

*Christopher S. Penn*

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**From:** [Khrysti Nazzaro](#)  
**To:** [Jesse G Carreon](#)  
**Subject:** Learn Tips to Improve Digital Ads: Let's Set a Call  
**Date:** Tuesday, March 3, 2020 12:42:51 PM

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**From:** [New Atlas](#)  
**To:** [William Smith](#)  
**Subject:** New Atlas' most read science and technology stories of 2019  
**Date:** Tuesday, December 31, 2019 10:05:09 AM

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**SCIENCE**

## New Atlas' most read science and technology stories of 2019

What grabbed your attention in 2019?



It's time to ponder the year that was with a look back at the science and technology stories that really piqued the interest of New Atlas readers during 2019 – from jet-powered drones to rubbery concrete to psilocybin therapy. [Read more](#)

**SPECIAL PROMOTION FOR NEW ATLAS**

**READERS**

## Concentrix 10-Piece Stainless Steel Cookware Set



This cookware comes with an encapsulated base with a tuxCORE aluminum discs that ensure even & quick heating. Oven safe up to 500°F, this set is compatible with induction, electric, gas, halogen, & ceramic stoves. Whip up a great meal with concentrix. [Read more](#)

**HEALTH & WELLBEING**

## Tiny zaps used to kill stubborn warts



Although it's possible to remove warts by freezing them, they often grow back, requiring multiple treatments. New research, however, suggests that ultra-short electrical pulses could be much more effective at eliminating warts and other skin lesions. [Read more](#)

**SCIENCE**

## High-carbonate lakes explain

## the origin of life "phosphate problem"



Phosphorous is one of the six key chemical ingredients of life, yet its scarcity raises the question of how early Earth supplied this essential element. A new study has now provided a possible explanation. [Read more](#)

### ENVIRONMENT

## Reusable membrane lets water through while repelling oil



Although we've seen several materials that are designed to remove oil from water, many of these become saturated, and have to be discarded. A new reusable membrane gets around this problem, however, by repelling oil instead of just soaking it up. [Read more](#)

### SCIENCE

## China sends CRISPR gene-editing scientist to jail after secret trial



The scientist responsible for creating the world's first gene-edited babies has been sentenced to three years in prison alongside shorter sentences for two of his colleagues. Chinese state news also revealed a third gene-edited baby has been born. [Read more](#)

### SCIENCE

## Hibernating bears provide insights into fighting muscle atrophy



The ability of Grizzly bears to hibernate for up to four months without ill effects may be the key to helping prevent astronauts and medical patients from suffering debilitating muscle atrophy through the development of genetically-derived therapies. [Read more](#)

**OUTDOORS**

## Powered golf trolley matches its user's walking speed



Not all golfers enjoy pushing or pulling a trolley around for hours, which is why there are now powered models that move on their own. A new one, known as the S-Walk, actually keeps pace with its user as they walk across the greens. [Read more](#)

**SPACE**

## 2019: Moments in space



The year in which we celebrated the 50th anniversary of the Apollo Moon landing itself ushered in a number of notable firsts – here's a look back at some of our favorite moments in space from 2019. [Read more](#)

**COMPUTERS**

## Social media surveillance drives 2019 drop in global internet freedom



A report tracking internet freedom across the world has found global declines for the ninth consecutive year. Underpinned by social media surveillance, the report identified internet freedom deterioration in more than half of 65 countries assessed. [Read more](#)

**MILITARY**

## US Navy wants to teach robotic ships to talk



The US Navy is not only developing robotic warships, but it also wants to teach them how to speak. In a request for proposals, the Navy has outlined how it wants its USVs to be able to have verbal radio communications with the crew of other ships. [Read more](#)

**SCIENCE**

## Computer models get to the root of how conifers survive droughts



In a study that may help areas affected by a changing climate, researchers has used computer models to determine how conifers survive drought conditions. Using simulated pines and junipers, it seems the key lies in how the tree roots access water. [Read more](#)

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**From:** [AirMap](#)  
**To:** [William Smith](#)  
**Subject:** New From AirMap: August 2020 Product Updates  
**Date:** Thursday, August 13, 2020 9:07:11 AM

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## AUGUST 2020

# See What's New from AirMap

Check out our latest updates, offers, and upcoming events.

WORLD

### Enterprise Support

JobSight and TowerSight users now have easy access to AirMap's entire knowledge base. Support articles can be accessed directly from your world account, JobSight and TowerSight data viewers and capture application. Users can also submit support tickets directly to our customer success team.

[CHECK IT OUT](#) —

PLATFORM

## Developer Change Log

Our new gRPC Telemetry API makes it easier to share live flight telemetry to the AirMap platform and offers more flexibility to support advanced UTM capabilities like real-time geo-fencing and Remote ID.

[LEARN MORE →](#)

EVENT

## Commercial UAV Show

AirMap will be featured in [Commercial UAV Americas'](#) virtual exhibit hall on September 15-17. Stop by our digital booth to meet with our team and schedule a JobSight demo.

[JOIN US →](#)

UTM

## Attachments for Authorization Requests

The [UTM Center](#) now supports file upload/download by UAS operator who submit requests for authorization. Sometimes, UAS flight plans may contain specific and unique details that are important to consider when evaluating for safety. Now, UAS operators can upload supplemental information along with their operation if the airspace authority requires it.

[EXPLORE AIRMAP UTM](#) →

### IN CASE YOU MISSED IT

- Enterprise customers have two new ways to visualize their drone operations with [Sites & Flights](#).
- JobSight & TowerSight users can now [plan 360 photo missions](#) from within their accounts.
- We recently upgraded our wildfire data service to include all real-time data from the [IRWIN](#) service.

For more information on our product offerings, visit [airmap.com](http://airmap.com).



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**From:** [AirMap](#)  
**To:** [William Smith](#)  
**Subject:** New From AirMap: July 2020 Product Updates  
**Date:** Wednesday, July 15, 2020 8:05:22 AM

---



## JULY 2020

# See What's New from AirMap

Check out our latest updates, offers, and upcoming events.

WORLD

### Sites & Flights

JobSight and TowerSight users now have access to Sites and Flights, two new ways to view detailed information about your drone operations at the project or site level. Sites delivers quick visibility for project management across your portfolio. The Flights view allows users to get in-depth information about each step in a flight operation.

[LEARN MORE →](#)

WORLD

## 360 Workflows

JobSight and TowerSight customers can now plan 360 photo missions directly within their World accounts and capture unlimited 360 photos in addition to standard recurring images. Fly once or schedule recurring missions at a custom frequency.

[TRY IT OUT →](#)

PLATFORM

## New gRPC Telemetry API

We've upgraded our Telemetry API from UDP to gRPC, which makes it easier for developers to share live flight telemetry to the AirMap platform and offers more flexibility to support advanced UTM capabilities like real-time geo-fencing and remote ID.

[START BUILDING →](#)

UTM

## Schedule-based Airspace

[Skyguide's newest geo-awareness applications](#) feature our latest capability: scheduled airspace. With scheduled airspace, skyguide app users can see schedules affiliated with special use airspace, filter airspace according to date and time, and plan their missions accordingly.

LEARN MORE →

DATA

## Better Wildfire Data

We recently upgraded our wildfire data service to include all real-time data from the U.S. Department of the Interior's [IRWIN](#) service. AirMap provides UAS operators with comprehensive and up-to-date situational awareness of U.S. wildfires.

PLAN A FLIGHT —

### IN CASE YOU MISSED IT

- [JobSight](#) is now embedded directly into Procore so construction teams can enhance their Procore Observations™ with drone captures. [Watch the webinar.](#)
- [Rakuten Mobile](#) is using [TowerSight](#) to inspect base station sites with drones as it builds the world's first end-to-end, fully virtualized mobile network.
- AirMap has been selected by India's Ministry of Civil Aviation to [provide UTM services to the nation's first BVLOS trails.](#)

For more information on our product offerings, visit [airmap.com](http://airmap.com)



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**From:** [AirMap](#)  
**To:** [William Smith](#)  
**Subject:** New Geocaging Alerts for Better Flight Conformance  
**Date:** Friday, April 26, 2019 8:30:19 AM

[View this email in your browser](#)



**Real-time Geocaging Alerts for enhanced flight conformance is now available on the AirMap for Drones mobile app for iOS and Android.**

In complex low-altitude airspace, operators need intelligent flight tools that adapt to ever-changing airspace environments.

Last fall, we [released](#) our popular Real-time Geofencing Alerts to notify operators when their drones are entering regulated or restricted airspace.

Today, we're introducing [Real-time Geocaging Alerts](#) with visual and auditory notifications when a drone flight deviates (or is about to deviate) from its flight plan, with estimated distance and time based on the drone's real-time speed and positioning information.

The AirMap for Drones mobile application makes it easy to learn about any airspace environment, plan a flight in accordance with regulations, and maintain awareness of nearby aircraft while in-flight, anywhere in the world.

AirMap's flight assistance and conformance monitoring capabilities enhances airspace and operator situational awareness, making AirMap the safest way to fly your drone.

[Download the app](#) to try it out now.

[Learn More](#)



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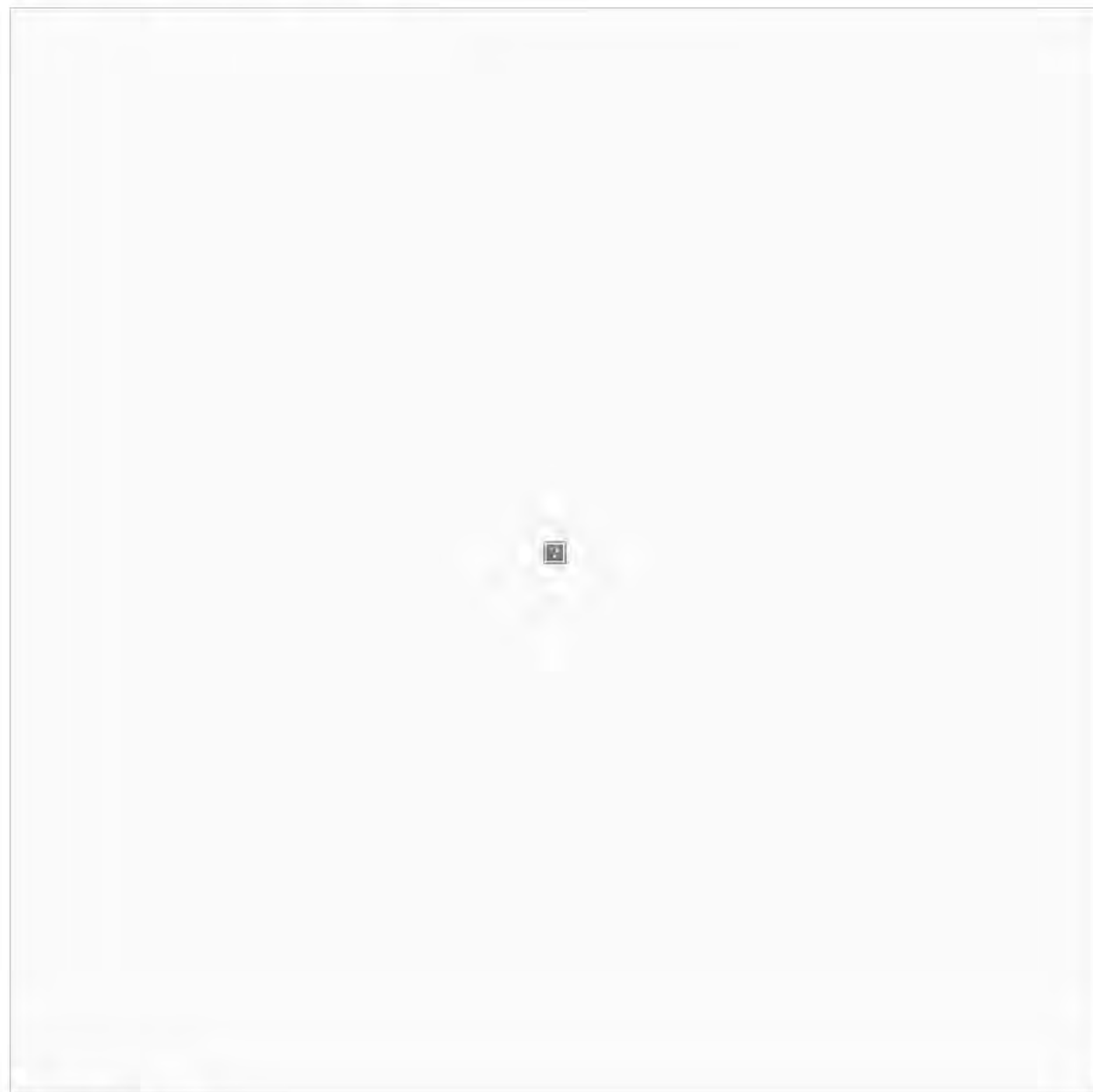
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**From:** [CovertTrack - a 3SI Company](#)  
**To:** [Vilma Vicenta Salinas](#)  
**Subject:** New Partnership & New Products from CovertTrack  
**Date:** Wednesday, May 12, 2021 1:38:38 PM

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## CovertTrack Announces Partnership with PenLink

CovertTrack's real-time location data will now be available within PenLink's PLX platform for enhanced investigative support. Many CovertTrack customers have requested this integration and we're pleased to announce that we delivered!

[LEARN MORE](#)

### New Product Released!

We've expanded our Covert line of GPS Tracking technology to include the Covert SC™, packaged in flex ble housing to allow multiple uses and various deployment options. Other features include:

- Industry-leading **4G GPS, RF & Bluetooth** tracking to offer nearly pinpoint accuracy
- Perfect for **tactical & investigative** deployments
- **Configurable** sleep timer, report interval, and heartbeat
- **Maximum flexibility** to cover every need, from bait operations to controlled deliveries and more
- Proprietary **3SI/CovertTrack** technology
- **Designed and manufactured in the USA**

[PRESS RELEASE](#)

## The Covert Line of Trackers

### Covert Cash™

Covert Cash™ is flexible cash bundle easily concealed during cash exchange operations such as drug buys or hostage ransom.

### Covert Rx™

The Covert Rx™ blends easily with other drugs to support multiple types of pharmaceutical and narcotics investigations.

### Covert HC™

Covert HC™ is compact and covert device. Its hard case is durable and ideal to hide inside frequently stolen items.

[Visit our News page to learn more about any of these products](#)

[Upcoming Training Events](#)

Our comprehensive, online, web-based training can be accessed 24/7/365 by logging in to the CovertTrack Tracking platform. There, you can find training links and register for upcoming events.

**Upcoming training classes and dates:**

**Case Management & Evidence Report Training:** we will review the processes of using case management and evidence reports thoroughly. **Scheduled for 5/25/2021**

**CovertTrack App and Bluetooth App Show & Tell:** we will cover the *CovertTrack and Bluetooth apps* and train on maximizing the use of both of these apps. **Scheduled for 6/08/2021**

**New Products: Covert HC, Covert SC, Covert Cash, Covert Rx Overview:** we overview our latest *Covert line of GPS Solutions*, join us for a Show & Tell covering Covert HC, Covert SC, Covert Cash, and Covert Rx. Our Show & Tell Classes will review product design, features, benefits, operation, use cases, and tracking website interface. **Scheduled for 6/22/2021**

These classes are available for customers and vetted non-customers (law enforcement and government officials).

## How to Register for the Training

### Current Customers

1. Visit [www.CovertTrack.com](http://www.CovertTrack.com) to login
2. Click on "Account" at the top of the web page
3. Click on "Training"
4. Choose a date/time in the calendar
5. Proceed to finalize your registration

### Not yet a customer?

1. Visit [Corporate.CovertTrack.com](http://Corporate.CovertTrack.com)
2. Click on "Products Login" towards the top left of the page
3. Click on "Apply" to request access
4. Submit your information
5. We'll reach out shortly to get you registered!

## Special Thanks

It is always gratifying to know that a CovertTrack team member has made a difference to one of our customers... it's positive feedback we often receive!

This month, one of our Law Enforcement customers gave a shout out when, thanks to a CT staff member's diligence, **agents successfully seized a significant quantity of drugs and cash, which led to 2 felony arrests!**

For confidentiality purposes, we can't share specifics, but we want to acknowledge both our valued team member AND the Task Force who reached out to deliver the great news.

## TECH SUPPORT

Technical Support is available for you  
24 hours a day, 7 days a week,  
365 days a year.

## TECH TIP

**Why is my Tracker not reporting?**  
Top reasons to investigate:

How to reach us:

Email: [support@covertrack.com](mailto:support@covertrack.com)

Phone: [480-657-9545](tel:480-657-9545)

1. Has a long interval programmed.
2. Is stationary.
3. Has expired warrant.
4. Is inside an REP Geofence.
5. Is out of cellular coverage.

**CONTACT**

**GET DETAILS**



### Meet CovertTrack\*

**Arkansas Narcotic Officers Association**

May 25-28  
Hot Springs, AR

**Iowa Narcotic Officers Association**

June 14-17  
Des Moines, IA

**INIA Drug/Terrorist Interdiction**

June 20-24  
San Diego, CA

**National Sheriff's Association**

June 22-26

**NATIA National Show**

July 11-15  
Tampa, FL  
**Booth # 800**

**Florida Narcotic Officers Association**

July 12-15  
Lake Buena, FL

**Arizona Narcotic Officers Association**

July 19-22  
Phoenix, AZ

**National Interdiction**

Phoenix, AZ  
Booth # 1222

July 25-30  
Baltimore, MD

\* Events are currently scheduled for in-person at the time of this newsletter being released. Trade shows are subject to cancellation or rescheduling at any time.



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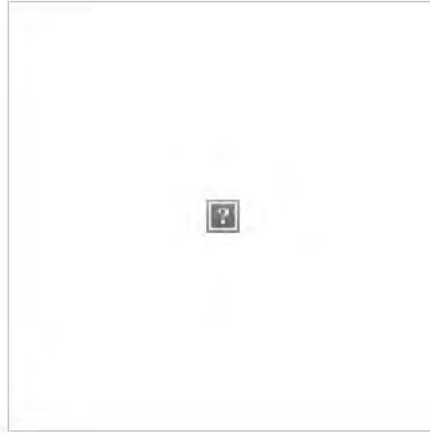


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**From:** [Gizmag Emerging Technology Magazine](#)  
**To:** [William Smith](#)  
**Subject:** New world record set for converting sunlight to electricity  
**Date:** Wednesday, May 18, 2016 10:04:42 AM

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#### ENVIRONMENT

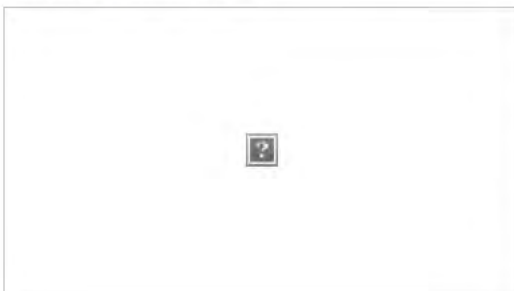
### New world record set for converting sunlight to electricity



An Australian team has set a new record for squeezing as much electricity as possible out of direct, unfocused sunlight via a new solar cell configuration. The 34.5 percent sunlight-to-electricity conversion efficiency comes closer than ever to the theoretical limits of such a system. [Read more](#)

#### AUTOMOTIVE

### Retrofitted self-driving kit designed to make any truck autonomous



The charge toward a world of autonomous trucks is being led by major manufacturers like Daimler and Volvo. An embryonic startup called Otto, however, is developing technology that can be retrofitted to existing trucks so that they too can drive themselves. [Read more](#)

#### AIRCRAFT

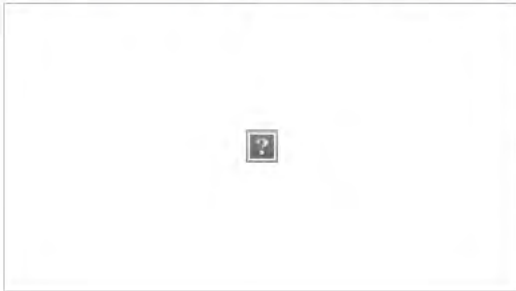
## Virgin Australia's new business class cabins are terrific over the Pacific



Perhaps the key to good long-haul aircraft cabin design is to make passengers forget that they're stuck in a long-haul aircraft cabin. Virgin Australia's new International Business Class cabin may help to do that, with queen-length beds, 18-in HD screens and and a bar at which to booze and schmooze. [Read more](#)

### TINY HOUSES

## Portland tiny house rotates to follow the sun



Portland-based Path Architecture's 359 is a tiny house that's set on a rotating base. This allows it to easily follow (or indeed face away from) the sun, warming the interior naturally and providing plenty of natural light. [Read more](#)

### HOME ENTERTAINMENT

## Internet of Things wireless turntable allows for live remote listening



Vowel-hating, US-based vinyl record subscription service Vnyl has gone beyond merely creating digital/analog turntable hybrids with a trntbl that ditches physical output connections completely in favor of wireless audio streaming, while also catering for music-related social networking. [Read more](#)

### BICYCLES

## Bike Mine presents an explosive solution to bike theft

It seems that no matter how a bike owner



attempts to thwart theft, his or her bike is always at risk of disappearing at the hands of a determined thief. One man's solution is to strap a detonator to the frame and blow the thief off the bike. [Read more](#)

#### ELECTRONICS

### IBM breakthrough gives blistering phase-change memory new practicality



A technology called phase-change memory has emerged as a promising candidate for improved computer memory, and now IBM researchers have worked out how to triple the amount of data bits each cell can hold, edging the technology closer to a cost-effective, blistering fast storage solution. [Read more](#)

#### AUTOMOTIVE

### Navya Arma: A glimpse into the boring, utilitarian self-driving future



This autonomous shuttle bus is already on sale. Fully electric and capable of operating like a set-route bus or an on-demand taxi within geofenced areas, the Navya Arma carries 15 people at a top speed up to 45 km/h. [Read more](#)

#### ELECTRONICS

### Cubimorph prototype changes the shape of touchscreen devices

A shape-shifting touchscreen prototype called the Cubimorph is being presented at a



robotics forum this week in Stockholm, Sweden. The Cubimorph is made up of a chain of cubes with touchscreen faces, that lock together in various configurations. [Read more](#)

#### AUTOMOTIVE

### BMW's smallest M Performance cars get a little bit hotter



BMW's halfway-house to M car ownership just got a little bit faster, thanks to a power boost for the M135i and M235i. They don't quite offer the full motorsports experience, but the new M140i and M240i could give AMG and Audi RS owners a few sleepless nights. [Read more](#)

#### AUTOMOTIVE

### Eco Marathon competitors take fuel-saving to the extreme



Since 1985, the Shell Eco Marathon has pitched teams of students against each other, in an attempt to see who can travel the furthest using the energy from one liter of fuel. It's a simple premise which belies a complex mix of design and engineering challenges. [Read more](#)

#### MATERIALS

### Researchers shine a light through transparent wood



Wood already has plenty to offer conventional construction methods, but it may soon have a new trick up its sleeve. Scientists have come up with a way to turn a block of linden wood transparent, winding up with a material that could find use in everything from cars to advanced electronics



systems. [Read more](#)

#### MEDICAL

### Potential cancer killer hatched from sea snail eggs



Potential cancer treatments often come from unexpected sources. Now, tests have shown that a type of molecule originally derived from sea snail eggs has performed surprisingly well in destroying cancer cells, particularly those that have become resistant to other treatments. [Read more](#)

#### VR

### Facebook's debut VR film transports you to New York's Grand Central Terminal



Last month, Facebook revealed its ideal virtual reality camera, a 17-lens video system that captures action in all directions. Now the Surround 360 is out strutting its stuff, being used to shoot a short film set in New York's Grand Central Terminal and showcase its immersive chops. [Read more](#)

#### MOTORCYCLES

### Husqvarna's 2017 motocross range gets traction control



Kawasaki introduced a full traction control system in last year's KX450F and now it's Husqvarna's turn to follow suit, debuting the tech on its four-stroke motocross models for 2017. There's also new WP front forks for the whole lineup and a brand new TC250 two-stroke. [Read more](#)

#### BICYCLES

### Electric fat folder hauls cargo on and off road



Seattle's Rad Power Bikes combines the electric folder, fat bike and cargo bike into a small, folding workhorse that can motor or pedal-assist groceries, tools and other cargo wherever you need to get to. It's one RadMini. [Read more](#)

#### 3D PRINTING

### Harvard tech allows for mid-air 3D printing of metal structures



Suppose that you had to build a tiny structure for use in a microelectronic device. Well, a new 3D printing technique would certainly make the process easier. It allows people to essentially draw minuscule metal items in mid-air. [Read more](#)

#### SCIENCE

### Scientists put window in fruit fly skull to watch its brain



How do you see what's going on in a fruit fly's mind? Why you build a window to its brain, of course. While that might sound like a bad joke, it's exactly what scientists at the University of California San Diego (UCSD) have just done. [Read more](#)

#### DIGITAL CAMERAS

### Google's new ultra-high resolution camera takes pictures of pictures

In the five years since Google launched Art Project in early 2011, it captured around 200 ultra-high resolution images of artworks from around the world. Keen to kick things up a notch, the firm has captured five times that



number this year alone, courtesy of a new gadget it calls the "Art Camera." [Read more](#)

#### SPACE

## Evidence of gargantuan asteroid strike unearthed in Australia



Through the discovery of glass beads, researchers at Australian National University have found clues to a massive asteroid that impacted our planet about 3.5 billion years ago, when the Earth was less than a quarter as old as it is now. [Read more](#)

#### ROBOTICS

## Programmable robot trainer pitches ping-pong practice anywhere



A team has developed the first smart robot that provides players a programmable opponent to challenge. Trainerbot is designed to sit on a table and lob shots with complete spin, direction, and trajectory control. [Read more](#)

#### ROBOTICS

## Hand-mounted cameras make robots better at mapping their environments

Researchers at Carnegie Mellon University have come up with a novel way of improving robots' inspection and manipulation skills.



The team fitted a small camera to the hand of the machine, allowing it to quickly track its environment and the position of the hand in real time. [Read more](#)

#### ELECTRONICS

### Electronic material self-heals and functions even after being cut in half



The more circuits and connectors flex, the higher the likelihood they'll break. While we've seen self-healing chips, gels and microcapsules before, a new material out of Pennsylvania State University brings auto-repair to dielectrics – the materials that insulate electric currents. [Read more](#)

#### AUTOMOTIVE

### Rolls Royce Phantom models reach their Zenith with final bespoke collection

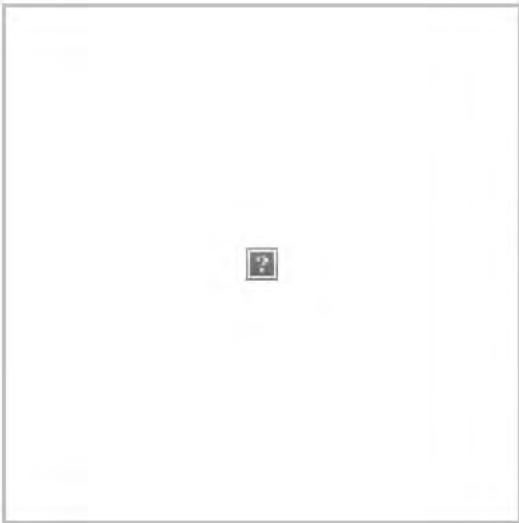


Earlier this year, Rolls Royce announced that the seventh generation Phantom is to make way for the eighth, with the Drophead Coupé and Coupé models to be retired. The luxury marque is rolling out one last special collection, though, to celebrate the two models. [Read more](#)

#### SPECIAL PROMOTION FOR GIZMAG READERS

### Acesori Lens Kit Lets You Get Closer and Wider with Smartphone Photos — 80% off

Wish your smartphone had the functionality of your DSLR? Well, our friends at Acesori want to help with this 3-in-1 LensKit



designed to greatly increase your camera's range. Easily connected to the magnetic ring around your phone's camera, this kit allows you to take incredible photos and video through fish eye, wide angle, and macro lenses. [Read more](#)

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**From:** [Education Dive: Higher Ed](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Oct. 8 - Diversity training paused after Trump order | Dual-enrollment programs that work  
**Date:** Thursday, October 8, 2020 5:01:02 AM

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# HIGHER ED DAILY

Oct. 8, 2020 | Today's news and insights for higher ed leaders

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SAP Concur



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## **Eliminate paper from your AP process**

With SAP Concur solutions, you can automate and streamline the entire invoice process, allowing staff to focus more on strategic work. [Download infographic.](#)

---

## **3 colleges pause diversity efforts over Trump executive order**

The directive issued last month bans training that discusses "divisive" concepts and was widely criticized by postsecondary leaders.

---

## **How to build a dual-enrollment program that works for all students**

Nine community colleges that enroll large shares of underrepresented high school students offer lessons for other institutions, a new report explains.

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UPDATED

## **Tracking how the coronavirus is impacting colleges**

"Tiger King" star Carole Baskin tells Princeton University students to follow COVID-19 safety protocols. The higher education job market takes a blow.

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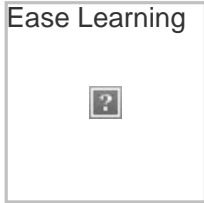
DEEP DIVE

## Is this the end for college admissions tests?

With testing sites closed this spring and fewer colleges requiring students to take the SAT or ACT, longtime frustrations with their makers are simmering.

[Read more news](#)

Ease Learning



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### **Designing for the Reimagined Student Experience**

Join us on Oct. 8th to learn how the right approach to learning design can help reimagine the online student experience. Move away from passive learning to an active, outcomes-based, workforce-aligned learning experience for your students. **Register for the webinar today!**

## FROM OUR LIBRARY

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WEBINAR - ON DEMAND

### **Next Steps for Digital Course Materials: Cost & Workflow Optimization**

By Brand Studio

[\*View all resources\*](#)

## WHAT WE'RE READING

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 THE CHRISTIAN SCIENCE MONITOR

**Can campus unity get small colleges past pandemic into the future?**

---

INSIDE HIGHER ED

## **New Round of Budget Cuts Hitting Personnel**

---

THE NEW YORK TIMES

## **Welcome To Homecoming!**

---

THE HECHINGER REPORT

## **HBCUs entering the game: Black colleges join the esports bandwagon**

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THE INSTITUTE FOR COLLEGE ACCESS & SUCCESS

## **Student Debt and the Class of 2019**

Suggest a story we should read

## **COMPANY ANNOUNCEMENTS**

Press releases from companies in your industry.

---

### **EdTech Platform Convertsation Announces Funding from F2P Ventures to Accelerate AI-backed Classroom Engagement Tool**

Press release from Convertsation

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### **Good Proctoring Technology Does Not Need To Be Invasive And Expensive**

Press release from Ulearn

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### **Gaggle to Host Student Wellness Series of Webinars**

Press release from Gaggle

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[\*Post a press release\*](#)



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[Policy & Regulation](#)

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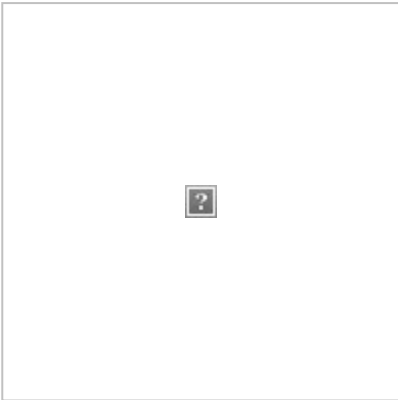
[K-12](#)

[Curriculum](#)

[For-Profit](#)

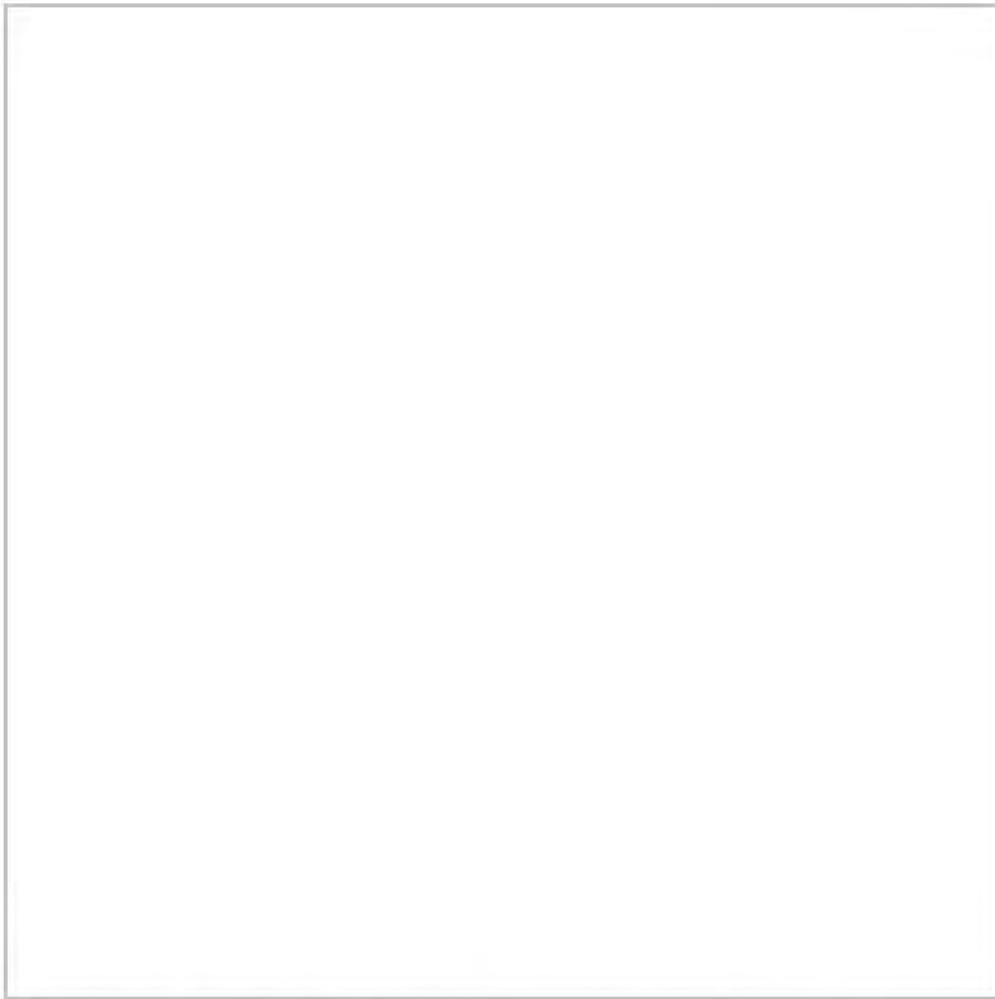
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**From:** Education Dive: Higher Ed  
**To:** [Adriana L. Garza](#)  
**Subject:** Oct. 9 - H-1B visa changes" impact | Name, image, likeness policies advance  
**Date:** Friday, October 9, 2020 5:01:06 AM

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# HIGHER ED DAILY

Oct. 9, 2020 | Today's news and insights for higher ed leaders

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## **Eliminate paper from your AP process**

With SAP Concur solutions, you can automate and streamline the entire invoice process, allowing staff to focus more on strategic work. [Download infographic.](#)

---

## **How the Trump administration's H-1B visa changes could affect colleges**

The restrictions stand to deter foreign students from coming to the U.S. and make it harder for schools to recruit employees, experts say.

---

## **Name, image and likeness policies for college players advancing**

One association greenlit new rules, and other measures for student-athlete compensation are in the works.

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OPINION

## **President Speaks: Why the U of Utah is investing in short-term credentials**

The university is using coronavirus relief funding to create new opportunities for state residents to upskill.

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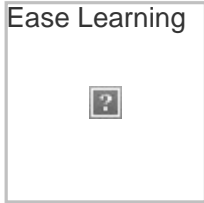
UPDATED

## Tracking how the coronavirus is impacting colleges

The University of California System mandates flu shots. Ithaca College to cut 130 faculty jobs. Survey finds an increase in financial aid review requests.

[Read more news](#)

Ease Learning



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WEBINAR - ON DEMAND

### **Next Steps for Digital Course Materials: Cost & Workflow Optimization**

By Brand Studio

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 THE WALL STREET JOURNAL

## Justice Department Sues Yale University Over Admissions Practices

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THE NEW YORK TIMES

### Colleges Are Fueling the Pandemic in a Classic Market Failure

---

THE CHRONICLE OF HIGHER EDUCATION

### Beware the Instant Global Campus Movement

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BLOOMBERG

### Modi Wants Yale and Oxford to Be Able to Open Campuses in India

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THE CENTURY FOUNDATION

### How For-Profits Masquerade as Nonprofit Colleges

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## COMPANY ANNOUNCEMENTS

Press releases from companies in your industry.

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### 15 Edtech Products Awarded New Learner Variability Product Certification

Press release from Digital Promise

---

### GAISA Launches as Bold Advocate for International Students in the Face of COVID-19, Government Hostility and Widespread Institutional Neglect

Press release from GAISA

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## Rosetta Stone to Launch Emergent Bilingual Week

Press release from Rosetta Stone

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## EdTech Platform Convertsation Announces Funding from F2P Ventures to Accelerate AI-backed Classroom Engagement Tool

Press release from Convertsation

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## Good Proctoring Technology Does Not Need To Be Invasive And Expensive

Press release from Ulearn

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## Gaggle to Host Student Wellness Series of Webinars

Press release from Gaggle

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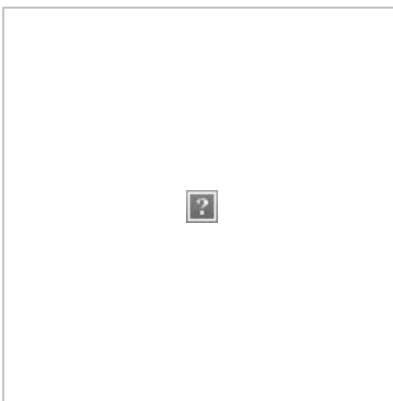
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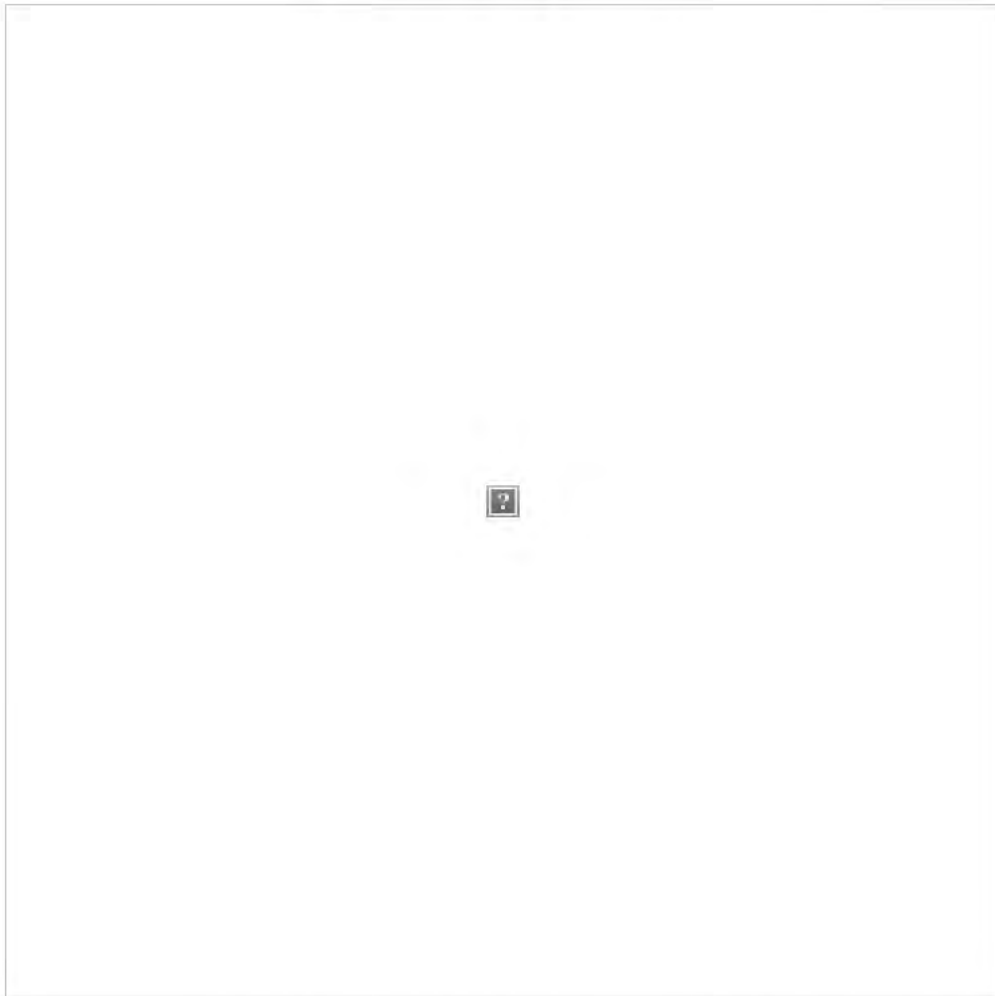
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**From:** Education Dive: Higher Ed  
**To:** [Adriana L. Garza](#)  
**Subject:** Oct. 22 - Relief funding guide | Teaching faculty to teach online  
**Date:** Thursday, October 22, 2020 5:01:15 AM

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Oct. 22, 2020 | Today's news and insights for higher ed leaders

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## **New IDC Research: The Future of Higher Education**

Learn how four universities executed a digital-first strategy and how to create a digital roadmap for your institution. [Access the IDC white paper here.](#)

### PUBLISHER'S NOTE

If you're a regular Education Dive reader, you've likely seen our coverage on [higher education enrollment](#) and how the global pandemic has impacted the recruitment and enrollment process.

Check out [this Trendline](#) to learn how decision makers at leading universities are approaching this unique set of challenges, as well as what the future holds for campuses across the country.



Sean Griffey  
CEO  
Industry Dive  
[Twitter](#) | [Email](#)

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## **A guide to higher education coronavirus relief funding**

We break down where proposed legislation stands and what colleges should know

about the aid available to them now.

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DEEP DIVE

## **Colleges turned training for online instruction into overdrive. Can it last?**

You can't "unexpand what people now know," one instructor said. But logistics, cost and burnout are likely barriers to permanent virtual expansion.

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## **Federal judge rejects ACLU-backed lawsuit against Title IX rule**

The dismissal is the latest defeat of legal challenges to the new regulation governing campus sexual assault.

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## **Go beyond the benchmarks on today's adult students**

How have adult students changed in 2020 and what drives their enrollment decisions? [Get the report.](#)

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## **Tracking how the coronavirus is impacting colleges**

Enrollment is up at some big public colleges. Student journalists take a mental health break from pandemic reporting.

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FROM: Modo

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### **Empower Your Students to Succeed with a Campus App**

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- [\[Case Study\] UNCG takes their school app beyond the academic experience to deliver a holistic campus life experience](#)

- [\[Guide\] Unify your distributed campus with an all-in-one app that empowers your mobile-native students to thrive](#)

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### Leveraging Analytics in Higher Education

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 BLOOMBERG

### Empty Dorms Put Squeeze on Colleges to Bail Out Billions in Debt

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 THE NEW YORK TIMES

### College Students Are Missing From Campus. Will Their Missing Votes Make a Difference?

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NEW AMERICA

## **The Impact of COVID-19 on State Higher Education Budgets**

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THE WASHINGTON POST

## **Judge rejects settlement over stalled student debt relief claims, blames DeVos for harming borrowers**

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## **Who Is Missing From College During the Pandemic? A Lot of Students, Actually**

Suggest a story we should read

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Press releases from companies in your industry.

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### **New VHS Learning and National Math and Science Initiative Program Enables Over 100 Rural Students to Take Advanced Placement Courses at No Cost**

Press release from VHS Learning

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### **New Gaggle White Paper Helps Districts Understand and Support Students Struggling with Mental Health**

Press release from Gaggle

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### **Beach Park Community Consolidated School District #3 and Discovery Education Launch New Partnership Supporting Science and Social Studies Instruction**

Press release from Discovery Education

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## The Executive MBA Council's Annual Member Program 2020 Survey Results Show an Increase in Distance Learning Programs and Gender Diversity

Press release from Executive MBA Council

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## Yellowdig Receives Patent for Gamification Technology

Press release from Yellowdig

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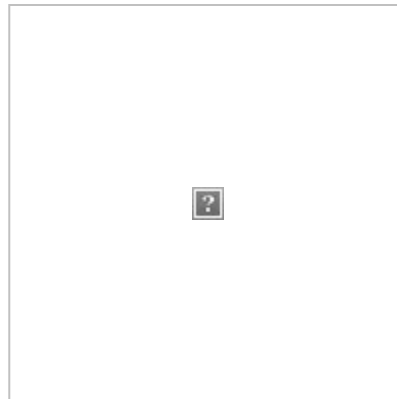
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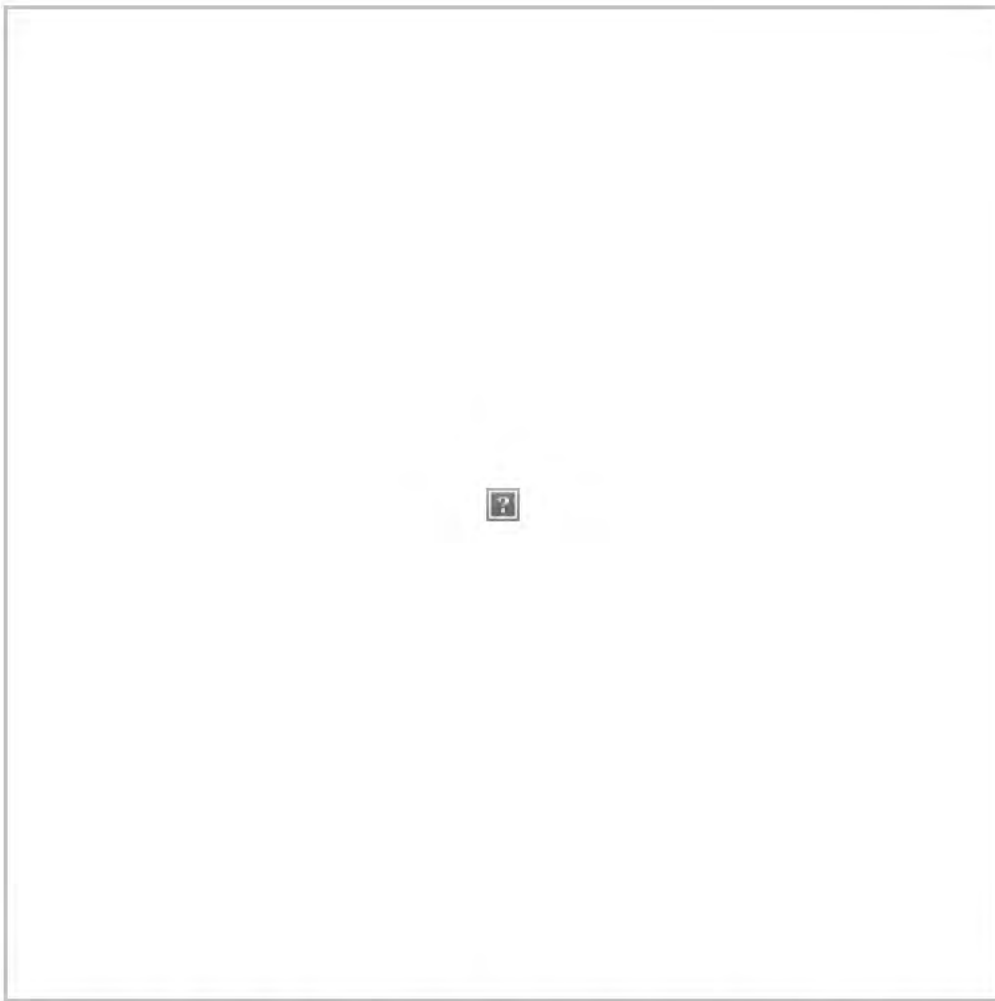
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**From:** [Education Dive: Higher Ed](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Oct. 23 - Law, medicine go online | 2U, Netflix partner on skills training  
**Date:** Friday, October 23, 2020 5:02:00 AM

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## **New IDC Research: The Future of Higher Education**

Learn how four universities executed a digital-first strategy and how to create a digital roadmap for your institution. [Access the IDC white paper here.](#)

DEEP DIVE

## **COVID-19 could change how professional programs teach online**

The pandemic forced disciplines such as medicine and law to make unforeseen and unprecedented adjustments that may stick around.

## **2U, Netflix partner to bring tuition-free boot camps to HBCU**

Up to 130 students and recent alumni from Virginia's Norfolk State University will be able to enroll in the fully online programs.

## **Feds: Crackdown on foreign worker program could extend to colleges**

One industry group called the comments a "reckless attack on key members of the higher education community."

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## Why AI chat is lighting the torch for virtual student support

AI is the "secret ingredient" to reaching, engaging, and servicing students both on and off-campus.

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UPDATED

## Tracking how the coronavirus is impacting colleges

Big Ten Conference college town mayors asked schools to factor virus positivity rates into plans. Virus-negative Boston U students must wear badge.

[Read more news](#)

## FEATURED RESOURCES

FROM: Modo

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### Empower Your Students to Succeed with a Campus App

- [\[Case Study\] Learn how 3 mobile-first schools successfully cultivate health and wellness with their campus app](#)
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THE WASHINGTON POST

**House committee subpoenas Education Dept. staff over handling of failing for-profit colleges**

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THE NEWS & ADVANCE

**Liberty University launches website to report misconduct under Jerry Falwell Jr.'s tenure**

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ESPN

**UC Riverside and the terms of Division I survival in the season of COVID-19**

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THE WASHINGTON POST

**After a college town's coronavirus outbreak, deaths at nursing homes mount**

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**What Counts as a Fiscal Emergency?**

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## COMPANY ANNOUNCEMENTS

Press releases from companies in your industry.

### Arcademics Launches its Fifth Annual Online National Math Competition

Press release from Arcademics

### New VHS Learning and National Math and Science Initiative Program Enables Over 100 Rural Students to Take Advanced Placement Courses at No Cost

Press release from VHS Learning

### New Gaggle White Paper Helps Districts Understand and Support Students Struggling with Mental Health

Press release from Gaggle

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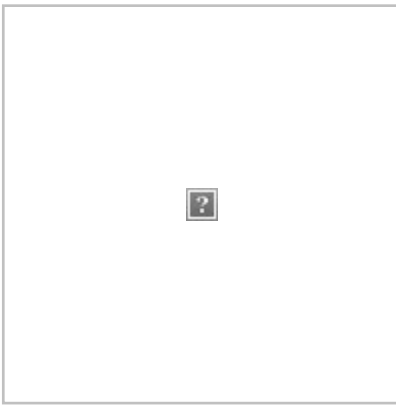
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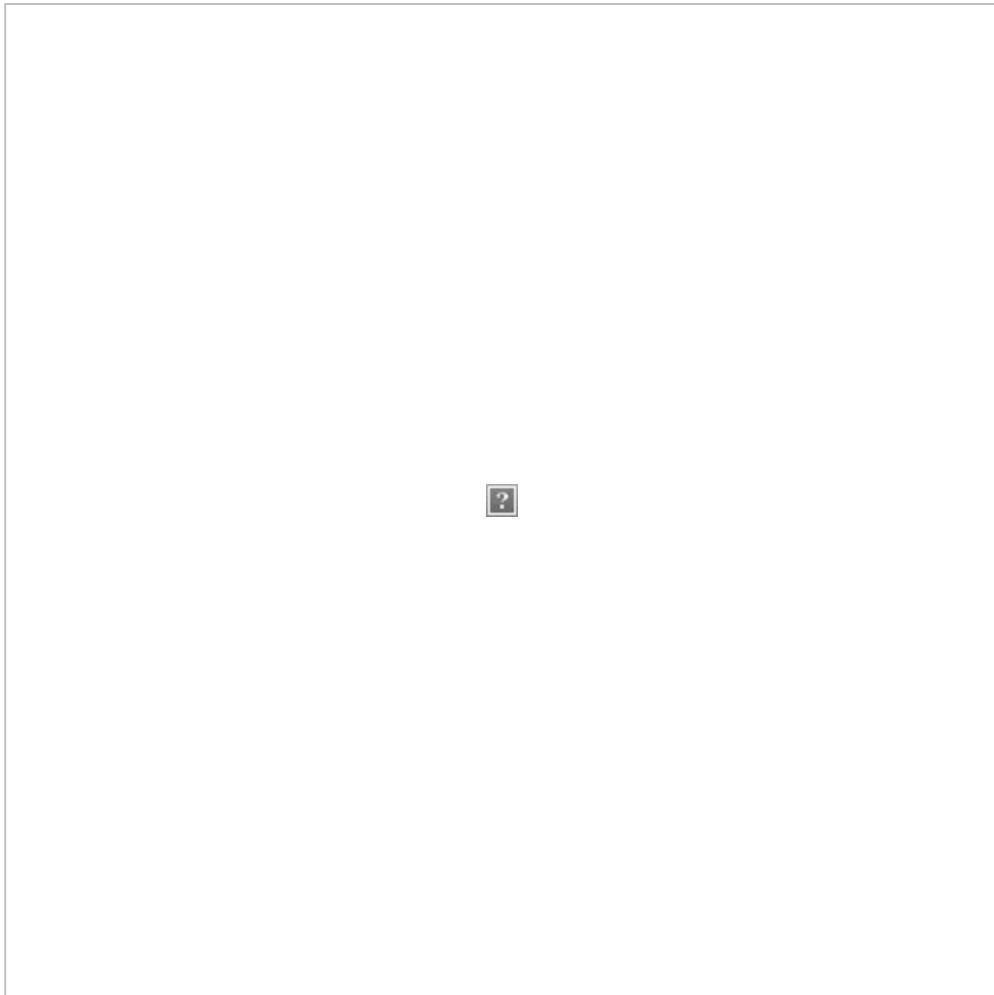
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**From:** MyPRSA Communities  
**To:** Adriana L Garza  
**Subject:** Open Forum Digest for Friday March 8, 2019 to Monday March 11, 2019  
**Date:** Monday, March 11, 2019 5:41:51 AM

To view all archived discussions and more resources, go to [connect.prsa.org](http://connect.prsa.org)

## Open Forum

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**Mar 8, 2019 - Mar 10, 2019**

started 2 days ago, [Susan O'Connor](#) (0 replies)

### **[Start up business plan--Question for Entrepreneurs](#)**

1. [Hi All, I'm in the process of working on a...](#) Susan O'Connor

started 2 days ago, [Ann Obenchain](#) (0 replies)

### **[Seeking PR Firm Recommendations](#)**

2. [We're looking for midsize, national media firm...](#) Ann Obenchain

started 3 days ago, [Julia Orlosky, APR](#) (5 replies)

### **[Effectiveness of Rack Cards in a Digital Age](#)**

3. [Hi Julia, Thanks for posing this question. I'm...](#) Sara Cullin, APR
4. [Hi Julia: I too am interested in results of...](#) Roberta Silverstein, APR
5. [I am the same, but I am a Boomer. I don't know...](#) Julia Orlosky, APR
6. [Thanks for your very thoughtful reply. We were...](#) Julia Orlosky, APR
7. [Hi Julia: Understand tight budgets and money...](#) Roberta Silverstein, APR

started 3 days ago, [Joron Planter](#) (3 replies)

### **[Making Recommendations to Management](#)**

8. [Interesting Professional / Personal Issue, Joron...](#) Samuel Waltz, Jr., APR, Fellow PRSA
9. [Hello Ms. Planter: Reorient your approach. ...](#) Dan Merriman, APR
10. [Hi, Joron - I am a 21-year-old female that...](#) Nickey Buzek

started 3 days ago, [Michelle Stuffmann](#) (4 replies)

### **[Need referral: Spanish translation services](#)**

11. [I just used a company that did good work,...](#) Dotti Gallagher, APR, Fellow PRSA
12. [We use GlobalSpeak - but they tend to focus on...](#) Michael Walter

13. [We went with ASTA on a recent project and were...](#) Lara Deloza

14. [For all translation services, I recommend...](#) David Adrian

started 3 days ago, [Ben Deutsch](#) (1 reply)

**Corporate Communications text book**

15. [I used "Writing That Works" by Walter Olin,...](#) William McSweeney, APR, Fellow PRSA

started 3 days ago, [Meagan Coughlin, APR](#) (1 reply)

**How do you handle multiple social media page requests?**

16. [Hi Meagan, I have been working as a digital...](#) Sara Cullin, APR

started 6 days ago, [Jane Kovacs](#) (4 replies)

**Heard of AirPR?**

17. [Jane, My cousin works for them so I spent...](#) Mary Deming Barber, APR, Fellow PRSA

started 6 days ago, [PHILIPPE Siclait](#) (2 replies)

**Starting My Journey - Looking for PR Guidance**

18. [Philippe, Welcome! It's a wonderful journey \(I...](#) Jane Dvorak, APR, Fellow PRSA

started 17 days ago, [Deidra Powell](#) (12 replies)

**Including video with your press releases**

19. [Thanks Claudia. I've actually done it multiple...](#) Joe Legge

started one month ago, [Linda Vassallo](#) (19 replies)

**Social Media Policies**

20. [Here is ours that we just changed/updated. Hope...](#)  Rachael Van Cleave

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1. [Start up business plan--Question for Entrepreneurs](#)

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Mar 8, 2019 1:52 PM

[Susan O'Connor](#)

Hi All,

I'm in the process of working on a business plan for an HR and Communications consulting business. I would like to get some suggestions on narrowing down and articulating our plan and some helpful tips on how to go about market research. I'm



also interested in anything you believe I should NOT do. I'm very comfortable learning from others' experiences.  
Susan

---

Susan O'Connor  
Communications Management Lead  
Palm Beach Gardens FL  
(609) 915-5133

---

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## 2. [Seeking PR Firm Recommendations](#)

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Mar 8, 2019 8:51 AM  
[Ann Obenchain](#)

We're looking for midsize, national media firm recommendations for participation in an upcoming RFP process.  
Extensive tier one relationships and experience in beverage alcohol, food and beverage, and consumer lifestyle industries preferred.  
Thank you!

---

Ann Obenchain  
Marketing Director  
Brewers Association  
Boulder CO  
(720) 473-5341

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### 3. [Re: Effectiveness of Rack Cards in a Digital Age](#)

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Mar 8, 2019 8:55 AM

[Sara Cullin, APR](#)

Hi Julia, Thanks for posing this question. I'm curious to see what others will say because I have a client requesting a rack card, now. I do not have any research to point to, but I'll provide my own opinion, for what it's worth. I am one of those people who still like to browse the rack and spread out the pamphlets on the hotel room bed. There is just something about having a tangible piece of information when I'm traveling in an unfamiliar place. Maybe the cost can be cut down by reformatting the piece? Maybe the life of the piece can be extended by making it sort of a keepsake, something that would be added to the family scrapbook? Again, I can't wait to hear more on this subject!

---

Sara Cullin APR  
Owner  
Signal Tree Creative Communications, LLC  
Ross OH  
(513) 383-5627

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Original Message:

Sent: 03-07-2019 09:05 PM

From: Julia Orlosky

Subject: Effectiveness of Rack Cards in a Digital Age

I'm evaluating the marketing/PR budget at the Santa Barbara Zoo. We're not sure if rack cards (with a discount coupon) are still effective for attracting visitors who are traveling through the area. We do monitor the number of coupons used, which is not significant. I'm also not sure that is the only or best way to judge this. I've asked tourism/hospitality professionals, and have not found any studies on rack cards. Our rack card distributor as a vested interest in telling us that our card is "popular" so we'll keep doing one. Is the cost is still justified to reach our "travel" publics, given all the tools (TripAdvisor, Yelp, etc.) on a smart phone? Any insights? Thanks!

---

Julia Orlosky, APR

Director of Public Relations  
Santa Barbara Zoo

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#### 4. [Re: Effectiveness of Rack Cards in a Digital Age](#)

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Mar 8, 2019 11:54 AM  
[Roberta Silverstein, APR](#)

Hi Julia: I too am interested in results of your considerations.

Here are my thoughts: Rack cards are really a form of publishing and probably could and should be evaluated just like you would any other zoo publication. Circulation audit, tracking, and a readership survey will provide more info on just who is using the rack card and where.

How much longer are your contracts with current rack card affiliations? Can you partner with another entity on the rack cards or get a 'sponsor'? Because before you abandon the rack cards, there needs to be some research into the reasoning behind keep or abandon.

In the few rack card 'discount admission' the Zoo does receive - can you ID where they are coming from? Hotel, CVB, Motor club, etc?

Who are you trying to attract to the zoo? What are the demographics and geographics? Psychographics? Where do these folks come from? Why do they want to go to the zoo?

What might be the downfall if you aren't listed with Legoland or other SAN attractions?

Are you partnering with airlines and other clubs that have online locations dedicated to SAN area tourist attractions? SWA, Motor Clubs, etc.

Has the Zoo ever tried 'geo fenced' permission-based mobile communications with the target audience you want to attract?  
Suggest you try it with a willing visitor group that is similar to your target audience.

Use A B testing.

Lastly, you might want to check in with MECLABS. They work non-profit entities on just these types of considerations.

---

Roberta Silverstein APR  
Synaptic Connector  
Brain To Fingers  
Novato CA  
(408) 416-6501

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Original Message:  
Sent: 03-07-2019 09:05 PM  
From: Julia Orlosky  
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Julia Orlosky, APR  
Director of Public Relations  
Santa Barbara Zoo

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5. [Re: Effectiveness of Rack Cards in a Digital Age](#)

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Mar 8, 2019 2:32 PM



Julia Orlosky, APR

I am the same, but I am a Boomer. I don't know if Millennials and Gen Z'ers (who have children: our audience) even consider them! That's why we need data. I'll post what I hear. Thanks for the reply!

-----  
JuliaOrlosky  
-----

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Original Message:

Sent: 03-08-2019 08:55 AM

From: Sara Cullin

Subject: Effectiveness of Rack Cards in a Digital Age

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Sara Cullin APR

Owner

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6. [Re: Effectiveness of Rack Cards in a Digital Age](#)

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Mar 8, 2019 2:41 PM

[Julia Orlosky, APR](#)

Thanks for your very thoughtful reply. We were hoping for Secondary Research on rack cards before attempting to do our own. We have limited resources and other research programs going right now. We do have terrific audience data and have done partnerships. The current card coupons can be traced. Most come back from hotels. No mystery there. The current card has a very dramatic design that was hoped would make it a keepsake.

Terrific idea about geo-fencing. though! I'll share it with our team.

I'll post on here when I have something to report!

-----  
JuliaOrlosky  
-----

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Original Message:

Sent: 03-08-2019 11:54 AM

From: Roberta Silverstein

Subject: Effectiveness of Rack Cards in a Digital Age

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Here are my thoughts: Rack cards are really a form of publishing and probably could and should be evaluated just like you would any other zoo publication. Circulation audit, tracking, and a readership survey will provide more info on just who is using the rack card and where.

How much longer are your contracts with current rack card affiliations? Can you partner with another entity on the rack cards or get a 'sponsor'? Because before you abandon the rack cards, there needs to be some research into the reasoning behind keep or abandon.

In the few rack card 'discount admission' the Zoo does receive - can you ID where they are coming from? Hotel, CVB, Motor club, etc?

Who are you trying to attract to the zoo? What are the demographics and geographics? Psychographics? Where do these folks come from? Why do they want to go to the zoo?

What might be the downfall if you aren't listed with Legoland or other SAN

attractions?

Are you partnering with airlines and other clubs that have online locations dedicated to SAN area tourist attractions? SWA, Motor Clubs, etc.

Has the Zoo ever tried 'geo fenced' permission-based mobile communications with the target audience you want to attract?

Suggest you try it with a willing visitor group that is similar to your target audience. Use A B testing.

Lastly, you might want to check in with MECLABS. They work non-profit entities on just these types of considerations.

---

Roberta Silverstein APR  
Synaptic Connector  
Brain To Fingers  
Novato CA  
(408) 416-6501

---

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## 7. [Re: Effectiveness of Rack Cards in a Digital Age](#)

[Reply to Group](#)

[Reply to Sender](#)



Mar 8, 2019 6:59 PM  
[Roberta Silverstein, APR](#)

Hi Julia:

Understand tight budgets and money allocated to mission critical functions. Last time I had to do a research project, I used graduate students from my local CA University. They were GREAT, found the secondary research as well as did a great job with the primary research.

Thanks for keeping us PRSAers in the loop too.

All the best,  
-Roberta

Roberta Silverstein  
408-416-6501  
[roberta@braintofingers.com](mailto:roberta@braintofingers.com)

[Twitter](#): robertabrain

[Facebook](#)

[LinkedIn](#)

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-----Original Message-----

Thanks for your very thoughtful reply. We were hoping for Secondary Research on rack cards before attempting to do our own. We have limited resources and other research programs going right now. We do have terrific audience data and have done partnerships. The current card coupons can be traced. Most come back from hotels. No mystery there. The current card has a very dramatic design that was hoped would make it a keepsake.

Terrific idea about geo-fencing. though! I'll share it with our team.

I'll post on here when I have something to report!

-----  
JuliaOrlosky  
-----

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8. [Re: Making Recommendations to Management](#)

[Reply to Group](#)

[Reply to Sender](#)



Mar 8, 2019 8:37 AM

[Samuel Waltz, Jr., APR, Fellow PRSA](#)

Interesting Professional / Personal Issue, Joron, and let me offer 3 thoughts, based on my own experience.

First, it's not you, it's not personal, and repeat that. Police agencies resemble quasi-military organizations, where Authority / Direction / Influence is very hierarchical,



based on rank, and "civilians" are seen as "passing through," because they're not "sworn officers." It's always a tough issue in such organizations.

Second, as a result, your professional influence will come from just a couple of points, (1) the quality of your relationship with Command, and the discretion and influence they accord you, and, (2) the quality of relationship you build with your counterpart(s) who is (are) the "public face" as spokespeople for the Agency.

My third thought comes from my own experience in this.

One of my clients for many years was the State of Delaware's second largest agency of uniformed "sworn officers." In working with them, I was advantaged by several things, some of which may not apply to you, among them, (1) I already was a senior level peer to them, and of course a male in a world that was disproportionately male, (2) I had a military background, as a Vietnam-era veteran of US Army CounterIntelligence, (3) I'd worked in the news media, and understood it well, and (4) I owned some recognition as a business / civic leader in our community. (5) In addition, in the political world in which the Agency worked, it reported to an elected official, and they knew I was close to him, and that I enjoyed a relationship of trust with his administration and cabinet.

Third, as a result, I was able to work with the command officers as "a thought-leader", advocate and interpreter for them, within the organization and beyond. (In fact, Joron, on my business card, instead of giving myself a functional title like President, I've long used the title I invented and trademarked™, *Strategic Counselor, Trusted Adviser & Advocate™*, which indicates the value I try to bring my clients.)

In your work, you already have a great understanding, I'd think, Joron, about how to be an advocate for the Command, how to be "a thought-leader," and how to be proactive. That will serve you well. Best wishes, and let me know if you'd like to talk more about this.

-----  
Samuel L Waltz Jr, APR, Fellow PRSA  
Strategic Counselor, Trusted Adviser & Advocate™  
Elected PRSA CEO / Board Chair (1999)  
SamWaltz@SamWaltz.com ~ 302 777 7774

SamWaltz.com Strategic Capital & Business Counsel  
11 Downs Drive, Limerick at Greenville, Greenville, DE 19807-2555

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[www.Linkedin.com/in/SamWaltz/](http://www.Linkedin.com/in/SamWaltz/)

[www.TruthAtWork.org](http://www.TruthAtWork.org)

Truth at Work helps Business Leaders, Entrepreneurs, CEOs and Executives be the Gifted Leaders who God has created them to be.

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-----  
Original Message:

Sent: 03-07-2019 04:24 PM

From: Joron Planter

Subject: Making Recommendations to Management

Hello,

I am the PR coordinator for two programs within a state government agency. My position fits into the agency as a whole in a very unique way. There is a public relations office that handles communication efforts for the whole agency and then there's me - I handle communication efforts for two programs within the agency. These two programs were developed in response to the increase in auto theft in the early 90s and the need for a specialized focus on insurance fraud in the late 90s. These two programs have special funding and our office is ran in some ways like a separate entity.

With that being said, at times it is very difficult to make recommendations from a PR standpoint that are actually received. I am not always viewed as the subject matter expert on the program's communication efforts. This may have a lot to do with my supervisor being new in this position (less than a year) and not having a background in PR.

My frustration is that the recommendations I make to my supervisor are vital to the program's PR success and they are often taken as suggestions and replaced with less informed decisions.

Has anyone dealt with a similar situation? How did you handle without overstepping?

Thank you!

-----  
Joron Planter  
Public Relations Coordinator  
Virginia State Police  
Chesterfield VA  
(910) 778-6966  
-----

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## 9. [Re: Making Recommendations to Management](#)

[Reply to Group](#)[Reply to Sender](#)

Mar 8, 2019 10:44 AM

[Dan Merriman, APR](#)

Hello Ms. Planter:

Reorient your approach. Be strategic. Focus on outcomes rather than outputs. By that I mean you are not about doing public relations, per se. Rather, your mission is to use PR/communication to help your boss achieve his/her most important goals and solve his/her toughest problems. Your agenda is your boss's agenda. For any idea or deliverable you propose you need to show, in measurable terms, how you intend to "move the needle" toward success.

First, work with your supervisor to identify his/her most important goal. Then figure out what PR/communication you will execute to help your supervisor progress toward that goal. Let's say your boss's biggest worry is reducing auto theft. Ask your boss what action(s) by vehicle owners can make the biggest and fastest impact on the problem. Then decide what you'll do, within a prescribed time period, to help raise awareness of those things. Your communication plan needs to include a measurable and achievable intended outcome, one that you and your boss have mutually agreed on. Let's say it's a five percent increase in awareness within 12 months among the target audience. What target audience? Start with drivers in the highest auto theft areas.

If you help your boss make measurable progress toward his/her goals you will then have an enthusiastic supporter for your proposals.

**Dan R. Merriman, APR**

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-----Original Message-----

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Thank you!

-----  
Joron Planter  
Public Relations Coordinator  
Virginia State Police  
Chesterfield VA  
(910) 778-6966  
-----

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10. [Re: Making Recommendations to Management](#)

[Reply to Group](#)

[Reply to Sender](#)

Mar 8, 2019 11:13 AM

[Nickey Buzek](#)



Hi, Joron -

I am a 21-year-old female that just graduated college in December 2018. However, my position requires me to advise CEOs, presidents, and board members across the US. Why in the world would they listen to me? Or implement the suggestions I offer? Because I state research with sources attached, pull old data from the company to show improvement areas, make the suggestions, then add projections to it. At that point, they're not listening to a young professional, they're listening to expert information that I've compiled in an easy-to-read one sheet or 20 minute meeting.

PRSA forums, Silver Anvil Case Studies, dissertations, publications - you name it. Find the research and success stories that back your suggestions. Introduce them in a setting with more than one "power position" in the room. If it makes sense to one person, they become your advocate. Then, it's not just you, facts, and projections - it's multiple people with the power of persuasion.

Hope this helps!

- Nickey

-----  
Nickey Buzek  
Director of Programs  
P1 Learning  
Kansas City MO  
(417) 429-8925  
-----

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Original Message:  
Sent: 03-07-2019 04:24 PM  
From: Joron Planter  
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Has anyone dealt with a similar situation? How did you handle without overstepping?

Thank you!

---

Joron Planter  
Public Relations Coordinator  
Virginia State Police  
Chesterfield VA  
(910) 778-6966

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11. [Re: Need referral: Spanish translation services](#)

[Reply to Group](#)

[Reply to Sender](#)



Mar 8, 2019 8:56 AM

[Dotti Gallagher, APR, Fellow PRSA](#)

I just used a company that did good work, quickly, at a very reasonable cost. Here's their URL:

<https://www.tomedes.com/>



Dotti Gallagher, APR, Fellow PRSA  
Principal - [Dotti Gallagher Consulting](#)  
T 801-890-1210 C 775-830-8500  
[dotti@dottigallagherconsulting.com](mailto:dotti@dottigallagherconsulting.com)  
Member, [PRConsultants Group \(PRCG\)](#)  
*National Strength. Local Power™*

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-----Original Message-----

Do you have a reliable translation service company (or individual) to recommend?

All our patient-facing elements (website, ads, flyers, posters, emails, etc.) must be translated into Spanish. To date, we've relied on two in-house volunteers, but we've heard from a few people that their translations haven't always been spot-on, and timeliness is always an issue because their availability is... sporadic.

I'm willing to pay (a reasonable amount, of course - we're a nonprofit) to have our translation done professionally, and would appreciate hearing about good experiences you've had in this arena.

Thanks in advance for any ideas!  
Michelle

-----  
Michelle Stuffmann  
Director of Communications  
Venice Family Clinic  
-----

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12. [Re: Need referral: Spanish translation services](#)

[Reply to Group](#)

[Reply to Sender](#)



Mar 8, 2019 10:07 AM

[Michael Walter](#)

We use GlobalSpeak - but they tend to focus on energy customers. You can also look at MasterWord. When I worked for the City of Houston, they did a great job translating a lot of our public-facing emergency preparedness documents. They will also keep a list of industry and company-specific terms to re-use, so that your translations and phrasing is consistent across documents.

-----  
Michael Walter  
Lead Community Relations Specialist  
Valero Energy Corporation  
Houston TX  
(713) 923-3467  
-----

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-----  
Original Message:  
Sent: 03-07-2019 01:28 PM  
From: Michelle Stuffmann  
Subject: Need referral: Spanish translation services

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Thanks in advance for any ideas!  
Michelle

-----  
Michelle Stuffmann  
Director of Communications  
Venice Family Clinic  
-----



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13. [Re: Need referral: Spanish translation services](#)

[Reply to Group](#)

[Reply to Sender](#)



Mar 8, 2019 10:16 AM

[Lara Deloza](#)

We went with ASTA on a recent project and were really impressed:  
[Language Translation Services Company. Document Translation Experts.](#)

The work was high quality at a really attractive price point, and the customer service was top-notch. They even worked directly with our designer for deliverables.

At the very least, you could get a quote, pull comps, and decide from there.

---

Lara Deloza  
Senior Communications Manager  
International Literacy Association  
Newark DE  
(302) 731-3476

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Sent: 03-07-2019 01:28 PM

From: Michelle Stuffmann

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Thanks in advance for any ideas!

Michelle

---

Michelle Stuffmann  
Director of Communications  
Venice Family Clinic

---

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14. [Re: Need referral: Spanish translation services](#)

[Reply to Group](#)

[Reply to Sender](#)



Mar 8, 2019 12:17 PM

[David Adrian](#)

For all translation services, I recommend Bromberg & Associates Translation Agency, based in Hamtramck, Michigan. Contact President Jinny Bromberg at (313) 871-0080 or [Jinny@BrombergTranslations.com](mailto:Jinny@BrombergTranslations.com).

---

David Adrian  
President  
Adrian & Associates, Public Relations Counselors  
Pontiac MI  
(248) 322-9226

---

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Original Message:

Sent: 03-07-2019 01:28 PM

From: Michelle Stuffmann

Subject: Need referral: Spanish translation services

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Thanks in advance for any ideas!  
Michelle

-----  
Michelle Stuffmann  
Director of Communications  
Venice Family Clinic  
-----

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15. [Re: Corporate Communications text book](#)

[Reply to Group](#)

[Reply to Sender](#)



Mar 8, 2019 4:32 PM

[William McSweeney, APR, Fellow PRSA](#)

I used "Writing That Works" by Walter Olin, Charles Brushaw and Gerald Alred for the Corporate Communications Writing course I taught last fall at Marquette. It's published through Macmillan Learning and had a complete set of PowerPoint slides for each chapter to help with lectures. There were also a number of good writing exercises throughout the book to reinforce what is taught in the text.

-----  
W. Patrick McSweeney APR, Fellow PRSA  
Milwaukee, WI  
(904) 923-4871  
[patrickmcsweeney22@gmail.com](mailto:patrickmcsweeney22@gmail.com)

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Original Message:  
Sent: 03-07-2019 11:00 AM  
From: Ben Deutsch  
Subject: Corporate Communications text book

Anyone have any suggestions for a great Corporate Communications textbook? I'm going to be teaching an undergraduate class this summer and wanted to have something as a reference as I develop the curriculum. Thanks!

Ben Deutsch  
Vice President, Corporate Communications  
The Coca-Cola Company  
Atlanta GA  
(404) 676-5096

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16. [Re: How do you handle multiple social media page requests?](#)

[Reply to Group](#)

[Reply to Sender](#)



Mar 8, 2019 8:03 AM

[Sara Cullin, APR](#)

Hi Meagan,

I have been working as a digital communications and social media consultant to local governments. I have heard this question/ struggle many times! My suggestion is to put the audience first. How can you most effectively reach your key audiences? In many cases I recommend a more unified approach (e.g. a community of 10k doesn't best serve constituents with separate Facebook pages for every department within the City). Your agency may be different. I'm sure you'll come up with a better process for deciding these strategies on future projects. Also, "laymen" tend to think a Page is the only way to be represented on Facebook. There are other tools that could be considered, like paid ads, events, etc that may make sense. I hope this helps!

-----  
Sara Cullin APR  
Owner  
Signal Tree Creative Communications, LLC  
Ross OH  
(513) 383-5627  
-----

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-----  
Original Message:  
Sent: 03-07-2019 09:20 AM  
From: Meagan Coughlin  
Subject: How do you handle multiple social media page requests?

**Hello fellow PR pros!**

I work for a governmental agency known as a council of governments or a regional planning commission. Our agency employs about 250 people, serves a 13-county region of more than seven million people. I am the new communications director building a new communications department for our agency. The agency has been around for about 50 + years. Until now, the different departments in the agency have been siloed and managed their own communications. With that we have hundreds of logos, URLs, dozens of social media sites, etc. New in my role (I've worked here two years a program manager in communications from the transportation department); I am responsible for streamlining our messaging, etc. And, my team will be working on a social media policy. However, the agency is bureaucratic and decisions are not made just by implementing a policy. A lot of our departments receive state and federal grants that lead to "projects." Every time a new project begins, our planners want a new logo, URL, Facebook page, etc. When I attempt to say no; people tend to get upset / combative and I tend to cave knowing that their page will be unsuccessful and that is 100% clouding our messaging and disrupting the strategy I am working to implement. Without support from their directors or from the top - how do I make this work? I appreciate your input!

-----  
Meagan Coughlin, APR  
-----

[Reply to Group](#)

[Reply to Sender](#)



Mar 10, 2019 5:20 PM

[Mary Deming Barber, APR, Fellow PRSA](#)

Jane,

My cousin works for them so I spent time talking with them at the conference. I was really impressed with what they are trying to do. I'd suggest reaching out to tell them what you want and see if the tools can do what you're needing. I agree with Katie that they have some great tools in place.

---

Mary Deming Barber Fellow PRSA, APR  
President  
Food PR & Communications  
Gig Harbor WA  
(907) 529-2391  
[mary@barbergp.com](mailto:mary@barbergp.com)

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Original Message:

Sent: 03-04-2019 10:34 AM

From: Jane Kovacs

Subject: Heard of AirPR?

Has anyone heard of AirPR for media monitoring? I'm familiar with TrendKite and Meltwater ... I'm curious what AirPR has to offer, how they are different.

---

Jane Kovacs  
Austin Regional Clinic  
Austin TX  
(512) 421-4829

---

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## 18. Re: Starting My Journey - Looking for PR Guidance

[Reply to Group](#)[Reply to Sender](#)

Mar 8, 2019 10:51 AM

[Jane Dvorak, APR, Fellow PRSA](#)

Philippe,

Welcome! It's a wonderful journey (I speak from experience!) you've embarked upon and it will have many twists and turns along the way. There is no doubt you are learning skills in your current position that will help you later. Your business development is just one that you mentioned. You'll need that in the entertainment industry from what I know of my friends in that world. I echo Theresa's advice to jump in and start making connections. There are many careers within the segment you noted, so there may be something waiting for you that you never thought of or had any idea existed.

My advice: Be open. Be open to whatever comes your way to embrace the experience, learn and *really* enjoy the journey. When we are open to the possibilities and not limited by what we "think" we want we land in a place where we can fully enjoy the landing spot. It may not look exactly as you have envisioned, it is likely way better! PRSA can help you get there, use this network. The people are amazing and giving. One person in the DC area that may be of help to you is Samantha Villegas. She serves on the PRSA National Board and is one of the brightest PR pros I know. Reach out to her, she can be a connector in the DC Chapter and beyond.

Best of luck to you! Hope to see you at ICON in San Diego -- let me know if you plan to attend, perhaps we can connect personally.

---

Jane Dvorak, APR, Fellow PRSA  
President  
JKD & Company, Inc.  
Lakewood CO  
(303) 238-3011

---

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Original Message:

Sent: 03-04-2019 10:37 AM

From: PHILIPPE Siclait

Subject: Starting My Journey - Looking for PR Guidance

Hello,

My name is Philippe Siclait. I recently became a member of the PRSA for the purpose of learning the inner workings of the PR industry. I currently work as the head of marketing and business development for a small property management company in Northeast, DC. I am gaining a lot of valuable experience however, it is not what I want to do forever. I ultimately would like to work in entertainment PR focusing on either music or television. With that said, I feel like there are steps that I need to take before getting there. Although I have a background in Communications, Marketing and Real Estate, I do not have any formal PR experience. Does anybody have advice on how to break into the DC PR industry in a way that will set me on the correct path to reaching this goal?

-----  
Philippe Siclait  
Marketing & Business Development Specialist  
Property Management  
Washington DC  
347-742-2554  
[Philippe.Siclait@gmail.com](mailto:Philippe.Siclait@gmail.com)  
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19. [Re: Including video with your press releases](#)

[Reply to Group](#)

[Reply to Sender](#)



Mar 8, 2019 8:56 AM

[Joe Legge](#)

Thanks Claudia. I've actually done it multiple ways. Most of the time, I just write the press release in a style ready to "rip and read." Occasionally, if we are producing our own packaged report to post on our website and social media platforms, I will include a copy of my script in the Dropbox folder for stations to use.

I have seen large universities provide different versions of medical research stories in "ready to air" formats. They will supply stations with a VO script, V/SOT script and Reporter PKG script, along with pre-edited video to match each copy.

I would add that if you are including copy, make sure your video matches and reinforces what you are writing about and provides access to visuals that would be a



challenge for the acquire on their own.

---

Joe Legge  
Public Relations Director  
Walker County Government  
LaFayette GA  
(706) 638-1437

---

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---

Original Message:  
Sent: 03-07-2019 08:51 AM  
From: Claudia Quintana  
Subject: Including video with your press releases

Hi Joe, great tips! How do you incorporate anchor copy to support b-roll? Do you build that into the press release? When we pitch a story with a video, we usually include a sound bite that is easy for a news producer to include in the telecast. Interested in your thoughts on the copy part of the b-roll. Thanks!

---

Claudia Quintana  
Public Relations Director  
VITAS Healthcare  
Miami FL  
(305) 350-4359

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20. [Re: Social Media Policies](#)

[Reply to Group](#)

[Reply to Sender](#)



Mar 8, 2019 10:19 AM |  [view attached](#)

[Rachael Van Cleave](#)

Here is ours that we just changed/updated. Hope this helps!

---

Rachael Van Cleave  
Communications Manager/PIO  
City of South Jordan  
South Jordan  
Rvanleave@sjc.utah.gov  
(801) 446-4357

---

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Original Message:  
Sent: 01-15-2019 08:24 AM  
From: Linda Vassallo  
Subject: Social Media Policies

We are updating our county government policy. Seeking best practice examples. Anyone willing to share, please email [linda.vassallo@calvertcountymd.gov](mailto:linda.vassallo@calvertcountymd.gov).

***Linda S. Vassallo***  
***Director***  
Calvert County, Maryland  
Department of Communications & Media Relations  
175 Main Street  
Prince Frederick, MD 20678  
[www.calvertcountymd.gov](http://www.calvertcountymd.gov)  
410.535.2003 (voice)

---

To view all archived discussions and more resources, go to [connect.prsa.org](http://connect.prsa.org). You are subscribed to "Open Forum" as [adriana.garza@tamuk.edu](mailto:adriana.garza@tamuk.edu). To change your subscriptions, go to [My Subscriptions](#). To unsubscribe from this community discussion, go to [Unsubscribe](#).

**From:** MyPRSA Communities  
**To:** Adriana L Garza  
**Subject:** Open Forum Digest for Friday May 24, 2019  
**Date:** Friday, May 24, 2019 5:20:26 AM

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May 23, 2019

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#### [Lessons learned in creating a podcast for first time](#)

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2. [Hi Deidra -- One of our PRSA colleagues and...](#) Mary Beth West, APR, Fellow PRSA

started 17 hours ago, [Mindia Whittier](#) (2 replies)

#### [Ethical Considerations/Municipal Communication](#)

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4. [Hello Mindia: It's terrific that you're...](#) Mary Beth West, APR, Fellow PRSA
5. [No offense to you as a highly respected academic...](#) Lauri-Ellen Smith, APR

started 18 hours ago, [Krystle Grindley](#) (0 replies)

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6. [Hello! Being located in the South, our Parish...](#) Krystle Grindley

started 18 hours ago, [Jeff McCollum](#) (4 replies)

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7. [I can't believe I've burned 45 minutes trying to...](#) Jeff McCollum
8. [Well maybe this is just me...but I still use ###...](#) Mindia Whittier
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1. [Lessons learned in creating a podcast for first time](#)

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May 23, 2019 7:23 PM

[Deidra Powell](#)

I know we've discussed creating podcasts in the Open Forum previously. It peaked my interest then, but I wasn't in a position to move forward with it. Now, I am ready to seriously consider creating a podcast for my organization. I'm interested in advice and lessons learned from those who started a podcast for their company/CEO. If you have any start-up documents to share, I'd appreciate receiving them. I don't have a large budget, so I need to take the most efficient route. Thank you in advance for your responses./

-----  
[Deidra] [Powell]  
[Director of Communications]  
[Natomas Unified School District]  
[Sacramento] [CA]  
[916.561.5267]  
[dpowell@natomasunified.org]  
-----

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2. [Re: Lessons learned in creating a podcast for first time](#)

[Reply to Group](#)[Reply to Sender](#)

May 23, 2019 8:53 PM

[Mary Beth West, APR, Fellow PRSA](#)

Hi Deidra -- One of our PRSA colleagues and former national board members, [@Steven Lubetkin, APR, Fellow PRSA](#), is a podcasting expert. You may wish to contact him for insights. He's terrific.

<https://lubetkin.net/>

Best, MB

---

Mary Beth West, APR, Fellow PRSA  
Maryville, Tenn.

Candidate for 2020 PRSA National Secretary: [prsanomcom.secure-platform.com/a/gallery/rounds/35/...](https://prsanomcom.secure-platform.com/a/gallery/rounds/35/)

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Original Message:

Sent: 05-23-2019 07:23 PM

From: Deidra Powell

Subject: Lessons learned in creating a podcast for first time

I know we've discussed creating podcasts in the Open Forum previously. It peaked my interest then, but I wasn't in a position to move forward with it. Now, I am ready to seriously consider creating a podcast for my organization. I'm interested in advice and lessons learned from those who started a podcast for their company/CEO. If you have any start-up documents to share, I'd appreciate receiving them. I don't have a large budget, so I need to take the most efficient route. Thank you in advance for your responses./

---

[Deidra] [Powell]  
[Director of Communications]  
[Natomas Unified School District]  
[Sacramento] [CA]  
[916.561.5267]  
[[dpowell@natomasunified.org](mailto:dpowell@natomasunified.org)]

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3. [Ethical Considerations/Municipal Communication](#)

[Reply to Group](#)

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May 23, 2019 12:18 PM



Mindia Whittier

I wonder if anyone can help guide me on the ethical considerations regarding a current situation. It recently came to light that our local City government lost approximately \$700,000 (tax payer dollars) in online scams more than a year ago. And that due to IT compliance issues, sensitive data of City employees was accessible to anyone online for an extended period of time

Our City leaders did not disclose the loss. It only became public when a whistleblower filed a lawsuit a few days ago. Members of our City Council were briefed on the issue in Executive Session (meetings that are closed to the public). And these elected officials quietly approved a consent agenda item to cover part of the financial shortfall by the City's risk fund. So in addition to keeping the initial loss under wraps, citizens were kept in the dark about governance actions to address it.

One of our Assistant City Managers has been quoted in the media as saying that "the criminal investigation made public discussion difficult" and that taxpayers could not be made aware of the scam until after the criminal investigation was complete. A council member said the elected officials never discuss executive session matters publicly until the city legal staff clears it. And one of our Council Member has stated that he would like to consider "when it's appropriate to make similar issues public" in the future, and the metrics/parameters under which this type of information should be made public.

I'd like to use this as an opportunity to draft an editorial regarding ethical communication standards, develop it as a case study to use in Public Relations courses that I teach at a university, and prepare a brief for our City Council members with guidance on the legal options as well as best practices for disclosure of such information.

It seems this would fall under the Fairness section of the PRSA Code of Principles (Build trust with the public by revealing all information needed for responsible decision making). Isn't it accurate that - at a minimum - the fact of the fraud having occurred could have been (and in fact should have been) self-disclosed by the City to ensure an informed public/electorate? And that they could have disclosed minimal details, such as the date and amount (what/where/when), while holding confidential the specific details relevant to protecting the integrity of the criminal investigation (the why/how)?

Also, does anyone know:

- What are the legal requirements about elected officials not disclosing information until legal staff clears it?
- Are there any other applications from the Code of Ethics that would apply, which I'm missing?

Are there any similar cases I could point to as examples of municipalities doing it right?

- Other suggestions that would be helpful in developing narrative on this issue?

[Lawsuit: Hackers stole \\$515,000, Fort Worth employee data compromised in security breach](#)

[Public likely could have known about Fort Worth phishing scam sooner. 'Lesson learned'](#)

Thanks for any feedback or advice!

-----  
Mindia Whittier  
Lecturer/Specialist  
University of Texas at Arlington  
Arlington TX  
(817) 300-1141  
-----

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#### 4. [Re: Ethical Considerations/Municipal Communication](#)

[Reply to Group](#)

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May 23, 2019 12:38 PM

[Mary Beth West, APR, Fellow PRSA](#)

Hello Mindia:

It's terrific that you're undertaking a review of this situation in order to share guidance and ethical best-practices to key decision-makers, including those outside of our profession (elected officials, staff, etc.). Your efforts will undoubtedly help expand awareness of key ethical considerations that elected officials and their communications staff members must evaluate going forward, as they work in service to their citizens / taxpayers.



One immediate reaction I have is re: Sunshine Laws in the state of Texas and how they might be (or, potentially, should have been) applied in this case. I found this recent article that speaks to that issue in general, which may be a relevant read here:

[www.caller.com/story/opinion/2018/03/09/...](http://www.caller.com/story/opinion/2018/03/09/...)

**To me, it would appear specific provisions of the PRSA Code of Ethics apply...**

- "Free flow of information" -- To maintain the integrity of relationships with the media, government officials, and the public.
- "Disclosure of information" -- To build trust with the public by revealing all information needed for responsible decision making.
- "Safeguarding confidences" -- To protect the privacy rights of clients, organizations, and individuals by safeguarding confidential information. (*The question here being, who should be entitled to privacy given the loss of taxpayer dollars, and why... under what legal basis?*)
- "Conflicts of interest" -- To build trust with the public by avoiding or ending situations that put one's personal or professional interests in conflict with society's interests.

At the end of the day, we're talking about taxpayer dollars here and the public's right to know if / when / how taxpayer dollars are engaged in ways that are problematic. Saving face and preventing embarrassment are NOT legitimate excuses for elected officials and government employees to withhold information from their taxpaying citizens or from the news media who serve them and an informed democracy.

I'm happy to chat more, if it would be helpful. Best wishes in your efforts here! -MB

-----  
Mary Beth West, APR, Fellow PRSA  
Maryville, Tenn.

Candidate for 2020 PRSA National Secretary: [prsanomcom.secure-platform.com/a/gallery/rounds/35/...](http://prsanomcom.secure-platform.com/a/gallery/rounds/35/...)

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Original Message:  
Sent: 05-23-2019 12:17 PM  
From: Mindia Whittier  
Subject: Ethical Considerations/Municipal Communication

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Our City leaders did not disclose the loss. It only became public when a whistleblower filed a lawsuit a few days ago. Members of our City Council were briefed on the issue in Executive Session (meetings that are closed to the public). And these elected officials quietly approved a consent agenda item to cover part of the financial shortfall by the City's risk fund. So in addition to keeping the initial loss under wraps, citizens were kept in the dark about governance actions to address it.

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[Lawsuit: Hackers stole \\$515,000, Fort Worth employee data compromised in](#)

[security breach](#)

[Public likely could have known about Fort Worth phishing scam sooner. 'Lesson learned'](#)

Thanks for any feedback or advice!

---

Mindia Whittier  
Lecturer/Specialist  
University of Texas at Arlington  
Arlington TX  
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## 5. [Re: Ethical Considerations/Municipal Communication](#)

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May 23, 2019 2:10 PM  
[Lauri-Ellen Smith, APR](#)

No offense to you as a highly respected academic, but you're not dealing with the crisis/lawyers/elected officials first hand, every day. I can tell you from experience, when criminal investigations are underway, or the discovery process is underway, nothing can be discussed. The skilled Crisis Communicator navigates and negotiates through that with attorneys and leaders.

Here's a thought: call the press secretary or Sr. PR official and have a coffee. I promise you have no idea of the remedy they are engaged in: Process improvements; accountability audits; etc. Hear more about the steps, missteps, etc. that might help you with your assessment and analysis. Surely city hall PR staffers are in the PRSA chapter and might be able to meet with you? They might appreciate the academic perspective and your approach, as they deal with the reality of elected officials running for political cover or answering the public's cry for "heads on sticks" and they steer through the media (social and commercial) onslaught. Seasoned government and military communicators know this is a storm to be weathered and will pass. Crisis Comm is a unique type of PR. Get inside their heads....

Please call me if you'd like to discuss further  
(904) 219-0977

-----  
Lauri-Ellen Smith APR  
Director, Community Relations  
City of Pascagoula, MS  
Ocean Springs MS  
(904) 219-0977  
-----

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From: Mindia Whittier  
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-----  
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6. [Mosquito Control](#)

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May 23, 2019 11:17 AM

[Krystle Grindley](#)

Hello! Being located in the South, our Parish deals with mosquito control as a nuisance and public health issue. One of the biggest complaints we get is not effectively communicating what areas we spray on a daily basis. We currently use our website for residents to request spraying and we have a hotline that residents can call after noon to see what areas are scheduled for spraying.

Do any of you currently utilize any software that allows you to automate this and feed to your website and/or social media? I have researched for potential software with no such luck!

Thanks!  
Krystle

-----  
Krystle Grindley  
Communications Manager  
Parish of Caddo, Louisiana  
-----

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7. [-30- or ### or nothing?](#)

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May 23, 2019 11:08 AM

[Jeff McCollum](#)

I can't believe I've burned 45 minutes trying to find an answer...that's what I get for not updating my copy of the Stylebook.

How are we signaling the end of press releases these days? I've seen:

1. -30-
2. ###
3. ###.###.### (what?????)

4. "You're a dinosaur. Don't use anything."

Waddaya say, folks?

Jeff

---

Jeff McCollum  
Media & Public Relations Manager  
Infosec  
Madison, WI  
608-509-9804  
jeff.mccollum@infosecinstitute.com

---

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8. [Re: -30- or ### or nothing?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 23, 2019 11:32 AM

[Mindia Whittier](#)

Well maybe this is just me...but I still use ###.

---

Mindia Whittier  
Professor  
University of Texas at Arlington  
Arlington TX  
(817) 300-1141

---

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---

Original Message:  
Sent: 05-23-2019 11:08 AM  
From: Jeff McCollum

Subject: -30- or ### or nothing?

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Jeff McCollum  
Media & Public Relations Manager  
Infosec  
Madison, WI  
608-509-9804  
[jeff.mccollum@infosecinstitute.com](mailto:jeff.mccollum@infosecinstitute.com)

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9. [Re: -30- or ### or nothing?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 23, 2019 11:49 AM  
[Jeff McCollum](#)

Right? Same here...until a director told me this morning "...we use the more contemporary ###.###.###." More contemporary? I'll be danged if I can find one example of that used anywhere. Always happy to be wrong, since it's such a frequent occurrence - but show me.

---

Jeff McCollum  
Media & Public Relations Manager  
Infosec



Madison, WI  
608-509-9804  
jeff.mccollum@infosecinstitute.com  
-----

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-----  
Original Message:  
Sent: 05-23-2019 11:32 AM  
From: Mindia Whittier  
Subject: -30- or ### or nothing?

Well maybe this is just me...but I still use ##.

-----  
Mindia Whittier  
Professor  
University of Texas at Arlington  
Arlington TX  
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10. [Re: -30- or ### or nothing?](#)

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May 23, 2019 2:53 PM

[Jon Goldberg](#)

## at the end of releases. I reserve -30- for personal posts and messages in memory of PR and media colleagues.

I've never encountered ##.##.## and hope I never do.

Call me anachronistic, but I still write hed and lede, occasionally refer to pages as takes, and have a dog named TK.

-----  
Jon Goldberg  
Chief Reputation Architect  
Reputation Architects Inc  
Roseland NJ  
(973) 241-1010  
-----

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Original Message:  
Sent: 05-23-2019 11:49 AM  
From: Jeff McCollum  
Subject: -30- or ### or nothing?

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Jeff McCollum  
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608-509-9804  
[jeff.mccollum@infosecinstitute.com](mailto:jeff.mccollum@infosecinstitute.com)

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11. [Re: -30- or ### or nothing?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 23, 2019 4:30 PM  
[Jeff McCollum](#)

TK? Outstanding. Homeric.

--



**Jeff McCollum**

Media & PR Manager

jeff.mccollum@infosecinstitute.com

608.509.9804 office

309.824.6387 mobile

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-----Original Message-----

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Jon Goldberg  
Chief Reputation Architect  
Reputation Architects Inc  
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(973) 241-1010  
-----

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12. [Module 1 exercise](#)

[Reply to Group](#)

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May 23, 2019 9:50 AM

[Grant Kielczewski](#)

I thought I'd take a shot at the digital content strategy exercise at the end of module one just to get some ideas percolating. Feel free to critique or post your own approach as well.

Engaging with the trend about sky-rocketing student loan debt will resonate with a much larger audience – an audience that also represents many more potential clients. The open question is whether to acknowledge or engage at all surrounding the positive story about the 400 students who will have their loans paid.

The bank could engage in a strategy to talk about the financial tools they offer that help new graduates budget, track expenses and save.

Ideally the content would focus on building the brand as an empathetic partner with young people looking to take control of their financial future and then showcase a new budgeting tool (maybe an app with a tiered subscription model that is free for students).

Sample content:

"We know that your monthly student loan payment can be frightening. Use our free new app to help track your expenses and stay on budget. It automatically links to your checking account to help analyze expenses. And when you open a checking account with us, one of our associates will help you set up automatic online payments in person."

The bank's content standard should emphasize:

- Bespoke customer service
- Automation / convenience
- Peace of mind

-----  
Grant Kielczewski  
-----

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13. [Re: Seeking Some Guidance](#)

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May 23, 2019 9:08 AM  
[Norita Taylor, APR](#)

Reminds me of similar situations where information is used w/o attribution. As far as how to avoid in the future, not sure what to suggest.

-----  
Norita Taylor APR  
-----

-----  
Original Message:  
Sent: 05-22-2019 07:55 PM  
From: Lynn Berman  
Subject: Seeking Some Guidance

I am working with AHRC New York City, an organization supporting children and adults with intellectual and other developmental disabilities. We partnered with United Airlines, The Arc of the U.S. and the TSA for a Wings for All event - a practice run for air travel for families who have a child with autism or other developmental disabilities. News 12 NJ, a local cable station, covered the story at Newark Liberty International Airport. Here is the [story](#). What I simply can't understand is how the reporter couldn't identify anyone, especially our spokesman? I'm a former reporter and editor, who has worked in PR and media relations for decades. In hindsight, I guess I could ask our spokesperson to wear a shirt identifying our organization. I fed the reporter a press release about the event and included the prevalence of autism in NJ vs. the rest of the country. Appreciate any thoughts on how I can avoid this in the future.

Thanks.

-----  
Lynn U. Berman  
PR Consultant  
AHRC New York City  
New York, N.Y.  
[ahrcnyc.org](http://ahrcnyc.org)  
203-981-6938  
-----

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**14. [Re: Seeking Some Guidance](#)**[Reply to Group](#)[Reply to Sender](#)

May 23, 2019 9:17 AM

[Lynn Berman](#)

Thanks Norita. How did you handle the lack of attribution - definitely similar but now quite the same. I'm hoping others may have some thoughts - other than having our spokesperson keep saying the organization's name so it makes it harder to edit out.

A friend of mine from j-school said photogs learn if they don't have the ID of people in the pic, they can't run it.

---

Lynn U. Berman  
PR Consultant  
AHRC New York City  
New York, N.Y.  
ahrcnyc.org  
203-981-6938

---

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Sent: 05-23-2019 09:08 AM

From: Norita Taylor

Subject: Seeking Some Guidance

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---

Norita Taylor APR

**15. [Re: Seeking Some Guidance](#)**

[Reply to Group](#)

[Reply to Sender](#)



May 23, 2019 10:40 AM

[Norita Taylor, APR](#)

I recall a media clipping service telling us to always repeat messages during TV interviews for exactly what you mention about editing.

---

Norita Taylor APR  
Director of Public Relations  
Owner Operator Independent Drivers Association  
Grain Valley MO  
(816) 229-5791

---

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Original Message:

Sent: 05-23-2019 09:17 AM

From: Lynn Berman

Subject: Seeking Some Guidance

Thanks Norita. How did you handle the lack of attribution - definitely similar but now quite the same. I'm hoping others may have some thoughts - other than having our spokesperson keep saying the organization's name so it makes it harder to edit out.

A friend of mine from j-school said photogs learn if they don't have the ID of people in the pic, they can't run it.

---

Lynn U. Berman  
PR Consultant  
AHRC New York City  
New York, N.Y.  
ahrcnyc.org  
203-981-6938

---

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16. [Re: People images vs. abstract](#)

Reply to Group

Reply to Sender



May 23, 2019 9:32 AM

[vineeta anand](#)

You're very welcome. Orbit Media has a fantastic blog with lots of good tips about creating websites and web content that I've found very helpful. Someone on this list deserves credit for introducing it to me:

"People don't warm-up to logos, icons, graphs, reports and the like. I'm not saying don't use them, but I am saying your web pages are far more likely to make emotional connections when you show pictures of people.

Great websites feature faces: pictures of people who work for or with your company, customers, and fans. Don't rely any more than you have to on "fake people" (a.k.a. stock images) gleefully gathered around smartphones, striding up the stairs of city hall, shaking hands, or oozing with affection for the conference room champion."

From the Orbitmedia April blog: [www.orbitmedia.com/blog/what-makes-a-great-website/...](http://www.orbitmedia.com/blog/what-makes-a-great-website/)

Vineeta Anand  
Communications Director  
CHEIRON  
1750 Tysons Boulevard, Suite 1100  
McLean, VA 22102  
(703)893-1456, ext. 1171  
(703)623-9699 – mobile  
[www.cheiron.us](http://www.cheiron.us)

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-----Original Message-----

When preparing mission and visions for your organizations - what do you think is a better visual to use - people or abstract/landscape images?

-----



Meg Boyd  
Communications Consultant  
Self  
Havertown PA  
(610) 316-4209

---

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17. [Re: Cision vs. Meltwater](#)

[Reply to Group](#)

[Reply to Sender](#)



May 23, 2019 7:16 AM  
[Katharine Paine](#)

There have been many many discussions on this recently. It really depends on the problem you're trying to solve. From a researchers perspective, Meltwater has a reputation for having dirty data -- full of false negatives and false positives. They also tend to push people into long term contracts with escalating fees. You might want by reading this piece I wrote: [painepublishing.com/measurementadvisor/...](http://painepublishing.com/measurementadvisor/...)

---

Katharine Paine "Measurement Queen"  
CEO  
Paine Publishing  
Durham NH  
(603) 682-0735

---

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Original Message:  
Sent: 05-22-2019 01:19 PM  
From: Doug Hanchett  
Subject: Cision vs. Meltwater

Howdy hey!

My company is contemplating a switch from Cision to Meltwater and I'm looking to see if anyone else has made such a move [or the reverse transition] and how the two platforms compare to one another.

We use Cision primarily for finding reporters and issuing press releases. Cision has a strong database, but it looks like Meltwater's search function and other features are much stronger.

Thoughts?

---

Doug Hanchett  
Corporate Communications Manager  
TRC  
Lowell MA

---

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18. [Re: Cision vs. Meltwater](#)

[Reply to Group](#)

[Reply to Sender](#)



May 23, 2019 11:34 AM  
[Darryl Frost, Jr](#)

quick thoughts - as we just went through this same decision in previous months. Bottom line: Meltwater's media monitoring, embedded w- algos and AI, is making a huge difference when it comes to matching our brand pitches to reporters/editors. It's not about "beats" anymore, it's about using smart monitoring to pitch reporters based on up-to-minute coverage. It enables you to make smart decisions on when to release a story based on real-world events and allows you to create media lists easily based on that info. Meltwater is our pick. We were also so impressed by their AI play, we invited them to speak on a AI panel with us @ SXSW this year. If you're looking to up your effectiveness on getting stories..Meltwater fits well.

---

Darryl Frost  
Director of PR / Media Relations  
Keller Williams

Austin TX  
(254) 466-3627

---

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---

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From: Doug Hanchett  
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Thoughts?

---

Doug Hanchett  
Corporate Communications Manager  
TRC  
Lowell MA

---

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19. [Re: Cision vs. Meltwater](#)

[Reply to Group](#)

[Reply to Sender](#)

May 23, 2019 11:58 AM  
[Elizabeth Wrightson, APR](#)



I prefer Cision. Meltwater became very pushy with us, and it became tiring. Their searches were only one click above what google can do.

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-----Original Message-----

Howdy hey!

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We use Cision primarily for finding reporters and issuing press releases. Cision has a strong database, but it looks like Meltwater's search function and other features are much stronger.

Thoughts?

-----  
Doug Hanchett  
Corporate Communications Manager  
TRC  
Lowell MA  
-----

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20. [Re: Cision vs. Meltwater](#)

[Reply to Group](#)

[Reply to Sender](#)

May 23, 2019 12:04 PM



Mike Ardis, APR

Has anyone used MyNewsDash? We use Meltwater but saw an ad awhile back in PRSA publication about MyNewsDash and curious about on other's use of it. As a smaller association Meltwater may be beyond what we need.

-----  
Mike Ardis APR  
Sr. Dir. Communications, Technology & Publications  
IAAO  
-----

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-----  
Original Message:  
Sent: 05-22-2019 01:19 PM  
From: Doug Hanchett  
Subject: Cision vs. Meltwater

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Thoughts?

-----  
Doug Hanchett  
Corporate Communications Manager  
TRC  
Lowell MA  
-----

21. [Re: Cision vs. Meltwater](#)[Reply to Group](#)[Reply to Sender](#)

May 23, 2019 1:55 PM

[Nicole Goelz](#)

We switched from Cision to MuckRack and are really happy with them. We found too many duplicates and a lack of consistent updates on Cision. What I need from a database is the ability to do general research on outlets/reporters if we are working in a new, niche area for a client but more importantly, track reporters we are interested in. MuckRack curates reporter social media feeds and you can set up daily alerts to keep track of their coverage and conversations on social media plus maintain our media lists. They have awesome customer service too, always get back to us very quickly (unlike Cision who could sometimes take days and a contact info update might take up to a week). If you need to send emails via the system, MuckRack can customize the emails and tracks metrics. I do know that MuckRack has a separate pricing structure for smaller companies that could make them a good fit as well. Hope this helps!

---

Nicole Goelz  
Public Relations Director  
CG Life  
San Diego CA  
(408) 568-4292

---

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Original Message:

Sent: 05-23-2019 12:03 PM

From: Mike Ardis

Subject: Cision vs. Meltwater

Has anyone used MyNewsDash? We use Meltwater but saw an ad awhile back in PRSA publication about MyNewsDash and curious about on other's use of it. As a smaller association Meltwater may be beyond what we need.

---

Mike Ardis APR

Sr. Dir. Communications, Technology & Publications

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22. [Re: Social Media monitoring](#)

[Reply to Group](#)

[Reply to Sender](#)



May 23, 2019 7:12 AM  
[Christina Vanvuren](#)

I really like Meet Edgar actually!

**CHRISTINA VANVUREN**  
**UNCOMMON BOLD**  
678-684-7164

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-----Original Message-----

Looking for feedback from communication professionals out there. What program do you use to schedule and track social media? Hootsuite? Sprout? Agorapulse? Or any others. And what do you like/dislike about any of those?

-----  
Kathy Catron  
President  
Catron Communications  
Saint Augustine FL  
(386) 451-4213  
-----

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23. [Re: Social Media monitoring](#)

[Reply to Group](#)

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May 23, 2019 8:02 AM

[Bonnie Woodworth](#)

I am curious about this as well. I was looking at Buffer but haven't committed yet. I am wondering if there are any disadvantages to using a third party to schedule posts. I was reading that linking accounts and sharing a post from one channel to another isn't always perceived well as being attentive to your social media but I think with a social media manager software it doesn't seem like that would be an issue. Thanks for asking the question!

---

B Woodworth

---

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Original Message:

Sent: 05-22-2019 11:20 AM

From: Kathy Catron

Subject: Social Media monitoring

Looking for feedback from communication professionals out there. What program do you use to schedule and track social media? Hootsuite? Sprout? Agorapulse? Or any others. And what do you like/dislike about any of those?

---

Kathy Catron  
President  
Catron Communications  
Saint Augustine FL  
(386) 451-4213

---

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24. [Re: Social Media monitoring](#)

[Reply to Group](#)

[Reply to Sender](#)





May 23, 2019 9:19 AM

[Madeline Young](#)

Hi Kathy,

We use Sprout Social. I like the interface and the ability to schedule directly to Instagram (others may do this now too). We probably don't use it as efficiently as we should with "tagging" and such, but it works for us - a small team of 11 with only 1 brand to monitor.

---

Madeline Young  
Director of Marketing  
The Greater Naples Chamber of Commerce  
Naples FL  
(239) 298-7935

---

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---

Original Message:

Sent: 05-22-2019 11:20 AM

From: Kathy Catron

Subject: Social Media monitoring

Looking for feedback from communication professionals out there. What program do you use to schedule and track social media? Hootsuite? Sprout? Agorapulse? Or any others. And what do you like/dislike about any of those?

---

Kathy Catron  
President  
Catron Communications  
Saint Augustine FL  
(386) 451-4213

---

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25. [Re: Social Media monitoring](#)

[Reply to Group](#)

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May 23, 2019 2:10 PM

[Yiqiu Zhang](#)

Hi Kathy,

We use Buffer. Here are some features that I like:

- It's easy to create a post and schedule it for multiple channels without further edit
- It can automatically pull out the image from the link you attached which saves time
- Drag-and-drop to schedule
- The mobile app is easy to work with as well

I'm not sure but I don't think it can schedule Instagram posts. We have a small team of 10 and 2 brands to monitor.

-----  
Echo Zhang  
Marketing and PR Manager  
SV Insight  
San Mateo, CA  
(415) 322-9558  
-----

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-----  
Original Message:  
Sent: 05-22-2019 11:20 AM  
From: Kathy Catron  
Subject: Social Media monitoring

Looking for feedback from communication professionals out there. What program do you use to schedule and track social media? Hootsuite? Sprout? Agorapulse? Or any others. And what do you like/dislike about any of those?

-----  
Kathy Catron  
President  
Catron Communications  
Saint Augustine FL  
(386) 451-4213  
-----

**26. [Re: Employee Communications App](#)**[Reply to Group](#)[Reply to Sender](#)

May 23, 2019 9:27 AM

[Lynn Berman](#)

Has anyone ever used Yammer? It's like Facebook for companies. It's great for collaboration if an organization is interested in breaking down silos - a problem at many large nonprofits.

Like hearing what others are using.

---

Lynn U. Berman  
PR Consultant  
AHRC New York City  
New York, N.Y.  
[ahrcnyc.org](http://ahrcnyc.org)  
203-981-6938

---

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Original Message:

Sent: 05-21-2019 01:08 PM

From: Vicky Campo

Subject: Employee Communications App

After the Internal Comms conference last week, my company is looking into employee communications apps. I'm wondering if any of you are using this platform now, how you like the software you are using, and whether there are any pitfalls I should keep an eye out for. Thanks!

**Vicky Campo**

*Internal Communications Representative*

phone • (623) 869-2176 cell • (602) 690-9528 email • [vcampo@cap-az.com](mailto:vcampo@cap-az.com)



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27. [Re: Employee Communications App](#)

[Reply to Group](#)

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May 23, 2019 9:50 AM

[Joanne Miceli-Bogash](#)

This conversation literally could not have come at a better time. As Director of Outreach Priests, for Cross Catholic Outreach I work with approximately 60 U.S. Catholic Priests who comprise our Speakers Bureau. I have heard from many that they'd like to be able to better communicate with each other and staff vs the usual phone/email/text. The median age is 70+, and for the most part, they have become more tech savvy -- enthusiastically chucking their flip phones for iPhones! One priest learned how to download UBER when he was unable to secure a rental car from an airport - and made it to his parish assignment.

I've been looking at apps like Group Chat and considered a private Facebook page, but both of those options seem a bit clunky. I'd like to learn more about APPrise Mobile. Thank you, everyone! joanne

---

Joanne Miceli-Bogash  
Director of Outreach Priests  
Cross Catholic Outreach  
Boca Raton FL  
(561) 392-9212 ext. 174

---

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Original Message:

Sent: 05-22-2019 03:20 PM

From: Amy Jenkins

Subject: Employee Communications App

Hello Vicky,

I'm glad you were inspired to look into mobile solutions after PRSA. My interest in mobile was first peaked five years ago at Connect in Chicago. At that time, I was the manager of Internal Communications for Chipotle and I knew I needed to find a better way to connect with frontline employees. I worked with theEMPLOYEEapp from APPrise Mobile to launch a branded app that allowed me to balance sharing the "need to know" information such as providing access to company portals, weekly newsletters and leadership comms while also finding a great platform to share "nice to know" content like employee recognition, marketing and pr campaigns. Not only could I share information with our employees, but they could also engage back through liking and commenting and completing surveys and feedback forms.

I would be happy to share more about my experience launching an app as an inhouse communicator and explaining more about theEMPLOYEEapp and what we do to help organizations get information into the hands of, communicate with, and engage all employees

Thanks!

Amy

[ajenkins@apprisemobile.com](mailto:ajenkins@apprisemobile.com)

---

Amy Jenkins  
Director of Client Strategy  
APPrise Mobile  
Thornton, CO  
303-249-2375

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28. [Re: Employee Communications App](#)

[Reply to Group](#)

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May 23, 2019 4:33 PM

[Megan Clark](#)

Hi Vicky,

At Pepco Holdings, we are getting ready to launch our employee app using Social Chorus. We fully launch on June 4, so I can report back then with more details; but I wish it had a commenting feature. We plan to use it to share need to know information with our staff, but also have users submit content to one of our channels.

-----  
Megan Clark  
mclark@pepcoholdings.com

Sr. Communications Specialist  
Pepco Holdings  
Washington DC  
(202) 872-2196  
-----

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-----  
Original Message:  
Sent: 05-21-2019 01:08 PM  
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**Vicky Campo**

*Internal Communications Representative*

phone • (623) 869-2176 cell • (602) 690-9528 email • [vcampo@cap-az.com](mailto:vcampo@cap-az.com)



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29. [Re: Looking for a web editor](#)

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May 23, 2019 8:48 AM

[Karen Sullivan](#)

Thank you all who replied to this query. We have talked with a number of you who represent the very best in our field! The future looks bright for our project, thanks to your interest and expertise!

---

Karen Sullivan  
System Director of Corporate Communications  
Covenant Health  
Tewksbury MA  
(978) 654-6363

---

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Original Message:

Sent: 05-13-2019 02:41 PM

From: Karen Sullivan

Subject: Looking for a web editor


We are a healthcare system and are in process with a new website build. We have a great design firm and have collected content. What we now need is for an experienced writer/editor to review and edit as one voice. Can anyone recommend an agency or individual who would be a good match? Project involves approximately 300 pages.

Karen R. Sullivan  
System Director of Corporate Communications  
Covenant Health  
100 Ames Pond Drive, Suite 102  
Tewksbury, MA 01876  
978-654-6363

---

Karen Sullivan  
System Director of Corporate Communications  
Covenant Health  
Tewksbury MA  
(978) 654-6363

---



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**From:** [MyPRSA Communities](#)  
**To:** [Adriana L Garza](#)  
**Subject:** Open Forum Digest for Thursday May 2, 2019  
**Date:** Thursday, May 2, 2019 5:19:59 AM

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**May 1, 2019**

started 13 hours ago, [Lucera Parker](#) (0 replies)

**[position faculty as expert source for media](#)**

1. [For my higher ed PR colleagues, any tips for...](#) [Lucera Parker](#)

started 13 hours ago, [Dana Berry](#) (0 replies)

**[Executive Media Training Recommendations](#)**

2. [We've worked with several excellent media...](#) [Dana Berry](#)

started 23 hours ago, [Bernie Mixon](#) (1 reply)

**[Advice for Former Journalist Transitioning to PR](#)**

3. [I am seeking some advice on how to navigate a...](#) [Bernie Mixon](#)

4. [Hi Bernie - I'm a former journalist who has been...](#) [Christina Pantin](#)

started yesterday, [Shirley Johnson](#) (5 replies)

**[Introducing a New Public Company to Business Media](#)**

5. [Hey there Shirley, Based on the research you...](#) [Maleeka Hollaway](#)

6. [The top financial media you should be targeting...](#) [Timothy O'Brien, APR](#)

7. [Ms. Johnson: As others share national media...](#) [Dan Merriman, APR](#)

8. [The list doesn't change much if the context is...](#) [Timothy O'Brien, APR](#)

9. [Thanks Timothy! Very helpful!](#) [Shirley Johnson](#)

started yesterday, [Renuka Christoph](#) (1 reply)

**[Cision vs Meltwater](#)**

10. [Sprout is the best social media monitoring...](#) [Sarah Smith](#)

started 2 days ago, [Matthew Eaton](#) (7 replies)

**[When to ban someone from your Facebook page?](#)**

11. [I think the worst element to this situation is...](#) [Patricia Richards-Service, Ph.D](#)

- 12. [I would add that if it does get to the point...](#) Lindsey Gleason
- 13. [We are a municipality, and as a government...](#) Valerie Wolford
- 14. [Lindsey is right. I did this, and although no...](#) Patricia Richards-Service,Ph.D

started 2 days ago, [Michelle Overbeck](#) (6 replies)

**Translator**



- 15. [Hi. I'm based in Puerto Rico and do translation...](#) Joseph Martinez, APR

started 28 days ago, [Debra Price](#) (2 replies)

**Best textbook for PR writing course**



- 16. [Thanks for the recommendation!](#) Debra Price

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1. [position faculty as expert source for media](#)

[Reply to Group](#)

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May 1, 2019 4:52 PM  
[Lucera Parker](#)

For my higher ed PR colleagues, any tips for getting faculty recognized as expert sources by media? We are a small, private liberal arts university, in a market with several large research universities.

-----  
Lucera Parker  
Director of Public Relations  
Shaw University  
Raleigh NC  
(919) 546-8321  
-----

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2. [Executive Media Training Recommendations](#)

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[Reply to Sender](#)



May 1, 2019 4:20 PM

[Dana Berry](#)

We've worked with several excellent media training professionals in years past, and we're looking to update our list of resources for clients. Please share your recommendations. Would most like to hear from those members who have successfully engaged media training and had a positive experience. Many thanks! - Dana

---

Dana Berry  
PR Lead  
Stone Ward  
LITTLE ROCK AR  
(501) 375-3003

---

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### 3. [Advice for Former Journalist Transitioning to PR](#)

[Reply to Group](#)

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May 1, 2019 7:03 AM

[Bernie Mixon](#)

I am seeking some advice on how to navigate a transition to PR from a Communications Specialist role. I began my career as a newspaper journalist and after a break, I returned to writing five years ago.

I knew I had to return to school to update my communications skillset, so I earned a master's from Syracuse University in 2017. I am currently working on a master's in PR from Georgetown. I will graduate in 2021.

My question is how to navigate the transition and how to select the right role. In addition to writing, I also handle some social media duties and photography needs at my company.

Thanks so much!

---

Bernie Mixon  
Communications Specialist  
Penske Truck Leasing  
Reading, PA  
(610) 621-5436

---

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4. [Re: Advice for Former Journalist Transitioning to PR](#)

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May 1, 2019 10:24 AM  
[Christina Pantin](#)

Hi Bernie - I'm a former journalist who has been in PR/Communications since 2012. The good news is the many transferable skills you bring over: strong writing, a nose for the good news angles, understanding of how media organizations work.

Each case is different, of course. If you think it would be helpful to have a conversation, I'm happy to speak. Let me know, and we can set up a call.

Christina

---

[Christina] [Pantin]  
[Founder]  
[Toot Your Horn LLC]  
[Sanford] [Florida]  
[908.821.6596]  
[www.linkedin.com/in/christinapantin](http://www.linkedin.com/in/christinapantin)

---

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Original Message:

Sent: 05-01-2019 07:03 AM

From: Bernie Mixon

Subject: Advice for Former Journalist Transitioning to PR

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Thanks so much!

---

Bernie Mixon  
Communications Specialist  
Penske Truck Leasing  
Reading, PA  
(610) 621-5436

---

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5. [Re: Introducing a New Public Company to Business Media](#)

[Reply to Group](#)

[Reply to Sender](#)



May 1, 2019 6:50 AM

[Maleeka Hollaway](#)

Hey there Shirley,

Based on the research you've done in working with the company, what are the top-tier outlets on their goal list that fit their brand? Where do you feel like their story can best be told and gain interest?

Maleeka

---

Maleeka Hollaway  
Founder & CEO  
THE OFFICIAL MALEEKA GROUP, LLC.  
Atlanta GA  
(404) 795-6040

---

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---

Original Message:

Sent: 04-30-2019 09:09 PM

From: Shirley Johnson

Subject: Introducing a New Public Company to Business Media

Hi there everyone,

I'm needing your help. I am working with a small company who recently had its IPO and they want to begin building relationships with business outlets, broadcast and print. It is a small cap company and of course they want top-tier media. Would you have a list of the best outlets to approach? I can locate a contact of reporters. Just need help with strong outlets. Please advise and thank you in advance.

Your fellow independent contractor,  
Shirley

---

Shirley Johnson  
Consultant  
Stage 1 Public Relations  
Johns Creek GA  
(470) 955-0034

---

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6. [Re: Introducing a New Public Company to Business Media](#)

[Reply to Group](#)

[Reply to Sender](#)

May 1, 2019 7:12 AM



Timothy O'Brien, APR

The top financial media you should be targeting are: Barron's, Wall Street Journal/Dow Jones; Bloomberg, MarketWatch, Reuters. I'm not sure where the client is located, but if their HQ city has a local bureau for each of these outlets, that's a good place to start. At the same time, certain industry beat reporters may be located somewhere else. It's usually a beat reporter or a local bureau reporter who will take on the task of regularly monitoring your client. Depending also on the industry, there are a number of other media that may have an interest. Even though these are financial, many like to focus on the shiny new things in tech, like The Street, Motley Fool. And then there are others - Morningstar, Kiplinger's (more personal finance but still could be a target).

Other major outlets to include: AP, Bloomberg-BusinessWeek, Fortune, Forbes. These are in addition to industry trades and the local media in your client's location(s). Broadcast/online: CNBC, CNN business, Fox Business News, etc.

Another thing to do is to search the names of your client's peer companies or competitors, and don't forget major customers or vendors who might be publicly traded. See who's covering them and why. That will help you round out a solid A list.

Since the company is now publicly traded, you have to think about it's brand to investors as well as to customers. The media above is focused on its brand to investors for the most part. The usual marketing communications process will tell you which media to target for marcomm purposes. Yet, you may find that some of those trade outlets also have people on staff who pay more attention to the publicly traded firms in the sector. Think of them like analysts.

-----  
Timothy O'Brien APR  
Owner  
O'Brien Communications  
Pittsburgh PA  
-----

-----  
Original Message:  
Sent: 04-30-2019 09:09 PM  
From: Shirley Johnson  
Subject: Introducing a New Public Company to Business Media

Hi there everyone,

I'm needing your help. I am working with a small company who recently had its IPO and they want to begin building relationships with business outlets, broadcast and print. It is a small cap company and of course they want top-tier media. Would you have a list of the best outlets to approach? I can locate a contact of reporters. Just

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Shirley

---

Shirley Johnson  
Consultant  
Stage 1 Public Relations  
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(470) 955-0034

---

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7. [Re: Introducing a New Public Company to Business Media](#)

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May 1, 2019 12:17 PM  
[Dan Merriman, APR](#)

Ms. Johnson:

As others share national media lists with you, consider the three factors below (if you haven't already) to guide your selection of top-tier business media to pitch. Doing so can help maximize the results and minimize the time and effort of your outreach.

1. The Audience -- Who are the end-users of your client's product or service? And who are the other audiences vital to its success? Getting clear and specific on this will help reveal what national outlets to pitch and in what order.
2. The Goal -- What do you intend to accomplish via top-tier media coverage? Leads? Customers? Investors? Partners? Top talent? Rapid regulatory approval? This will help you shape your messaging and the nature of the story overall. And that will help



you choose the right national media outlets.

3. The Story -- Is it a national-level blockbuster? Does your small-cap client firm have a story that is new and timely information that advances the industry-wide debate-a true breakthrough, innovation, new approach, etc.-and affects the daily lives of large numbers of people nationally or internationally? Or, is the story something truly unusual?

NOTE: As you know, national stories are usually the most challenging to place. As you work on that, keep reminding your client that the local/regional media, the trade press, influential bloggers, etc. can be quick wins for the fledgling firm. Such coverage also can make the story more interesting to national outlets. In addition, the outreach to and scrutiny by the local/regional/trade media will perfect and polish the story (and its storytellers) so that it's truly ready for prime time.

Best regards and good luck.

**Dan R. Merriman, APR**

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-----Original Message-----

Hi there everyone,

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-----  
Shirley Johnson  
Consultant  
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8. [Re: Introducing a New Public Company to Business Media](#)

[Reply to Group](#)

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May 1, 2019 2:12 PM

[Timothy O'Brien, APR](#)

The list doesn't change much if the context is you've just had your IPO and you're building a financial media list. The big players don't change if the context is creating visibility for a publicly traded company because it's publicly traded. Every fund manager and analyst reads Barron's and the ones I mentioned earlier every day. Visibility in those outlets helps build valuation simply by getting your story out in those venues. The key is to make sure you're telling your story the right way. But they are amazingly receptive even if they've never heard of you before, but you have to have your analyst story down before you do that outreach.

That story should essentially answer the questions: Why should I invest in your company? What is it doing that others in its marketplace are not? How has its performance been to date? What's its quantifiable plan for the future? Cash reserves? With growth be organic or through acquisition? What's management's background and track record, and what's its vision for the future?

Chances are these are all questions the team has had to answer before the IPO in filings and in analyst meetings and calls, so the material should be there.

Media relations for a publicly traded firm targeting the financial press is not the same as media relations designed to advance your marketing and sales objectives, but as you know they should complement each other. I remember one time, a major customer came to us because they read one of our SEC filings.

---

Timothy O'Brien APR  
Owner  
O'Brien Communications  
Pittsburgh PA

---

---

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Sent: 04-30-2019 09:09 PM

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Shirley

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Shirley Johnson  
Consultant  
Stage 1 Public Relations  
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(470) 955-0034  
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9. [Re: Introducing a New Public Company to Business Media](#)

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May 1, 2019 2:24 PM

[Shirley Johnson](#)

Thanks Timothy! Very helpful!

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-----Original Message-----

The list doesn't change much if the context is you've just had your IPO and you're

building a financial media list. The big players don't change if the context is creating visibility for a publicly traded company because it's publicly traded. Every fund manager and analyst reads Barron's and the ones I mentioned earlier every day. Visibility in those outlets helps build valuation simply by getting your story out in those venues. The key is to make sure you're telling your story the right way. But they are amazingly receptive even if they've never heard of you before, but you have to have your analyst story down before you do that outreach.

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Pittsburgh PA  
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Shirley

-----  
Shirley Johnson  
Consultant

Stage 1 Public Relations  
Johns Creek GA  
(470) 955-0034

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10. [Re: Cision vs Meltwater](#)

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May 1, 2019 11:35 AM

[Sarah Smith](#)

Sprout is the best social media monitoring platform and fairly inexpensive for non-profits. I highly recommend it. Cision has a better media database than Meltwater. We use both Sprout and Meltwater because Meltwater has a feature to autogenerate monitoring reports.

---

Sarah Smith  
Director, Media Relations  
Weill Cornell Medicine  
New York NY  
(646) 962-9537

---

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Original Message:

Sent: 04-30-2019 05:18 PM

From: Renuka Christoph

Subject: Cision vs Meltwater

Seeking social media monitoring along with media database. Which is better? Cision or Meltwater?

**Renuka Christoph**  
*Director of Communications*

Music City Center  
201 Fifth Avenue South | Nashville, TN | 37203  
P: 615.401.1420 | F: 615.401.1482

Renuka.Christoph@nashvillemcc.com  
[www.nashvillemusiccitycenter.com](http://www.nashvillemusiccitycenter.com)



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11. [Re: When to ban someone from your Facebook page?](#)

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May 1, 2019 7:40 AM

[Patricia Richards-Service,Ph.D](#)

I think the worst element to this situation is that HIPAA prevents healthcare organizations from sharing truths about haters online. And although we are expected to behave professionally, the vitriol that I've seen online from individual users is shocking. One of my clients experienced a horrific episode that became so viral it spread globally and forced us to stop using our social media accounts altogether. The person who started the firestorm is a chronic complainer who is constantly online fighting someone, whether it's her children's school district, a retail store, a healthcare provider, etc. Sometimes people just don't know how to be civil online. E-mail or call me if you'd like more info on how we handled it. I'm actually presenting about it at a national conference for healthcare providers later this month.

tckrichards@gmail.com

-----  
Tricia Richards-Service, PhD  
Independent Practitioner  
570-955-6965  
-----

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-----  
Original Message:

Sent: 04-30-2019 04:53 PM

From: Sarah Smith

Subject: When to ban someone from your Facebook page?

We've had similar issues with very vocal groups. If you can squeak by with "hiding" the comments that's always our first step, but your situation sounds severe. We have a social media guidelines posted in the public domain (website and all of our bios on social). If anyone in our community acts outside of the guidelines, we'll ban them. It's rare, but we've done it when necessary.

---

Sarah Smith  
Director, Media Relations  
Weill Cornell Medicine  
New York NY  
(646) 962-9537

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12. [Re: When to ban someone from your Facebook page?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 1, 2019 9:00 AM

[Lindsey Gleason](#)

I would add that if it does get to the point where you are banning folks, take screenshots of all of their posts along with your responses and archive them. It's good practice to keep the records, both because if anyone ever questions the decision internally or externally, and for folks who come after you in your company so they know the history and context of why/when people are banned.

---

Lindsey Gleason  
Communication Coordinator  
Virginia Tech  
Blacksburg VA  
(540) 231-9798

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Original Message:

Sent: 04-29-2019 07:13 PM

From: Matthew Eaton

Subject: When to ban someone from your Facebook page?

We are a healthcare organization and for years have been attacked several times a week on our Facebook page by a "group" that is opposed to who we are. We have tried to respond to their comments and clarify their beliefs about our org but there is nothing we can do that would resolve the situation. When we post something on Facebook, they will often put a call out on in their private group to comment on said posts with their beliefs. If others try to comment on the post with relevant information, they are often attacked by this group in a mob mentality. We've hidden links to 3rd party sites but have been very wary of banning them. However it has gotten to the point that we had to end up banning the two main posters. Was this a mistake? We have a social media commenting policy we refer to however that includes posting comments that are of a spamming/trolling nature or are off topic, so I feel like we are covered. I would love to hear how others have dealt with this, especially those in the healthcare arena.

-----  
- Matt  
-----

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13. [Re: When to ban someone from your Facebook page?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 1, 2019 9:33 AM

[Valerie Wolford](#)

We are a municipality, and as a government entity, are required to maintain a records retention schedule. With social media, it's a bit harder to maintain because of how FB, Twitter, etc. archive posts. We subscribe to Social Archive, a company that archives social pages. It is like an insurance policy and has helped us determine our banning policy because we are now archiving deleted posts (by them or by us). We have not banned anyone yet, but if we need to, we will have the documentation of all the policy violations to support our decision.

We do on a regular basis take down responses to posts because of violations to our policy (swearing, bullying and political speech are our top offenders). Typically I message them with an explanation. Some I don't because they are our repeat trolls who are just seeing what they can get through or for how long.



Good luck.

---

Valerie Wolford  
Communications Manager  
City of Green, Ohio  
Green OH  
(330) 896-6602

---

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---

- Matt

---

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14. [Re: When to ban someone from your Facebook page?](#)

[Reply to Group](#)

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May 1, 2019 2:46 PM

[Patricia Richards-Service,Ph.D](#)



Lindsey is right. I did this, and although no one has given me a need to share the screen shots, I rest easier knowing I have them. Good advice!

Tricia

---

Tricia Richards-Service, PhD  
Independent Practitioner  
570-955-6965

---

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---

Original Message:

Sent: 05-01-2019 09:00 AM

From: Lindsey Gleason

Subject: When to ban someone from your Facebook page?

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---

Lindsey Gleason  
Communication Coordinator  
Virginia Tech  
Blacksburg VA  
(540) 231-9798

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15. [Re: Translator](#)

[Reply to Group](#)

[Reply to Sender](#)

May 1, 2019 9:52 AM



[Joseph Martinez, APR](#)

Hi. I'm based in Puerto Rico and do translation work from English to Spanish. You can contact me at [jmartinezhuarneck@gmail.com](mailto:jmartinezhuarneck@gmail.com) or by phone.

---

Joseph Martinez APR  
Independent Consultant  
Public Relations | Content Creation  
Guaynabo PR  
(787) 536-5740

---

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---

Original Message:  
Sent: 04-29-2019 11:52 AM  
From: Michelle Overbeck  
Subject: Translator

I am looking for someone who can fluently translate from English to Spanish. This would be for a brochure and possibly other projects as well.

I look forward to your recommendations.

Thanks!

Michelle

---

Michelle Overbeck  
Marketing Manager  
Big Creek Lumber  
Davenport CA  
(831) 466-2425

---

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16. [Re: Best textbook for PR writing course](#)

[Reply to Group](#)

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May 1, 2019 7:10 AM

[Debra Price](#)

Thanks for the recommendation!

---

Debra Price  
Lecturer  
Texas State University  
San Marcos TX  
(512) 245-5253

---

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Original Message:

Sent: 04-04-2019 07:13 AM

From: Jamaison Schuler

Subject: Best textbook for PR writing course

Hi Debra. You might check out Public Relations Writing: Strategies and Structures by Newsom and Haynes. I used it for several semesters and liked the content. Good luck!

[Public Relations Writing: Strategies & Structures](#)

[https://www.amazon.com/dp/1305500008/ref=cm\\_sw\\_r\\_cp\\_api\\_i\\_hwEPCb2ZZTW3G](https://www.amazon.com/dp/1305500008/ref=cm_sw_r_cp_api_i_hwEPCb2ZZTW3G)

---

Jamaison Schuler APR  
Senior Director, Global Communications  
Celanese  
Irving TX  
(972) 443-4496

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**From:** MyPRSA Communities  
**To:** Adriana L Garza  
**Subject:** Open Forum Digest for Thursday May 23, 2019  
**Date:** Thursday, May 23, 2019 5:21:31 AM

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May 22, 2019

### Discussions

started 10 hours ago, [Lynn Berman](#) (0 replies)

#### **Seeking Some Guidance**



1. [I am working with AHRC New York City, an...](#) Lynn Berman

started 15 hours ago, [Meg Boyd,MA](#) (1 reply)

#### **People images vs. abstract**



2. [When preparing mission and visions for your...](#) Meg Boyd,MA
3. [People. Any day. I've been reading a lot about...](#) vineeta anand

started 15 hours ago, [David Roznowski, APR](#) (0 replies)

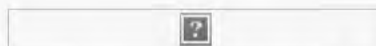
#### **Veteran Owned PR Firms Needed for RFP**



4. [Hi, I'm on the board of Soldiers' Angels, a 501...](#) David Roznowski, APR

started 16 hours ago, [Doug Hanchett](#) (0 replies)

#### **Cision vs. Meltwater**



5. [Howdy hey! My company is contemplating a...](#) Doug Hanchett

started 18 hours ago, [Kathy Catron](#) (0 replies)

#### **Social Media monitoring**



6. [Looking for feedback from communication...](#) Kathy Catron

started yesterday, [Linda Vassallo](#) (2 replies)

#### **On-Location Filming**



7. [As someone that does a lot of on location video...](#) Ben Garrett
8. [My experience with something like this - from...](#) Jeff McCollum

started yesterday, [Vicky Campo](#) (4 replies)

## Employee Communications App



9. [I'd love info about this topic too! -- ...](#) Katie Young Wildes
10. [I'm interested in hearing what employee app...](#) Laurie Powell, APR
11. [We have been deploying Dynamic Signal for close...](#) Ann Marie Halal, APR
12. [Hello Vicky, I'm glad you were inspired to...](#) Amy Jenkins

started yesterday, [vineeta anand](#) (11 replies)

## Following up with a reporter?



13. [Hi Vineeta, Did you offer a time frame for your...](#) Jennifer Winter
14. [Hi, Vineeta - When I was a TV journalist I...](#) Kim Insley
15. [Agree with Kim and her suggestion.](#) Norita Taylor, APR
16. [FollowUp with the Reporter, Vineeta, by all...](#) Samuel Waltz, Jr., APR, Fellow PRSA
17. [Hey, Vineeta: As Quarterback Aaron Rodgers...](#) Michael Grimaldi
18. [Yep, it's frustrating. It's also not all that...](#) Morgan Lyons
19. [Unless you had an expectation from her on your...](#) Kyle Niederpruem
20. [Hi Vineeta, I like Sam's approach. Also keep...](#) Lynn Berman
21. [If you haven't, pick up the phone and call the...](#) David Roznowski, APR
22. [Thank you everyone for your excellent advice and...](#) vineeta anand
23. [I forgot to mention that yes, we are connected...](#) vineeta anand

started 8 days ago, [ERIKA HALL](#) (2 replies)

## Crisis Communication Certificate Program



24. [I have been thinking of this course as well. ...](#) Norita Taylor, APR

started 9 days ago, [Sarah Pazdziora](#) (9 replies)

## Anyone have experience working with Media Planet for a paid media campaign?



25. [I know someone that had a very disappointing...](#) Norita Taylor, APR

started 16 days ago, [Kerry Francis, APR](#) (6 replies)

## Communication Dashboard



26. [As part of our recent Measurement Base Camp...](#) Katharine Paine

started 21 days ago, [Dana Berry](#) (9 replies)

## Executive Media Training Recommendations



27. [Many thanks for all who responded to this...](#) Dana Berry

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1. [Seeking Some Guidance](#)

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May 22, 2019 7:55 PM

[Lynn Berman](#)

I am working with AHRC New York City, an organization supporting children and adults with intellectual and other developmental disabilities. We partnered with United Airlines, The Arc of the U.S. and the TSA for a Wings for All event - a practice run for air travel for families who have a child with autism or other developmental disabilities. News 12 NJ, a local cable station, covered the story at Newark Liberty International Airport. Here is the [story](#). What I simply can't understand is how the reporter couldn't identify anyone, especially our spokesman? I'm a former reporter and editor, who has worked in PR and media relations for decades. In hindsight, I guess I could ask our spokesperson to wear a shirt identifying our organization. I fed the reporter a press release about the event and included the prevalence of autism in NJ vs. the rest of the country. Appreciate any thoughts on how I can avoid this in the future.

Thanks.

---

Lynn U. Berman  
PR Consultant  
AHRC New York City  
New York, N.Y.  
ahrcnyc.org  
203-981-6938

---

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2. [People images vs. abstract](#)

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May 22, 2019 2:47 PM

[Meg Boyd, MA](#)

When preparing mission and visions for your organizations - what do you think is a better visual to use - people or abstract/landscape images?

-----  
Meg Boyd  
Communications Consultant  
Self  
Havertown PA  
(610) 316-4209  
-----

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3. [Re: People images vs. abstract](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 3:10 PM  
[vineeta anand](#)

People. Any day. I've been reading a lot about content and websites and users seem to prefer looking at photos and images of people.

Vineeta Anand  
Communications Director  
CHEIRON  
1750 Tysons Boulevard, Suite 1100  
McLean, VA 22102  
(703)893-1456, ext. 1171  
(703)623-9699 – mobile  
[www.cheiron.us](http://www.cheiron.us)

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-----Original Message-----

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#### 4. [Veteran Owned PR Firms Needed for RFP](#)

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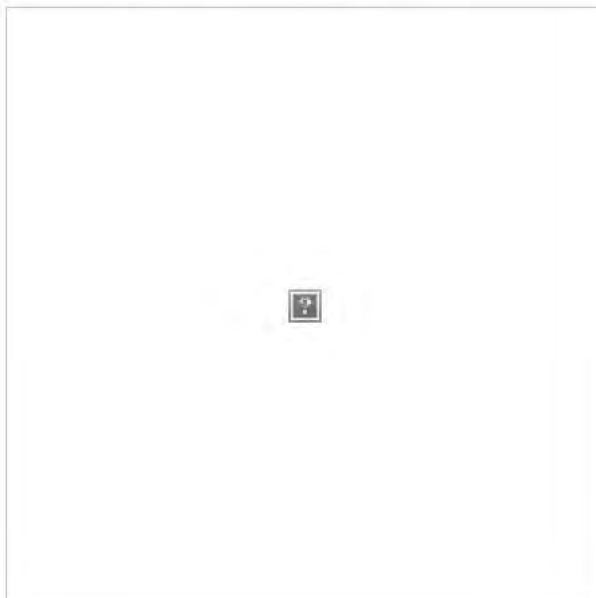
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May 22, 2019 2:08 PM  
[David Roznowski, APR](#)

Hi, I'm on the board of Soldiers' Angels, a 501(c)3 non-profit serving active duty and reserve service members, veterans and their families. We are going to be issuing an RFP for PR Services to get the organization more national coverage. If you are, or know of a Veteran Owned PR Firm, please email the contact information to [droznowski@kinetic-llc.com](mailto:droznowski@kinetic-llc.com)

Thanks! David J. Roznowski, APR



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5. [Cision vs. Meltwater](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 1:19 PM

[Doug Hanchett](#)

Howdy hey!

My company is contemplating a switch from Cision to Meltwater and I'm looking to see if anyone else has made such a move [or the reverse transition] and how the two platforms compare to one another.

We use Cision primarily for finding reporters and issuing press releases. Cision has a strong database, but it looks like Meltwater's search function and other features are much stronger.

Thoughts?

-----  
Doug Hanchett  
Corporate Communications Manager  
TRC  
Lowell MA  
-----

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## 6. [Social Media monitoring](#)

[Reply to Group](#)

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May 22, 2019 11:20 AM

[Kathy Catron](#)

Looking for feedback from communication professionals out there. What program do you use to schedule and track social media? Hootsuite? Sprout? Agorapulse? Or any others. And what do you like/dislike about any of those?

-----  
Kathy Catron  
President  
Catron Communications  
Saint Augustine FL  
(386) 451-4213  
-----

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## 7. [Re: On-Location Filming](#)

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[Reply to Sender](#)



May 22, 2019 8:25 AM

[Ben Garrett](#)

As someone that does a lot of on location video and film work, I would happily agree to that stipulation in most cases. It's more typical of a location to require insurance, proof of workmen's comp, etc. But that is a reasonable request if you are not requiring a location fee, extra security, etc.

Best

Ben

Mobile: 770-364-6752

Fax: 404-420-2298

[www.bengarretcreative.com](http://www.bengarretcreative.com)



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-----Original Message-----

Good afternoon everyone. I am working on a new policy for allowing filming on local government sites.

The question I have is do any of you require individuals or organizations looking to film on private or government owned property to provide "b" roll as part of the location agreement? We are considering asking as part of our location agreement for the entity filming to provide a copy of their "b" roll to incorporate for future promotional use due to limited availability of video staff.

Thanks in advance,

Linda

-----  
Linda Vassallo  
Director  
Calvert County Department of Communications & Media Relations  
Prince Frederick MD  
(410) 535-2003  
-----

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8. [Re: On-Location Filming](#)

[Reply to Group](#)

[Reply to Sender](#)

May 22, 2019 9:40 AM



Jeff McCollum

My experience with something like this - from both sides of the issue as a former freelance cameraman/producer and a current PR person.

Inclusion of that kind of language in a location agreement will likely create a quagmire of annoyance and excessive heartburn for both sides. That the location is government property would very possible create extra-special complications since government property is...uhhh, technically that "of the people." I wouldn't want to be the PR person trying to walk that one back after the production crew goes to the Calvert Recorder and complains Calvert County government is trying to force it into providing free services for future promotional purposes.

How about considering a softer approach? Talk to the producer or photographer ahead of time and explain your situation. Ask if they would consider \*donating\* some of the b-roll for your future promotional use. More times than I can remember, as a cameraman I quietly cut no-cost deals with the media and communications people I worked with...because there was an established relationship and it was a nice thing to do for public (and private) entities that didn't have large production budgets. It seems I remember a time or two when a 12 pack of beer exchanged hands. I think you'd find many smaller operation production crews would be happy to help.

That opinion and \$3 should get you a cup of coffee.

-----  
Jeff McCollum  
Media & Public Relations Manager  
Infosec  
Madison, WI  
608-509-9804  
jeff.mccollum@infosecinstitute.com  
-----

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-----  
Original Message:  
Sent: 05-21-2019 02:47 PM  
From: Linda Vassallo  
Subject: On-Location Filming

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The question I have is do any of you require individuals or organizations looking to film on private or government owned property to provide "b" roll as part of the location agreement? We are considering asking as part of our location agreement for the entity filming to provide a copy of their "b" roll to incorporate for future promotional use due to limited availability of video staff.

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Linda Vassallo  
Director  
Calvert County Department of Communications & Media Relations  
Prince Frederick MD  
(410) 535-2003  
-----

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9. [Re: Employee Communications App](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 9:31 AM  
[Katie Young Wildes](#)

I'd love info about this topic too!

--

**Katie Young Wildes** ([she/her](#)) | Senior Communications Specialist

**Women Against Abuse, Inc.**  
100 S. Broad St., Suite 1341  
Philadelphia, PA 19110  
215-386-1280 x6319  
[kywildes@womenagainstabuse.org](mailto:kywildes@womenagainstabuse.org)

Everyone deserves to be safe. Call **1-866-723-3014** for the Philadelphia Domestic Violence Hotline.

**[Ask me about how you can make a life giving legacy today!](#)**

[Make a gift in support of our mission to end domestic violence!](#)

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-----Original Message-----

After the Internal Comms conference last week, my company is looking into employee communications apps. I'm wondering if any of you are using this platform now, how you like the software you are using, and whether there are any pitfalls I should keep an eye out for. Thanks!

**Vicky Campo**

*Internal Communications Representative*

phone • (623) 869-2176   cell • (602) 690-9528   email • [vcampo@cap-az.com](mailto:vcampo@cap-az.com)



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10. [Re: Employee Communications App](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 11:11 AM

[Laurie Powell, APR](#)

I'm interested in hearing what employee app platforms people are using as well.  
Great case studies at PRSACConnect!

---

Laurie Powell APR  
Internal Communications & Affairs Leader  
Symantec  
Culver City, CA  
(424) 202-0206

---

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Original Message:  
Sent: 05-21-2019 01:08 PM  
From: Vicky Campo  
Subject: Employee Communications App

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11. [Re: Employee Communications App](#)

[Reply to Group](#)

[Reply to Sender](#)

May 22, 2019 11:28 AM





Ann Marie Halal, APR

We have been deploying Dynamic Signal for close to two years. I think the platform is a good tool. My biggest recommendation is less about the software and more about internal process. Be sure you are fully partnered and aligned across functions - especially HR and IT - in selecting and rolling out any employee communication tool or app to help facilitate successful adoption, and that you talk with and continue to engage with end-users as part of the process.

Ann Marie

-----  
Ann Marie Halal APR  
Manager, Communications  
Eaton  
Cleveland OH  
(440) 523-4418  
-----

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12. [Re: Employee Communications App](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 3:20 PM

[Amy Jenkins](#)

Hello Vicky,

I'm glad you were inspired to look into mobile solutions after PRSA. My interest in mobile was first peaked five years ago at Connect in Chicago. At that time, I was the manager of Internal Communications for Chipotle and I knew I needed to find a better way to connect with frontline employees. I worked with theEMPLOYEEapp from APPrise Mobile to launch a branded app that allowed me to balance sharing the "need to know" information such as providing access to company portals, weekly newsletters and leadership comms while also finding a great platform to share "nice to know" content like employee recognition, marketing and pr campaigns. Not only could I share information with our employees, but they could also engage back through liking and commenting and completing surveys and feedback forms.

I would be happy to share more about my experience launching an app as an inhouse communicator and explaining more about theEMPLOYEEapp and what we do to help organizations get information into the hands of, communicate with, and engage all employees

Thanks!

Amy  
[ajenkins@apprisemobile.com](mailto:ajenkins@apprisemobile.com)

---

Amy Jenkins  
Director of Client Strategy  
APPrise Mobile  
Thornton, CO  
303-249-2375

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**Vicky Campo**

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13. [Re: Following up with a reporter?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 8:40 AM

[Jennifer Winter](#)

Hi Vineeta, Did you offer a time frame for your pitches or was the timing left to the reporter's discretion? She may have other projects on her plate and, without a hard deadline related to a specific pitch, she may feel like she has more time.

I hope you get some great coverage from WSJ!

---

Jennifer Winter  
Director of Marketing & Communications  
Opportunity International  
Chicago IL  
(312) 487-5038

-----  
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-----  
Original Message:

Sent: 05-21-2019 10:35 AM

From: vineeta anand

Subject: Following up with a reporter?

I'd like your advice.

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We had what I thought was a very good meeting. It lasted an hour. She asked a lot of questions and we gave her a lot of story ideas. She asked for a lot of information. Mind you, it's all public information and she could easily get it, but as Michael Smart says, a good communicator makes life easier for reporters. And as a former reporter, I agree with him. I collected all the information and sent it to her on Friday.

I haven't heard a peep from her since. I realize reporters are very busy, but it's very frustrating to not know whether she plans to follow up and do any of the stories based on the information I sent her or not. And, of course it would have been really nice if she'd replied and said the information was helpful. Certainly, that's what I would have done when I was a reporter.

Mind you, these are not stories where I'd expect us to be quoted, but would certainly show she's at the top of the game. Ultimately, of course, my hope is that she will call us and quote my boss.

Thanks, Vineeta

Vineeta Anand

Communications Director

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McLean, VA 22102

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14. [Re: Following up with a reporter?](#)

[Reply to Group](#)

[Reply to Sender](#)

Kim Insley



May 22, 2019 8:53 AM

[Kim Insley](#)

Hi, Vineeta -

When I was a TV journalist I made a practice of following up any information sent to me with a thank you. It's common courtesy. As a PR professional, I'm finding it's rare for a reporter to acknowledge something I've sent (including research and photos they've requested.)

For those who say they are too busy- it takes 5 seconds after reading the email to hit reply and say "thanks, I got it." That being said, many reporters just don't do it. It's not a priority.

Because this is of great importance, and you invested a lot of time and money, I would wait a few days, and send another email to confirm she got your first email. Often reporters will reply to that. Good luck!

---

Kim Insley  
Public Relations and Communications Manager  
Meet Minneapolis  
Minneapolis MN  
[kimi@minneapolis.org](mailto:kimi@minneapolis.org)

---

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Vineeta Anand  
Communications Director  
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McLean, VA 22102  
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(703)623-9699 – mobile  
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15. [Re: Following up with a reporter?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 9:14 AM  
[Norita Taylor, APR](#)

Agree with Kim and her suggestion.

---

Norita Taylor APR  
Director of Public Relations  
Owner Operator Independent Drivers Association  
Grain Valley MO  
(816) 229-5791

---

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---

Kim Insley  
Public Relations and Communications Manager  
Meet Minneapolis  
Minneapolis MN  
[kimi@minneapolis.org](mailto:kimi@minneapolis.org)

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16. [Re: Following up with a reporter?](#)

[Reply to Group](#)

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May 22, 2019 9:40 AM

Samuel Waltz, Jr., APR, Fellow PRSA

**FollowUp with the Reporter, Vineeta, by all means, and...**

- (1) Mention Thanks / Appreciation for the Interest;
- (2) Summarize at a high level the key topics you covered;
- (3) Mention any additional insights / thoughts that have occurred, e.g., additional resources; and
- (4) Reiterate your offer(s) of help.

There are differences between (1) Professional Follow-Up, (2) Persistence in a nice and professional and discrete way, and (3) being a PITA, a Pain In the Arse, and I'm certain you -- and most folks on here -- can distinguish among those. An interaction with the Investment in Effort / Expense you've made deserves both Professional Follow-Up and Persistence.

Best of luck... Sam

-----  
Samuel L Waltz Jr, APR, Fellow PRSA  
Strategic Counselor, Trusted Adviser & Advocate™  
Elected PRSA CEO / Board Chair (1999)  
SamWaltz@SamWaltz.com ~ 302 777 7774

SamWaltz.com Strategic Capital & Business Counsel  
11 Downs Drive, Limerick at Greenville, Greenville, DE 19807-2555

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be the Gifted Leaders who God has created them to be.

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Thanks, Vineeta

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17. [Re: Following up with a reporter?](#)

[Reply to Group](#)

[Reply to Sender](#)

May 22, 2019 10:16 AM



Michael Grimaldi

Hey, Vineeta:

As Quarterback Aaron Rodgers famously said during a Green Bay Packers losing slump, "R - E - L - A - X."

I'd be the first to agree that an acknowledgment of the visit and receipt of information would be the courteous thing to do. Not everyone is courteous. (It cuts both ways. I once had an extended conversation with a journalist at The New York Times. I spent the better part of the lunch explaining that not all people who call themselves public relations professionals are threatening bullies.)

My usual follow-up when reporters are go silent is a polite follow-up along the lines of "Did you get what you needed? Is there anything else we can provide?"

Another tactic is sharing new information. If there is a new development or maybe a news story about the topic of your visit or a related topic, send that along with a polite note along the lines of "wanted to make sure you saw this." Keeping the topic fresh might trigger action. Put another way, you need to continue to make a case that that what you shared is news.

Patience often is required, especially with influential journalists. There is a lot demand for their attention, making almost any story idea a long-term sale. Worst case, even if your story doesn't get told, you've established with the reporter your valuable role as a reliable and dedicated information source.

Good luck with it.

-----  
Michael Grimaldi  
KC Water  
-----

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18. [Re: Following up with a reporter?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 10:36 AM

[Morgan Lyons](#)

Yep, it's frustrating. It's also not all that uncommon. Some reporters are better than others about acknowledging receipt of follow up materials. WSJ reporters also tend to be really swamped. Give it a few days and maybe drop a brief email checking in to see if the reporter needs anything else.

-----  
Morgan Lyons  
Lyons Strategic  
morgan@lyonsstrategic.com  
Arlington TX  
-----

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19. [Re: Following up with a reporter?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 10:39 AM  
[Kyle Niederpruem](#)

Unless you had an expectation from her on your meeting (example: 'I promise to get back to you by' ... or ... 'I will be writing a story on this topic next month') – the time and schedule is hers. I've met with reporters on evergreen topics who haven't gotten back to me for six months – and then delivered. If you didn't manage the expectations of your boss for an outcome, that is awkward. But also as a former reporter, I never made promises about publication or deadline because you don't know where the daily news may take you. If you opened the door to this, had a great meeting, and she has your contacts – then your ground is covered. If the boss wants to know why nothing has appeared in the publication, then the boss needs to understand this was a "getting to know you" meetup. On the PR side, I never push a reporter past three attempts on a follow. They know where to find you when they need you.

Kyle Elyse Niederpruem  
President & CEO  
Kyle Communications  
[kyle@kylecommunications.com](mailto:kyle@kylecommunications.com)  
317-509-7334 – business mobile

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McLean, VA 22102  
(703)893-1456, ext. 1171  
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20. [Re: Following up with a reporter?](#)

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May 22, 2019 11:08 AM  
[Lynn Berman](#)

Hi Vineeta,

I like Sam's approach. Also keep in mind that this being the holiday get-away week, the reporter may be trying to wrap up stories so she, too, can possibly enjoy the long weekend. Michael's advice to relax is also solid. I'd probably send an email next week - perhaps on Wednesday.

I'm also a former reporter and agree that our job as PR professionals is to serve reporters everything they need, and more, to help them with their job. You invested a lot of time collecting information for the reporter. Don't count on a thank you, but if the info is really helpful, she say thanks.

Just my 2 cents.

-----  
Lynn U. Berman  
PR Consultant  
AHRC New York City  
New York, N.Y.  
ahrcnyc.org  
203-981-6938  
-----

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-----  
Original Message:  
Sent: 05-22-2019 09:40 AM  
From: Samuel Waltz  
Subject: Following up with a reporter?

**FollowUp with the Reporter, Vineeta, by all means, and...**

- (1) Mention Thanks / Appreciation for the Interest;
- (2) Summarize at a high level the key topics you covered;
- (3) Mention any additional insights / thoughts that have occurred, e.g., additional resources; and
- (4) Reiterate your offer(s) of help.

There are differences between (1) Professional Follow-Up, (2) Persistence in a nice and professional and discrete way, and (3) being a PITA, a Pain In the Arse, and I'm certain you -- and most folks on here -- can distinguish among those. An interaction with the Investment in Effort / Expense you've made deserves both Professional Follow-Up and Persistence.

Best of luck... Sam

-----  
Samuel L Waltz Jr, APR, Fellow PRSA  
Strategic Counselor, Trusted Adviser & Advocate™  
Elected PRSA CEO / Board Chair (1999)

[SamWaltz@SamWaltz.com](mailto:SamWaltz@SamWaltz.com) ~ 302 777 7774

SamWaltz.com Strategic Capital & Business Counsel  
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21. [Re: Following up with a reporter?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 2:12 PM  
[David Roznowski, APR](#)

If you haven't, pick up the phone and call the reporter. Building and maintaining relationships are important so don't let the flight and meeting go to waste. As you know, reporters get thousands of emails these days, but not a lot of phone calls. Make a call, ask if now is a good time or if the reporter is on deadline, thank the reporter again for the meeting, make sure they saw your info and ask what they are working on now. Make sure you've connected on LinkedIn and that you are following the reporter on Twitter.

-----  
David Roznowski APR  
Founder and Chief Consultant  
Kinetic Communications Marketing, LLC  
Bloomfield Hills MI  
(248) 550-6620  
-----

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-----  
Original Message:

Sent: 05-21-2019 10:35 AM

From: vineeta anand

Subject: Following up with a reporter?

I'd like your advice.

My boss and I met with a key Wall Street Journal reporter in Chicago last Thursday. I flew there especially for the meeting with her and editors at another publication.

We had what I thought was a very good meeting. It lasted an hour. She asked a lot of questions and we gave her a lot of story ideas. She asked for a lot of information. Mind you, it's all public information and she could easily get it, but as Michael Smart says, a good communicator makes life easier for reporters. And as a former reporter, I agree with him. I collected all the information and sent it to her on Friday.

I haven't heard a peep from her since. I realize reporters are very busy, but it's very frustrating to not know whether she plans to follow up and do any of the stories based on the information I sent her or not. And, of course it would have been really nice if she'd replied and said the information was helpful. Certainly, that's what I would have done when I was a reporter.

Mind you, these are not stories where I'd expect us to be quoted, but would certainly show she's at the top of the game. Ultimately, of course, my hope is that she will call us and quote my boss.

Thanks, Vineeta

Vineeta Anand

Communications Director

CHEIRON

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(703)893-1456, ext. 1171

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www.cheiron.us

## 22. Re: Following up with a reporter?

[Reply to Group](#)[Reply to Sender](#)

May 22, 2019 4:31 PM

[vineeta anand](#)

Thank you everyone for your excellent advice and suggestions.

Ironically, about an hour after I posted this, she emailed me saying she'd like to speak with us for a story. Unfortunately, the story was about one of our clients so we had to decline to speak with her. I did, however, send her the the name and contact information for someone who is at a different firm and could help her if it wasn't too late for her deadline.

Vineeta Anand  
Communications Director  
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(703)623-9699 – mobile  
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-----Original Message-----

If you haven't, pick up the phone and call the reporter. Building and maintaining relationships are important so don't let the flight and meeting go to waste. As you know, reporters get thousands of emails these days, but not a lot of phone calls. Make a call, ask if now is a good time or if the reporter is on deadline, thank the reporter again for the meeting, make sure they saw your info and ask what they are working on now. Make sure you've connected on LinkedIn and that you are following the reporter on Twitter.

-----  
David Roznowski APR  
Founder and Chief Consultant  
Kinetic Communications Marketing, LLC  
Bloomfield Hills MI  
(248) 550-6620  
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23. [Re: Following up with a reporter?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 4:31 PM

[vineeta anand](#)

I forgot to mention that yes, we are connected on LinkedIn and I follow her closely on Twitter.

Vineeta Anand  
Communications Director  
CHEIRON

1750 Tysons Boulevard, Suite 1100

McLean, VA 22102  
(703)893-1456, ext. 1171  
(703)623-9699 – mobile  
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-----Original Message-----

If you haven't, pick up the phone and call the reporter. Building and maintaining relationships are important so don't let the flight and meeting go to waste. As you know, reporters get thousands of emails these days, but not a lot of phone calls. Make a call, ask if now is a good time or if the reporter is on deadline, thank the reporter again for the meeting, make sure they saw your info and ask what they are working on now. Make sure you've connected on LinkedIn and that you are following the reporter on Twitter.

-----  
David Roznowski APR  
Founder and Chief Consultant

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24. [Re: Crisis Communication Certificate Program](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 9:19 AM

[Norita Taylor, APR](#)

I have been thinking of this course as well.

-----  
Norita Taylor APR  
-----

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Original Message:

Sent: 05-15-2019 07:23 AM

From: Ann Knabe

Subject: Crisis Communication Certificate Program

Erika,

I took the course in Nov 2017 (paid for it out of my personal pocketbook!).

I have taught Crisis Comm modules in college classes, and my thesis focused on crisis communications, and I still found the PRSA course very valuable.

The format is workable - logging in for class once a week. There's opportunity to ask questions, and the examples are great. I see it as adding some newer tools to my crisis toolkit. If you have no crisis comm experience, and haven't taken any courses in this area, you will get even more out of the class.

I found it well worth the price -- even if I had to pay for it out of pocket.

In terms of justifying it with your employer, I would provide a persuasive paragraph or two. Focus on the potential "savings" / financial aspect to a company and its reputation if a crisis is handled correctly. Or find out if your crisis plan needs updates, and tie it to that.

Best, Ann

---

Ann Knabe APR+M  
AK & Associates  
Milwaukee WI  
(414) 467-9168

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25. [Re: Anyone have experience working with Media Planet for a paid media campaign?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 22, 2019 10:32 AM

[Norita Taylor, APR](#)

I know someone that had a very disappointing experience with them.  
Here are just a few phrases that person shared with me in an email some time ago that I was able to pull up:

... terrible communication from their offices  
... poor representation of the article  
... missed deadlines and shifting publication dates that were not communicated  
...riddled with typos, incoherent sentence structure

---

Norita Taylor APR

---

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Original Message:

Sent: 05-13-2019 09:30 AM

From: Sarah Pazdziora

Subject: Anyone have experience working with Media Planet for a paid media campaign?

Hi PR Pros!

Looking for some quick guidance on moving forward with a paid sponsorship package with Media Planet? I was approached about an upcoming campaign that aligns well with our GTM, but the package that I'd be most interested in is a bit pricey. Wondering if anyone has experience working with them, and if it was worth the investment?

Any info helps!

---

Sarah Pazdziora  
Corporate Communications and Public Relations Specialist  
Trace3  
Grand Rapids MI  
(616) 656-2033

---

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26. [Re: Communication Dashboard](#)

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May 22, 2019 6:42 AM

[Katharine Paine](#)

As part of our recent Measurement Base Camp workshop my colleague Heather Fysh suggested Google Data Studio -- which is free and is amazingly easy to set up. We've used it for soem major corporate dashboatrds to show internal, external, digital, social and town hall data in one place.

---

Katharine Paine "Measurement Queen"  
CEO  
Paine Publishing  
Durham NH  
(603) 682-0735

---

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-----  
Original Message:  
Sent: 05-06-2019 10:27 AM  
From: Kerry Francis  
Subject: Communication Dashboard

Any suggestions on a format for a measurement dashboard to give a snapshot of our results. We are complex (one agency with 8 sections - each section has its own communication vehicles, plus the agency-wide and internal vehicles.) and have a lot of channels (12 social media accounts, about 20 different newsletters, 13 websites). Does anyone have any samples they're willing to share? Thanks!

-----  
Kerry Francis APR  
Director of Communications  
The Ohio Department of Commerce  
Columbus OH  
(614) 728-1949  
-----

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27. [Re: Executive Media Training Recommendations](#)

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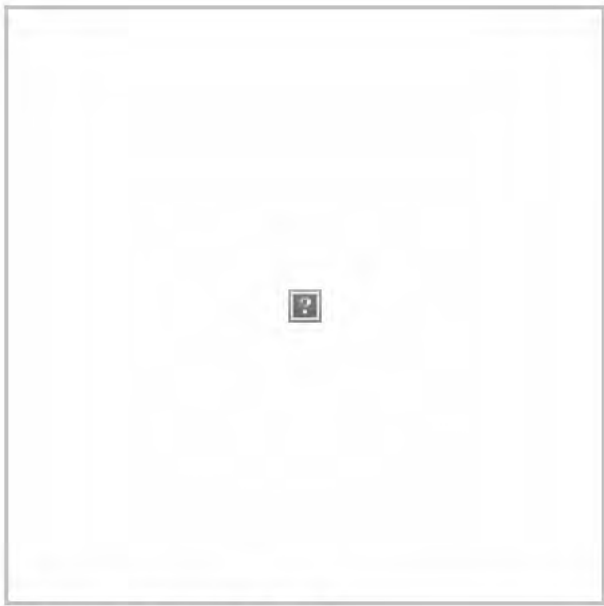


May 22, 2019 4:16 PM  
[Dana Berry](#)

Many thanks for all who responded to this original request. We now are in need of a Chicago-based executive media training/crisis communications training resource. Please share if you have recommendations in Chicago. Gratefully, Dana Dussing Berry

--

**Dana Dussing Berry PR Lead**  
[dberry@stoneward.com](mailto:dberry@stoneward.com) | [stoneward.com](http://stoneward.com)  
o: 5013753003 | m: 5017726141  
225 E. Markham, Suite 450, Little Rock, AR 72201



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-----Original Message-----

Rosemary Ravinal, MS  
305-776-8589  
Please view her profile on LinkedIn.

Thanks,  
Alex Bassil

-----  
Alexandra Bassil  
Sr. Communications Specialist  
AvMed Health Plans  
Miami FL  
(305) 389-3313  
-----





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**From:** MyPRSA Communities  
**To:** Adriana L Garza  
**Subject:** Open Forum Digest for Thursday May 30, 2019  
**Date:** Thursday, May 30, 2019 5:26:12 AM

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May 29, 2019

### Discussions

started 11 hours ago, [Lucera Parker](#) (0 replies)

#### AMA membership?



1. [Is anyone here also a member of AMA? If so, is...](#) Lucera Parker

started 13 hours ago, [Karen Kitzel](#) (0 replies)

#### Freelance photography in Louisville, Ky.



2. [Our national conference is coming up in...](#) Karen Kitzel

started yesterday, [Jennifer Frost](#) (1 reply)

#### Sentiment Tracking



3. [The rule of of thumb is that the more work you...](#) Katharine Paine

started 2 days ago, [David Roznowski, APR](#) (1 reply)

#### Veteran Owned PR Firms - Soldiers' Angels RFP



4. [Hi Dan: Thank you and your organization for all...](#) Diane Turner-Hurns

started 5 days ago, [Shawn Middleton](#) (5 replies)

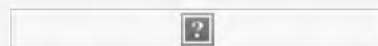
#### Annual Reports: Hard copy, online, mixed media?



5. [Shawn We work with a lot of elder and long term...](#) Jon Goldberg

started 7 days ago, [Kathy Catron](#) (8 replies)

#### Social Media monitoring



6. [Alot of my clients use Sprinklr or Sprout Social...](#) Katharine Paine

7. [My answer is kind of all over the place because...](#) Rachel Kent

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## 1. [AMA membership?](#)

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May 29, 2019 6:50 PM

[Lucera Parker](#)

Is anyone here also a member of AMA? If so, is membership a worthwhile investment?

---

Lucera Parker  
Director of Public Relations  
Shaw University  
Raleigh NC  
(919) 546-8321

---

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## 2. [Freelance photography in Louisville, Ky.](#)

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May 29, 2019 4:32 PM

[Karen Kitzel](#)

Our national conference is coming up in Louisville June 24-28 and the photography needs by some of our business partners for special events are more than our staff can handle. Can anyone suggest a freelancer in Louisville?

Thanks!

---

Karen Kitzel

Public Relations Manager  
SkillsUSA  
Leesburg VA  
(703) 737-0607  
kkitzel@skillsusa.org

---

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### 3. [Re: Sentiment Tracking](#)

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May 29, 2019 7:09 AM

[Katharine Paine](#)

The rule of thumb is that the more work you put in up front to filter out the spam and incorrect associations the better your results will be. The bigger question is the nature of the sentiment you want to track. If it is a program that is likely to generate a fair amount of emotion -- i.e. a hot political topic, or anything having to do with puppies, kittens, or kids, you should be able to get sufficient sentiment data to be accurate. However, if you're introducing a new topic that no one is particularly sentimental about yet, you may not have sufficient data to even do a sentiment analysis. For example, we were doing a sentiment and trust analysis for a university comparing it with a number of peer institutions. However, because one of the institutions, MIT had virtually no sports conversations and Stanford did, we had to take out all references to sports. When we deleted all the sports data we didn't have enough data left to do an accurate sentiment analysis. You might want to contact Glean.info, or Burrelles Luce, they're pretty good at getting good data for local campaigns. Feel free to reach out to me -- [measurementqueen@gmail.com](mailto:measurementqueen@gmail.com) if you want to chat more.. I've been doing sentiment analysis for 30+ years.

---

Katharine Paine "Measurement Queen"  
CEO  
Paine Publishing  
Durham NH  
(603) 682-0735

---

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Original Message:  
Sent: 05-28-2019 04:46 PM  
From: Jennifer Frost  
Subject: Sentiment Tracking

Hello fellow public relations pros-  
I'm interested in sentiment tracking for an upcoming municipal campaign (and beyond). As I've started my research I've found that the tools used for sentiment tracking are quite varied. Some appear to be heavy on the set up so the user has to input a lot of sources to search and keywords to monitor. Others appear to be more turnkey but could be overkill for my local campaign.

Which tools for sentiment tracking/monitoring do you use or recommend, and why?  
In particular, which tool are you using and are there any blind spots?

Thank you,  
Jennifer

---

Jennifer Frost  
Public Affairs Manager  
City of Charlotte - Charlotte Water  
Charlotte NC  
(704) 336-4793  
[jfrost@charlottenc.gov](mailto:jfrost@charlottenc.gov)

---

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4. [Re: Veteran Owned PR Firms - Soldiers' Angels RFP](#)

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May 29, 2019 3:08 PM  
[Diane Turner-Hurns](#)

Hi Dan:

Thank you and your organization for all you do to help veterans. My dad was a vet. However, as you look for a PR organization to help you I'd suggest you lay out clearer goals and objectives rather than what you mentioned about elevating your organization to the national stage. For instance, do you want:

A - more people to recognize and help vets and their families? or

B - get more recognition for your organization and board?

C - are you looking for additional gifts/funding and for what?

What's the overall goal of your organization? Have you reached out/surveyed the public, cities and towns, government agencies to find out who knows about your organization? That may help.

All in all, you need clear goals and objectives based on the resources and budget you have. They can be pretty simple.

Promoting veterans needs and successes and the help your organization provides countrywide can be done by utilizing a ton of resources, most of them free, just be creative.

Good luck and continue the good work. Diane

-----  
Diane Turner-Hurns  
VP PR  
Curio Cabinet Records  
-----

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-----  
Original Message:

Sent: 05-27-2019 07:22 PM

From: David Roznowski

Subject: Veteran Owned PR Firms - Soldiers' Angels RFP

Fellow PR Practioners,

I'm looking for other veteran owned firms like my own to express interest in supporting Soldiers' Angels, a national non-profit supporting active duty, reserve, guard members along with veterans and their families in a variety of ways. With a 97% efficiency rating, our organization puts dollars into our programs, not fancy marketing and advertising like many better known veteran non-profits. As a board member, I'm leading a search for a veteran owned PR firm that can help elevate the organization to the national stage. Other agencies and PR efforts have fallen short.

If you'd like to be considered, or have questions, please contact me at [droznowski@kinetic-llc.com](mailto:droznowski@kinetic-llc.com) or 248-550-6620. We will be sending out the RFP on Thursday, May 30 to all interested firms.

Very Respectfully,

David J. Roznowski, APR  
*Air Force(enlisted) and Navy (Public Affairs Officer) Veteran*

-----  
David Roznowski APR  
Founder and Chief Consultant  
Kinetic Communications Marketing, LLC  
Bloomfield Hills MI  
(248) 550-6620  
-----

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5. [Re: Annual Reports: Hard copy, online, mixed media?](#)

[Reply to Group](#)

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May 29, 2019 8:16 AM  
[Jon Goldberg](#)

Shawn

We work with a lot of elder and long term care clients, and the trend has definitely been away from printed reports and toward video and scaled back reporting online. It's the difference between merely telling donors what you do and showing them in vivid, poignant ways how, with their help, you change lives. What we and our clients were finding consistently was that donors barely remembered receiving a glossy, printed annual report, let alone recalled anything in it but their own names (if they looked). But they often remember particular video stories years later and can recount why a particular story resonated with them and moved them to contribute, volunteer and champion the organization's mission in their own circles of influence. It can help to scale back and fade out the printed materials and simultaneously "fade up" on the video over time, which allows you to explain the strategy so donors appreciate and embrace the shift.

Good luck!

Jon

---



Jon Goldberg | Chief Reputation Architect  
Reputation Architects Inc  
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-----Original Message-----

Hi Shawn-

I work for an organization specializing in home health, hospice and adult day services with a similar patient/client demographic. Many of our donors are also older adults. Just as annual report format and distribution is a topic of constant debate within our professional community, it remains on-going conversation here. Personally, I'm a big fan of a one-page attention-grabbing infographic that screams impact, along with more online sharing and less print. That said, it really comes down to knowing the needs and interests of your own donors.

Although we've been able to slowly evolve from an old-school 20-page report in 2010 to an eight page document, our donors and board aren't yet willing to shift completely from traditional print or to a flyer. We always post the report online and have first-class mailed print copy to top donors only.

This year our report budget was slashed which offered a great opportunity to pitch big change. Not much success. Keeping donors lists by contribution level remains a requirement (especially common for older donors and those in some circles), and we have three pages of names in seven point font! We also haven't been able to eliminate the executive letter. After brainstorming ways to fulfill content, budget and distribution requirements, we created an eight-page self-mailer report using the same gloss stock/weight of our newsletter (much lighter than past reports). The report was sent bulk mail to all donors and has been very well-received.

Good luck with your report.

Best,  
Paula

Paula Some



Communications Manager  
Visiting Nurse Association of Somerset Hills  
200 Mt. Airy Road  
Basking Ridge, NJ 07920  
908-766-0180 ext. 127  
[www.visitingnurse.org](http://www.visitingnurse.org)

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Before printing, think about ENVIRONMENTAL responsibility

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6. [Re: Social Media monitoring](#)

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May 29, 2019 7:12 AM

[Katharine Paine](#)

Alot of my clients use Sprinklr or Sprout Social. I actually use Hootsuite because it provides all the functionality I need for virtually nothing.

---

Katharine Paine "Measurement Queen"  
CEO  
Paine Publishing  
Durham NH  
(603) 682-0735

---

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Original Message:  
Sent: 05-23-2019 07:11 AM  
From: Christina Vanvuren  
Subject: Social Media monitoring

I really like Meet Edgar actually!

**C H R I S T I N A V A N V U R E N**  
**U N C O M M O N B O L D**  
**6 7 8 - 6 8 4 - 7 1 6 4**

Original Message-----

Looking for feedback from communication professionals out there. What program do you use to schedule and track social media? Hootsuite? Sprout? Agorapulse? Or any others. And what do you like/dislike about any of those?

---

Kathy Catron  
President  
Catron Communications  
Saint Augustine FL  
(386) 451-4213

---

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7. [Re: Social Media monitoring](#)

[Reply to Group](#)

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May 29, 2019 4:39 PM

[Rachel Kent](#)

My answer is kind of all over the place because we use Buffer for Twitter and Instagram but do Facebook scheduling on the platform itself.

I really enjoy Buffer because you can crosspost very easily and get photos AND videos automatically posted on Instagram. Only downside is that it won't automatically do multiple photos. But it does give you a reminder and make posting

multiple photos very simple.

Hope this helps!

-----  
Rachel Kent  
Marketing & PR Coordinator  
The 712 Initiative  
Council Bluffs IA  
(712) 396-2467  
-----

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-----  
Original Message:  
Sent: 05-22-2019 11:20 AM  
From: Kathy Catron  
Subject: Social Media monitoring

Looking for feedback from communication professionals out there. What program do you use to schedule and track social media? Hootsuite? Sprout? Agorapulse? Or any others. And what do you like/dislike about any of those?

-----  
Kathy Catron  
President  
Catron Communications  
Saint Augustine FL  
(386) 451-4213  
-----

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**From:** MyPRSA Communities  
**To:** Adriana L Garza  
**Subject:** Open Forum Digest for Wednesday May 1, 2019  
**Date:** Wednesday, May 1, 2019 5:22:24 AM

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**Apr 30, 2019**

started 8 hours ago, [Shirley Johnson](#) (0 replies)

### Introducing a New Public Company to Business Media



1. [Hi there everyone, I'm needing your help. I...](#) Shirley Johnson

started 12 hours ago, [Renuka Christoph](#) (0 replies)

### Cision vs Meltwater



2. [Seeking social media monitoring along with media...](#) Renuka Christoph

started yesterday, [Matthew Eaton](#) (3 replies)

### When to ban someone from your Facebook page?



3. [Repeated & Acrimonious Facebook Attacks likely...](#) Samuel Waltz, Jr., APR, Fellow PRSA
4. [I've been in a similar situation and had to ban...](#) Mike Frontiero
5. [We've had similar issues with very vocal groups](#) Sarah Smith

started yesterday, [Michelle Overbeck](#) (5 replies)

### Translator



6. [I have not used them personally, but our...](#) Candace Reimer
7. [Have you considered using an online service like...](#) Julie Gumm
8. [Michelle- I went through the search process for...](#) Carrie Stallwitz
9. [Michelle, Previously, I've worked with IU...](#) Kayee Ip
10. [Hi Michelle, Contact Jinny Bromberg, Bromberg...](#) David Adrian

started one year ago, [Samantha Lake](#) (2 replies)

### 2018 Member Badge



11. [Anybody know where the 2019 version of the...](#) Mila Fairfax

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## 1. [Introducing a New Public Company to Business Media](#)

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Apr 30, 2019 9:09 PM

[Shirley Johnson](#)

Hi there everyone,

I'm needing your help. I am working with a small company who recently had its IPO and they want to begin building relationships with business outlets, broadcast and print. It is a small cap company and of course they want top-tier media. Would you have a list of the best outlets to approach? I can locate a contact of reporters. Just need help with strong outlets. Please advise and thank you in advance.

Your fellow independent contractor,  
Shirley

-----  
Shirley Johnson  
Consultant  
Stage 1 Public Relations  
Johns Creek GA  
(470) 955-0034  
-----

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## 2. [Cision vs Meltwater](#)

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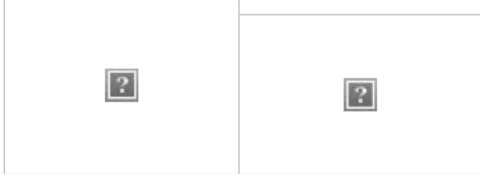
Apr 30, 2019 5:18 PM

[Renuka Christoph](#)

Seeking social media monitoring along with media database. Which is better? Cision or Meltwater?

**Renuka Christoph**  
*Director of Communications*

Music City Center  
201 Fifth Avenue South | Nashville, TN | 37203  
P: 615.401.1420 | F: 615.401.1482  
[Renuka.Christoph@nashvillemcc.com](mailto:Renuka.Christoph@nashvillemcc.com)  
[www.nashvillemusiccitycenter.com](http://www.nashvillemusiccitycenter.com)



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3. [Re: When to ban someone from your Facebook page?](#)

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Apr 30, 2019 7:49 AM

[Samuel Waltz, Jr., APR, Fellow PRSA](#)

**Repeated & Acrimonious Facebook Attacks likely are a Symptom of a larger issue,** Matthew, and I'd encourage you to treat them that way.

As a result, despite the seemingly easy and expedient solution of banning the first couple of offenders, then the next couple, then more, your organization -- American Association of Diabetes Educators, per my quick look -- likely would benefit from a more strategic, comprehensive and thoughtful research-based Issues Management approach to these dissidents.

Such malicious behavior can arise from a variety of motivations, e.g., (1) competition, (2) disagreement over policy (e.g., like the current anti-vax movement in the historic measles outbreak), (3) personal politics (e.g., someone doesn't like one of your leaders or volunteers), and (4) a myriad of others.

Like the historic story of the little Dutch boy putting his finger in the dike to stop the

leak(s), simply shutting down Facebook access is a tactical response to a tactical situation. And responding that way allows you to overlook possibly better, more comprehensive and thoughtful solutions.

I've been a PRSA volunteer leader for more than 30 years, Matthew, and served as the organization's national president 20 years ago. Let me know if you want to chat more about this by phone. Sam

-----  
Samuel L Waltz Jr, APR, Fellow PRSA  
Strategic Counselor, Trusted Adviser & Advocate™  
Elected PRSA CEO / Board Chair (1999)  
SamWaltz@SamWaltz.com ~ 302 777 7774

SamWaltz.com Strategic Capital & Business Counsel  
11 Downs Drive, Limerick at Greenville, Greenville, DE 19807-2555

Helping Leaders & Organizations Navigate Difficult  
Events, Trends, Times, People & Issues to Achieve Their Goals!

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www.RLSassociates.com Investment Banking / Merger & Acquisition  
www.Linkedin.com/in/SamWaltz/

www.TruthAtWork.org  
Truth at Work helps Business Leaders, Entrepreneurs, CEOs and Executives  
be the Gifted Leaders who God has created them to be.

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-----  
Original Message:  
Sent: 04-29-2019 07:13 PM  
From: Matthew Eaton  
Subject: When to ban someone from your Facebook page?

We are a healthcare organization and for years have been attacked several times a week on our Facebook page by a "group" that is opposed to who we are. We have tried to respond to their comments and clarify their beliefs about our org but there is nothing we can do that would resolve the situation. When we post something on Facebook, they will often put a call out on in their private group to comment on said posts with their beliefs. If others try to comment on the post with relevant information, they are often attacked by this group in a mob mentality. We've hidden links to 3rd party sites but have been very wary of banning them. However it has gotten to the point that we had to end up banning the two main posters. Was this a

mistake? We have a social media commenting policy we refer to however that includes posting comments that are of a spamming/trolling nature or are off topic, so I feel like we are covered. I would love to hear how others have dealt with this, especially those in the healthcare arena.

---

- Matt

---

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4. [Re: When to ban someone from your Facebook page?](#)

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Apr 30, 2019 2:57 PM

[Mike Frontiero](#)

I've been in a similar situation and had to ban at least six people who were repeatedly posting hateful comments about our organization. Eventually it stopped. Criticism is ok, but not hate.

Good luck!

---

Mike Frontiero  
Director of Communications  
Union Presbyterian Seminary  
Richmond, VA

---

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---

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-----  
- Matt  
-----

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5. [Re: When to ban someone from your Facebook page?](#)

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Apr 30, 2019 4:53 PM

[Sarah Smith](#)

We've had similar issues with very vocal groups. If you can squeak by with "hiding" the comments that's always our first step, but your situation sounds severe. We have a social media guidelines posted in the public domain (website and all of our bios on social). If anyone in our community acts outside of the guidelines, we'll ban them. It's rare, but we've done it when necessary.

-----  
Sarah Smith  
Director, Media Relations  
Weill Cornell Medicine  
New York NY  
(646) 962-9537  
-----

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-----  
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-----  
- Matt  
-----

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6. [Re: Translator](#)

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Apr 30, 2019 8:27 AM

[Candace Reimer](#)

I have not used them personally, but our regional bilingual resource center has a contract with LanguageLine Solutions.

(See: [www.languageline.com/translation-localization/...](http://www.languageline.com/translation-localization/...))

Good luck!

-----  
Candace Reimer  
Dir Communications  
Erie 1 BOCES  
West Seneca NY

(716) 821-7193

---

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Original Message:  
Sent: 04-29-2019 11:52 AM  
From: Michelle Overbeck  
Subject: Translator

I am looking for someone who can fluently translate from English to Spanish. This would be for a brochure and possibly other projects as well.

I look forward to your recommendations.

Thanks!

Michelle

---

Michelle Overbeck  
Marketing Manager  
Big Creek Lumber  
Davenport CA  
(831) 466-2425

---

---

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7. [Re: Translator](#)

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Apr 30, 2019 9:31 AM  
[Julie Gumm](#)

Have you considered using an online service like rev.com?

---

Julie Gumm  
Director of University Marketing & Communications

John Brown University  
Siloam Springs AR  
(479) 524-7211

---

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---

Michelle Overbeck  
Marketing Manager  
Big Creek Lumber  
Davenport CA  
(831) 466-2425

---

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8. [Re: Translator](#)

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Apr 30, 2019 10:22 AM  
[Carrie Stallwitz](#)

Michelle-

I went through the search process for a translator last month. The one most highly recommended was Spoken-Here Communications. Contact owner Bobby LaHaire.

Email – [hello@spoken-here.com](mailto:hello@spoken-here.com)  
Website – [Spoken-here.com](http://Spoken-here.com)  
Business phone: 281-607-2505

Bobby was very responsive to all my questions. It ultimately turned out my client wanted to cut cost and I ended up paying a Spanish teacher friend to do it. If you provide a native graphic file to Spoken Here, they will translate and reformat in your layout and send the translation back in a new native file. My friend certainly couldn't do that and I had to have my designer do it, so the cost savings on the translation was eaten by the graphic cost! Lesson learned...

Thanks and best wishes.  
-Carrie

-----  
Carrie Stallwitz  
Principal  
WITZ! PR  
Houston TX  
(713) 320-8165  
-----

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-----  
Michelle Overbeck  
Marketing Manager  
Big Creek Lumber  
Davenport CA  
(831) 466-2425  
-----

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9. [Re: Translator](#)

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Apr 30, 2019 10:44 AM

[Kayee Ip](#)

Michelle,

Previously, I've worked with IU Group ([interpretersunlimited.com/](http://interpretersunlimited.com/)) for translation of an activity book from English to Spanish (fee by number of words), and a Northwestern University professor on a freelance basis (fee by hourly basis). Let me know if you would have interest in either contacts.

Best,  
Kayee

---

Kayee Ip  
Digital, Public and Media Relations Strategist  
American Academy of Orthopaedic Surgeons  
Rosemont IL  
(847) 384-4035

---

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---

Michelle Overbeck  
Marketing Manager  
Big Creek Lumber  
Davenport CA  
(831) 466-2425

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10. [Re: Translator](#)

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Apr 30, 2019 1:27 PM

[David Adrian](#)

Hi Michelle,

Contact Jinny Bromberg, Bromberg & Associates Translation Agency, (313) 871-0080, [Jinny@BrombergTranslations.com](mailto:Jinny@BrombergTranslations.com).

David

---

David Adrian  
President  
Adrian & Associates, Public Relations Counselors  
Pontiac MI  
(248) 322-9226

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---

Michelle Overbeck  
Marketing Manager  
Big Creek Lumber  
Davenport CA  
(831) 466-2425

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11. [Re: 2018 Member Badge](#)

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Apr 30, 2019 9:40 PM

[Mila Fairfax](#)

Anybody know where the 2019 version of the Member Badge is available?

---

Mila Fairfax  
Principal  
Fairfax Image  
Walnut Creek CA  
(925) 788-4646

---

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Original Message:

Sent: 01-02-2018 06:34 PM


From: Medgeen Ross

Subject: 2018 Member Badge



Thank you for sharing the member badge and Happy New Year.

-----  
Medgeen Ross PRSA  
New York Institute of Technology  
Jamaica NY  
(917) 688-7158



To view all archived discussions and more resources, go to [connect.prsa.org](http://connect.prsa.org). You are subscribed to "Open Forum" as [adriana.garza@tamuk.edu](mailto:adriana.garza@tamuk.edu). To change your subscriptions, go to [My Subscriptions](#). To unsubscribe from this community discussion, go to [Unsubscribe](#).

**From:** MyPRSA Communities  
**To:** Adriana L Garza  
**Subject:** Open Forum Digest for Wednesday May 29, 2019  
**Date:** Wednesday, May 29, 2019 5:13:28 AM

To view all archived discussions and more resources, go to [connect.prsa.org](http://connect.prsa.org)



## Open Forum

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May 28, 2019

### Discussions

started 13 hours ago, [Jennifer Frost](#) (0 replies)

#### Sentiment Tracking



1. [Hello fellow public relations pros- I'm...](#) Jennifer Frost

started 17 hours ago, [Mary Beth West, APR, Fellow PRSA](#) (0 replies)

#### Promoting a Speak-Up Culture for Better Ethical Compliance



2. [In light of public relations' role to advance...](#) Mary Beth West, APR, Fellow PRSA

started 4 days ago, [Naomi Yaeger](#) (6 replies)

#### Want to start my own small PR company



3. [Hi Naomi, I would start by conducting a...](#) Justin Goldstein

4. [Justin do you have suggestions on gathering info...](#) Kathy Catron

5. [Kathy, Thank you that is helpful as the info JW...](#) Naomi Yaeger

started 4 days ago, [Shawn Middleton](#) (4 replies)

#### Annual Reports: Hard copy, online, mixed media?



6. [Shawn, in answering your question one needs to...](#) Jan Taylor

7. [Hi Shawn- I work for an organization...](#) Paula Some

8. [Hi Shawn As the Marketing & PR Manager for a...](#) Monica Poling

started 5 days ago, [Krystle Grindley](#) (3 replies)

#### Mosquito Control



9. [Hi Krystle, I'm with mosquito control in...](#) Robin King

started 5 days ago, [Jeff McCollum](#) (9 replies)

[-30- or ### or nothing?](#)



10. [Since we're on the subject: slug, widow, orphan...](#) Jon Goldberg

started 6 days ago, [Lynn Berman](#) (12 replies)

[Seeking Some Guidance](#)



11. [Great advice. Many thanks David and everyone who...](#) Lynn Berman

12. [Hi Timothy, Wings for Autism is the name of...](#) Lynn Berman

13. [Got it. David made some great points on how to...](#) Timothy O'Brien, APR

started 6 days ago, [Kathy Catron](#) (6 replies)

[Social Media monitoring](#)



14. [Thanks I have not heard of that one. Will have...](#) Kathy Catron

15. [If you commit to one and like it, let me know....](#) Kathy Catron

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1. [Sentiment Tracking](#)

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May 28, 2019 4:47 PM

[Jennifer Frost](#)

Hello fellow public relations pros-  
I'm interested in sentiment tracking for an upcoming municipal campaign (and beyond). As I've started my research I've found that the tools used for sentiment tracking are quite varied. Some appear to be heavy on the set up so the user has to input a lot of sources to search and keywords to monitor. Others appear to be more turnkey but could be overkill for my local campaign.

Which tools for sentiment tracking/monitoring do you use or recommend, and why?  
In particular, which tool are you using and are there any blind spots?

Thank you,  
Jennifer

-----  
Jennifer Frost  
Public Affairs Manager  
City of Charlotte - Charlotte Water  
Charlotte NC  
(704) 336-4793

jfrost@charlottenc.gov

---

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## 2. [Promoting a Speak-Up Culture for Better Ethical Compliance](#)

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May 28, 2019 12:17 PM

[Mary Beth West, APR, Fellow PRSA](#)

In light of public relations' role to advance ethical cultures in any organization, I want to share what I think is an outstanding new podcast on the topic, "[How to Audit and Improve Your Internal Investigation Program](#)," by Michael Volkov, whose content is shared within the D.C.-based Ethics & Compliance Initiative's thought-leadership community (I am also a member of ECI).

### **Here is the podcast description:**

*"Companies are starting to understand that an effective internal investigation program is a critical function to promote a speak-up culture. A company that has a dysfunctional internal investigation program will find it difficult to prevent and detect misconduct.*

*"To this end, companies have to commit to a multi-step review and improvement process for its internal investigation program. This is an exercise that is limited to reviewing the operation of the internal investigation program from the receipt of a reported concern to the conclusion of the investigation and handling of the results."*

(Please note that I do not know nor do I have any business affiliation with Michael Volkov or his firm.)

Hope this link is helpful to those PRSA members interested in this topic. Thanks.

---

Mary Beth West, APR, Fellow PRSA  
Maryville, Tenn.

Candidate for 2020 PRSA National Secretary: [prsanomcom.secure-](#)

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3. [Re: Want to start my own small PR company](#)

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May 28, 2019 7:36 AM

[Justin Goldstein](#)

Hi Naomi,

I would start by conducting a competitor analysis. Try to get an understanding of what other media relations agencies in your area are charging for their services and then set pricing from there. I'd recommend charging at least 10-15% less since you're the new kid on the block. But, use this as a guide as you should be more concerned with your client's budget. You might have wiggle room to charge more if their budget is considerably more than your standard pricing.

Feel free to reach out with any questions.

Justin

---

Justin Goldstein, President & Founder  
Press Record Communications  
(516) 578-8623

---

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Original Message:

Sent: 05-24-2019 01:26 PM

From: Naomi Yaeger

Subject: Want to start my own small PR company

I want to start my own company writing press releases and possibility pitching

stories to local media. I have no idea on how to set up a pricing structure. How to I go about a fee structure. Do you charge agencies and businesses with a retainer fee? Or how does one charge?

---

Naomi Yaeger  
Sun Dog Press: Writing and Photography services  
Duluth MN  
(218) 591-5277

---

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4. [Re: Want to start my own small PR company](#)

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May 28, 2019 11:17 AM  
[Kathy Catron](#)

Justin do you have suggestions on gathering info on other companies' pricing? I usually set an hourly rate (which I don't share with the client) then determine how many hours it would take to do the job and the cost of any additional subcontractors in creating my pricing.

---

Kathy Catron  
President  
Catron Communications  
Saint Augustine FL  
(386) 451-4213

---

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Sent: 05-28-2019 07:36 AM  
From: Justin Goldstein  
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Justin Goldstein, President & Founder  
Press Record Communications  
(516) 578-8623

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5. [Re: Want to start my own small PR company](#)

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May 28, 2019 10:39 PM

[Naomi Yaeger](#)

Kathy,

Thank you that is helpful as the info JW sent me stated an average hourly rate, but I'm thinking my clients don't need to know how many hours I put into the project. (I tend to be a slow writer, and they don't need to know that.) But knowing the hourly rate and then figuring out how long it would take me to do a project and shaving a couple hours off for my slowness give me a good idea of how much to charge.

Naomi

-----  
Naomi Yaeger  
Sun Dog Press: Writing and Photography services  
Duluth MN  
(218) 591-5277  
-----

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Original Message:  
Sent: 05-28-2019 11:16 AM  
From: Kathy Catron  
Subject: Want to start my own small PR company

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-----  
Kathy Catron  
President  
Catron Communications  
Saint Augustine FL  
(386) 451-4213

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6. [Re: Annual Reports: Hard copy, online, mixed media?](#)

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May 28, 2019 10:46 AM  
[Jan Taylor](#)

Shawn, in answering your question one needs to know the true purpose of your annual report. If it's a requirement that you need to check off, then simply posting it online should suffice. If it needs to reach your client audience, then it sounds like it should live in hard copy also to enable those who do not live online to interact with it fully. If those you want to reach live at a distance, online definitely. And then you mentioned donors, who have their own interest in the report. I suspect you'll want both print and online if the report needs to accomplish some objectives in your communication strategy. I think you may have to live with the fact that people interact with content very differently in print and online, so whatever you do, you'll need to mold it to the environment where it lives. While I always post a PDF of an publication online, that is usually to make it easy for those who want to print it off and read it. Reading on a screen is not all that comfortable. That means you will likely need to also break up the publication into content that works in online environment....as there are also many who don't want to print off your report and



need more bite-size content. I love the idea of extra content that lives online, but I have found it very difficult to get someone who is reading a report to then fire up their computer to find additional online content. But those already online may find it perfect if it does not assume they read the print version.

---

Jan Taylor  
Dir., Corporate Communications  
UK HealthCare/Univ of Ky  
Lexington KY

---

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Original Message:

Sent: 05-24-2019 10:14 AM

From: Shawn Middleton

Subject: Annual Reports: Hard copy, online, mixed media?

I work for a nonprofit in which our consumers are primarily older adults (60+) and adults with disabilities. Our CEO has asked me that instead of creating a hard copy annual report, can we just do a "flyer" that takes people to our website for an online Annual Report? The audience for our Annual Report is donors, so they can be younger than our consumer audience. Has anyone gone from mailing a hard copy to just online? Or a combo of mix media? I would love to have a hard copy Annual Report that leads the reader to view video stories on our website instead of writing the full content of the stories. I also hear that donors love to see their names listed so we do not want to take that away from them. But would they feel the same if it was online instead of in a booklet. I believe hard copies will never die, and people love to have it in their hands, but I wonder in terms of printing less booklets/pages, is it worth putting all or some of the content online? Love to hear people's thoughts and if anyone is doing this.

Thanks, Shawn

---

Shawn Middleton  
Marketing and Communications Director  
Mystic Valley Elder Services  
Malden MA  
(978) 337-7659

---

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7. [Re: Annual Reports: Hard copy, online, mixed media?](#)

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May 28, 2019 11:02 AM

[Paula Some](#)

Hi Shawn-

I work for an organization specializing in home health, hospice and adult day services with a similar patient/client demographic. Many of our donors are also older adults. Just as annual report format and distribution is a topic of constant debate within our professional community, it remains on-going conversation here. Personally, I'm a big fan of a one-page attention-grabbing infographic that screams impact, along with more online sharing and less print. That said, it really comes down to knowing the needs and interests of your own donors.

Although we've been able to slowly evolve from an old-school 20-page report in 2010 to an eight page document, our donors and board aren't yet willing to shift completely from traditional print or to a flyer. We always post the report online and have first-class mailed print copy to top donors only.

This year our report budget was slashed which offered a great opportunity to pitch big change. Not much success. Keeping donors lists by contribution level remains a requirement (especially common for older donors and those in some circles), and we have three pages of names in seven point font! We also haven't been able to eliminate the executive letter. After brainstorming ways to fulfill content, budget and distribution requirements, we created an eight-page self-mailer report using the same gloss stock/weight of our newsletter (much lighter than past reports). The report was sent bulk mail to all donors and has been very well-received.

Good luck with your report.

Best,  
Paula

Paula Some  
Communications Manager  
Visiting Nurse Association of Somerset Hills  
200 Mt. Airy Road  
Basking Ridge, NJ 07920  
908-766-0180 ext. 127  
[www.visitingnurse.org](http://www.visitingnurse.org)

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Before printing, think about ENVIRONMENTAL responsibility

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-----Original Message-----

I work for a nonprofit in which our consumers are primarily older adults (60+) and adults with disabilities. Our CEO has asked me that instead of creating a hard copy annual report, can we just do a "flyer" that takes people to our website for an online Annual Report? The audience for our Annual Report is donors, so they can be younger than our consumer audience. Has anyone gone from mailing a hard copy to just online? Or a combo of mix media? I would love to have a hard copy Annual Report that leads the reader to view video stories on our website instead of writing the full content of the stories. I also hear that donors love to see their names listed so we do not want to take that away from them. But would they feel the same if it was online instead of in a booklet. I believe hard copies will never die, and people love to have it in their hands, but I wonder in terms of printing less booklets/pages, is it worth putting all or some of the content online? Love to hear people's thoughts and if anyone is doing this.

Thanks, Shawn

-----  
Shawn Middleton  
Marketing and Communications Director  
Mystic Valley Elder Services  
Malden MA  
(978) 337-7659  
-----

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8. [Re: Annual Reports: Hard copy, online, mixed media?](#)

---

[Reply to Group](#)

[Reply to Sender](#)



May 28, 2019 11:42 AM

[Monica Poling](#)

Hi Shawn

As the Marketing & PR Manager for a non-profit, I have seen a lot more non-profits go to an Infographic style one-sheet to replace their annual reports (or at least link to their annual reports)

Here's a bundle of ideas over at Pinterest

[www.pinterest.com/npmktgd/...](http://www.pinterest.com/npmktgd/...)

But if you Google annual report infographics, you'll find no lack of material.

Hope that helps.

---

Monica Poling  
Marketing & PR Manager  
AIANTA  
ALBUQUERQUE NM  
(505) 724-3578

---

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Original Message:

Sent: 05-24-2019 10:14 AM

From: Shawn Middleton

Subject: Annual Reports: Hard copy, online, mixed media?

I work for a nonprofit in which our consumers are primarily older adults (60+) and adults with disabilities. Our CEO has asked me that instead of creating a hard copy annual report, can we just do a "flyer" that takes people to our website for an online Annual Report? The audience for our Annual Report is donors, so they can be younger than our consumer audience. Has anyone gone from mailing a hard copy to just online? Or a combo of mix media? I would love to have a hard copy Annual Report that leads the reader to view video stories on our website instead of writing

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Thanks, Shawn

---

Shawn Middleton  
Marketing and Communications Director  
Mystic Valley Elder Services  
Malden MA  
(978) 337-7659

---

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9. [Re: Mosquito Control](#)

[Reply to Group](#)

[Reply to Sender](#)



May 28, 2019 4:18 PM

[Robin King](#)

Hi Krystle,

I'm with mosquito control in Naples, FL, and we worked with a programmer/developer about three years ago to develop our own mobile app and a notification system. We live in Florida's largest county (~2,300 square miles), and when we apply treatments with our airplanes (late p.m. missions) or helicopters (early a.m. missions), we issue notifications to those who have signed up to receive them. They are issued via SMS, email or voice message (the choice of the resident). Residents can choose whether they want to be notified of treatments only affecting their address, or to be notified of all treatments.

We also post all treatments on our website and social media (FB & Twitter). We do our best to inform residents about where the treatment is being applied, at what time, the method of dispersal, and the control material being used. Our local broadcast media follows our social media and often they announce the missions on their evening news, too!

Further south of us, Florida Keys Mosquito Control District has been working with a firm called Field Seeker to develop a notification system for their residents. If you're not familiar with Field Seeker, it's a GIS for mosquito control and has been in our industry a long time. I don't know the status of its development, but you could always contact them.

I saw someone mentioned NextDoor. I have contacted NextDoor a few times during the past two years, and am always told that we can't issue notices through them because we aren't considered a "first responder." Their suggestion was that we ask our community partners who are on NextDoor (e.g., sheriff's office) if they will post the information for us. (By the way, I'm certainly not going to ask that of them.)

Do you know anyone at St. Tamany Parish Mosquito Abatement? They've visited us to learn more about our operations and PR/Outreach since they are just adding aerial treatments to their program. I don't know if they are going to develop a notification system, but it might worth a call to them.

Let me know if you have any other questions, and please take a look at our app ("CollierMosquito" on Google Play & App Store), our [website](#), and our social media (@CollierMosquito).

Good luck!

-----  
Robin King  
Director of Communications  
Collier Mosquito Control District  
Naples, FL  
(239) 436-1000  
-----

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-----  
Original Message:  
Sent: 05-23-2019 11:16 AM  
From: Krystle Grindley  
Subject: Mosquito Control

Hello! Being located in the South, our Parish deals with mosquito control as a nuisance and public health issue. One of the biggest complaints we get is not effectively communicating what areas we spray on a daily basis. We currently use our website for residents to request spraying and we have a hotline that residents can call after noon to see what areas are scheduled for spraying.

Do any of you currently utilize any software that allows you to automate this and feed to your website and/or social media? I have researched for potential software

with no such luck!

Thanks!  
Krystle

---

Krystle Grindley  
Communications Manager  
Parish of Caddo, Louisiana

---

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10. [Re: -30- or ### or nothing?](#)

[Reply to Group](#)

[Reply to Sender](#)



May 28, 2019 7:07 AM  
[Jon Goldberg](#)

Since we're on the subject: slug, widow, orphan and thumbsucker. In quiet moments, I can still hear my J school mentor, the famously irascible and aptly monikered Dick Blood of the N.Y. Daily News, having assigned a breaking murder story, bellowing "slug it death, and move it in takes!"

30 was indeed the railroad telegrapher's signal for "no more."

And they say reminiscing ain't what it used to be.

---

Jon Goldberg  
Chief Reputation Architect  
Reputation Architects Inc  
Roseland NJ  
(973) 241-1010

---

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Original Message:

Sent: 05-27-2019 12:13 PM  
From: Michael Grimaldi  
Subject: -30- or ### or nothing?

A newspaper veteran who, in college, worked with unionized tradesmen who operated Mergenthaler Linotype machines and Ludlow Typographs (you can Google those), I most recently use # # #.

I vaguely remember from college that - 30 - was an 1800s telegraph signoff adopted by newspapers, but I could be wrong. Surely there are journalism history professors on this discussion who can clarify. Or I suppose I could Google it.

In addition to hed, lede and TK (love it!), i still prefer graf and cutline and refer to columns as legs when proofing. But less so in recent years.

Did I say "Google it?" In my copyediting days, I'd never allow a reporter to verbize a noun.

---

Michael Grimaldi  
KC Water

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11. [Re: Seeking Some Guidance](#)

[Reply to Group](#)

[Reply to Sender](#)



May 28, 2019 9:33 AM

[Lynn Berman](#)

Great advice. Many thanks David and everyone who has responded.

---

Lynn U. Berman  
PR Consultant  
AHRC New York City  
New York, N.Y.  
ahrcnyc.org  
203-981-6938

---



---

Original Message:

Sent: 05-27-2019 07:28 PM

From: David Roznowski

Subject: Seeking Some Guidance

Hi Lynn,

Josh had the best response and similar to mine. Go to [www.bitly.com](http://www.bitly.com) and shrink the link and save it, that way you can track clicks. The post it on your social media and tag @News12NewYork or whatever the correct tag is, also tag your organization, the sponsors, etc. Second, go the comments of the article, and post a response that provides information and links to your organization. Finally, (I haven't seen the piece) if it hits messages but not the names of the organizations, consider some paid amplification via Outbrain and tag and code for your organization. It's cost effective, put a \$200-\$500 budget behind to help your organization's SEO.

Good luck!

---

David Roznowski APR  
Founder and Chief Consultant  
Kinetic Communications Marketing, LLC  
Bloomfield Hills MI  
(248) 550-6620

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12. [Re: Seeking Some Guidance](#)

[Reply to Group](#)

[Reply to Sender](#)



May 28, 2019 9:38 AM

[Lynn Berman](#)

Hi Timothy,

Wings for Autism is the name of the event under The Arc of the U.S. AHRC New York City is the NYC chapter of the Arc. (Confusing I know with too many acronyms.) Definitely going to suggest we get a golf-style shirt with name of

organization prominent so we can reuse for multiple opportunities. We had a table banner at the check-in area for the event. Need to make sure we bring a wall banner for interviews in the future.

Thanks for your guidance.

---

Lynn U. Berman  
PR Consultant  
AHRC New York City  
New York, N.Y.  
ahrcnyc.org  
203-981-6938

---

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Original Message:

Sent: 05-27-2019 02:56 PM

From: Timothy O'Brien

Subject: Seeking Some Guidance

The only group that got a mention was Wings for Autism. Is that your group? Even the airline didn't get much attention, though you can see the United logo on a lot of the visuals. Under normal circumstances, you did the right things. A little journalistic laziness not to attribute sound bites by name, and not to give proper credit to all groups involved. In the future, I'd say, have a banner or something very, very big behind you and make sure the main part of the event happens in front of the logo. And as you noted, make sure your people are all wearing shirts with a clean and recognizable logo on the chest so it's hard to crop out during one-on-ones with TV stations.

---

Timothy O'Brien APR  
Owner  
O'Brien Communications  
Pittsburgh PA

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13. [Re: Seeking Some Guidance](#)

[Reply to Group](#)

[Reply to Sender](#)



May 28, 2019 9:50 AM  
[Timothy O'Brien, APR](#)

Got it. David made some great points on how to cover yourself online. I focused only on the actual broadcast piece. Taking a page from Nike, if you plaster a simple, impossible to ignore **and** recognizable logo or name, it's hard to exclude.

-----  
Timothy O'Brien APR  
Owner  
O'Brien Communications  
Pittsburgh PA  
-----

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-----  
Original Message:  
Sent: 05-28-2019 09:37 AM  
From: Lynn Berman  
Subject: Seeking Some Guidance

Hi Timothy,

Wings for Autism is the name of the event under The Arc of the U.S. AHRC New York City is the NYC chapter of the Arc. (Confusing I know with too many acronyms.) Definitely going to suggest we get a golf-style shirt with name of organization prominent so we can reuse for multiple opportunities. We had a table banner at the check-in area for the event. Need to make sure we bring a wall banner for interviews in the future.

Thanks for your guidance.

-----  
Lynn U. Berman  
PR Consultant  
AHRC New York City  
New York, N.Y.  
ahrcnyc.org  
203-981-6938

14. [Re: Social Media monitoring](#)

[Reply to Group](#)

[Reply to Sender](#)



May 28, 2019 11:08 AM

[Kathy Catron](#)

Thanks I have not heard of that one. Will have to check it out

---

Kathy Catron  
President  
Catron Communications  
Saint Augustine FL  
(386) 451-4213

---

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Original Message:  
Sent: 05-23-2019 07:11 AM  
From: Christina Vanvuren  
Subject: Social Media monitoring

I really like Meet Edgar actually!

**CHRISTINA VANVUREN**  
UNCOMMON BOLD  
678-684-7164

Original Message-----

Looking for feedback from communication professionals out there. What program do you use to schedule and track social media? Hootsuite? Sprout? Agorapulse? Or any others. And what do you like/dislike about any of those?

---

Kathy Catron  
President  
Catron Communications  
Saint Augustine FL  
(386) 451-4213

-----  
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15. [Re: Social Media monitoring](#)

[Reply to Group](#)

[Reply to Sender](#)



May 28, 2019 11:09 AM  
[Kathy Catron](#)

If you commit to one and like it, let me know. Thanks

-----  
Kathy Catron  
President  
Catron Communications  
Saint Augustine FL  
(386) 451-4213  
-----

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-----  
Original Message:


Sent: 05-23-2019 08:02 AM

From: Bonnie Woodworth

Subject: Social Media monitoring

I am curious about this as well. I was looking at Buffer but haven't committed yet. I am wondering if there are any disadvantages to using a third party to schedule posts. I was reading that linking accounts and sharing a post from one channel to another isn't always perceived well as being attentive to your social media but I think with a social media manager software it doesn't seem like that would be an issue. Thanks for asking the question!

-----  
B Woodworth



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**From:** [jeff@pixmedia.com](mailto:jeff@pixmedia.com)  
**To:** Adriana L Garza  
**Subject:** PJX: How OOH Drives Enrollment for Higher Education Clients  
**Date:** Wednesday, May 26, 2021 9:12:47 AM

---

Hi Adriana!

I hope you're having a great week. :)

I feel like it's been raining for the past week or so here in Dallas.

I reached out hoping to connect with you regarding OOH media strategy for Texas A&M University - Kingsville. I wanted to circle back and shoot you a quick note that highlights 4 ways Out of Home can help drive enrollment for your university/higher education clients.

**Target and Reachability** – OOH has the ability to deliver your message directly to your target audience in a geographic and demographic manner. We have always been able to cherry pick billboards, transit shelters or bus systems in the cities and towns close to universities or cities where Higher Education clients were looking to recruit. To strengthen our location selections even more, we now have the ability to recommend geographically focused units that are highest in targeted impressions to the audience you are looking to reach. This is possible through the use of OOH impressions. Through this metric available in 203 DMAs, we can review data for each location specific to Age, Gender, Race, Income and Employment. What does that mean for your educational marketing plans? Not only can we place out of home in areas close to the School or University, we can hand select units where future or current students, their parents, or alumnae live and play.

**Timing** - They say time is of the essence — and this applies to OOH advertising as well. Timing of your ad campaign encompasses both time of the day and time of the year. With regards to the former, it would be wise to display your ads during morning and afternoon rush hours when people are getting on and off work or school. As for the latter, yes, it is crucial that you get the word out about your school during enrolment periods. However, don't overlook other times of the year. For example, you can develop campaigns throughout the year around important school events, such as open-houses, sporting events, fundraisers, or spring-break programs. This way, your school is on your audience's mind year-round.

**Mobile Connection** – There is a proven strong connection between OOH and Online Activity. 24% of consumers who viewed any billboard or other out-of-home media in the past month used an online search engine to look up information about the advertiser, and 17% of those consumers visited an advertiser's website directly (Source: Nielsen 2019). The link to mobile is even stronger with 35% of consumers in the past year using their phones or tablets to do an online search about the advertiser after viewing the OOH ad (Source: Nielsen 2019). This makes a solid case for Higher Education Brands to use OOH to drive immediate web activity, bumping more actions on campus and inevitably leading to increased enrollment numbers. We've even seen higher education clients geo-fence airports where they have digital network messaging.

**Events** – “Despite increased digital activity, a recent survey found that the most effective marketing strategies for universities are nevertheless events-based and involve direct interaction with potential students.” Through custom designed and superbly executed experiential campaigns, we have the ability to speak directly to potential students and their parents. Not only does this provide a platform for the delivery of a more sophisticated marketing message, but through the collection of data onsite we can track the path of these efforts.

For Higher Education Brands, OOH provides the ability to use targeted messaging to reach specific sectors of their audience, who have immediate access to additional information in the palm of their hands.

Let me know if you'd like to schedule a call to discuss! Happy to answer any questions along the way. :)

Best,



Jeff Aldridge  
Director, New Business | Project X Media  
580.775.0503 | @pjxmedia | [pjxmedia.com](http://pjxmedia.com)



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**From:** [jeff@pixmedia.com](mailto:jeff@pixmedia.com)  
**To:** [Krystal Emery](#)  
**Subject:** PJX: How OOH Drives Enrollment for Higher Education Clients  
**Date:** Wednesday, May 26, 2021 9:13:44 AM

---

Hi Krystal!

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Best,



Jeff Aldridge  
Director, New Business | Project X Media  
580.775.0503 | @pjxmedia | [pjxmedia.com](http://pjxmedia.com)



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**From:** [elysia@manicz.com](mailto:elysia@manicz.com)  
**To:** [Adriana L Garza](#)  
**Subject:** Precision Geofencing for Higher Ed Promotion  
**Date:** Friday, May 7, 2021 8:37:19 AM

---

Hi Adriana,

As students are returning to campuses, taking tours and starting to get back to normal, their physical location can be effectively utilized to serve ad messaging.

It is now as beneficial as ever to look towards geofencing for audience targeting of ad campaigns. You may have used Geofencing in the past but Manicz Media stands out in a few ways:

1. We can custom develop geofence locations drawn around physical locations (not wasteful radius targeting)
2. Our platform allows us to create custom audiences and lookalikes based on visitation of physical locations including competitor hospitals and health clinics.
3. We can serve ads to audiences based on locations visited in the past 6-12 months
4. We can provide foot traffic attribution reports and insights on which paid media tactics are driving consumers to a location

[Here is a write-up](#) with more details on all of these geofencing features.

We would love to chat with you and see if we can potentially work together on an upcoming media campaign. Would you have availability to connect in the next few days? Let me know what is most convenient for you and I can send a calendar invite.

Best regards,  
Elysia

**Elysia Alexandra**  
**Managing Director**  
[www.maniczmedia.com](http://www.maniczmedia.com)

If you'd rather not hear from me, just reply "opt-out"

**From:** Everbridge  
**To:** Adriana L. Garza  
**Subject:** Prepare for the Spring Semester  
**Date:** Wednesday, November 11, 2020 8:02:09 AM



## Live Webinar

*Return to Campus:  
Preparing for the Spring Semester*

Wednesday, November 18, 2020  
2:00 pm est

Join *Return to Campus: Preparing for the Spring Semester* to hear from **Ronnell Higgins**, Chief of Yale Police & Director of Public Safety at Yale, and **Dan Pascale**, Executive Vice President of Margolis Healy, for a live webinar on how schools can optimize the health of their students and the community at large during the Spring semester of 2021.

During the webinar Dan and Ronnell will discuss:

- How higher educational institutions planned their Fall semesters
- What we have learned from Fall semester experience
- What schools are anticipating for Spring semester
- How schools are adjusting their plans
- Recommendations you can take to mitigate harm and maintain a safer learning environment

**REGISTER NOW**



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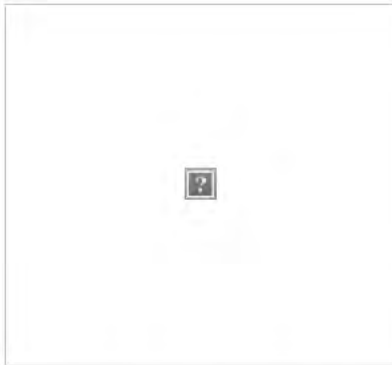
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• 6 De Grey Road, De Grey Square, Colchester,  
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**From:** [Everbridge](#)  
**To:** [Val Ramirez](#)  
**Subject:** Prepare for the Spring Semester  
**Date:** Wednesday, November 11, 2020 8:04:01 AM



## Live Webinar

*Return to Campus:  
Preparing for the Spring Semester*

Wednesday, November 18, 2020  
2:00 pm est

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- How higher educational institutions planned their Fall semesters
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- How schools are adjusting their plans
- Recommendations you can take to mitigate harm and maintain a safer learning environment

**REGISTER NOW**



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**From:** [Tammy Snead](#)  
**To:** [Tammy Snead](#)  
**Subject:** ProPhoenix Public Safety Software  
**Date:** Wednesday, March 24, 2021 3:28:24 PM  
**Attachments:** [image003.png](#)  
[image004.png](#)

---

Good afternoon,

Do you know why 560 agencies in the last 18 years purchased ProPhoenix Public Safety Software for Law and Fire?

- Computer Aided Dispatch for Law and Fire – AVL – Geo-Fencing – CAD to CAD
- Records Management Systems for Law and Fire – comprised of 29 different modules, including Analytics and a Citizen Facing Portal
- WDA – Mobile Computing – for both MDT's, tablets and smartphones
- CMS – Jail Management
- Numerous interfaces to 3<sup>rd</sup> Party Vendors
- Competitive Pricing to fit your budget – ***Long term financing available***

There are many other modules available as well...

- Text2Dispatch
- Active Shooter
- RapidSOS

All systems are fully integrated – We build all of our software.

We can interface with your existing systems including your Computer Aided Dispatch. You don't have to use our CAD software, but we'd love it if you did .

We're doing live and zoom demos right now that explain more about each of these modules and their capabilities. Are you available to discuss?

Have a great day!

**Tammy Snead**  
Inside Sales Manager

**ProPhoenix Corporation**  
502 Pleasant Valley Ave  
Moorestown, NJ 08057

(609) 953-6850 x1254 - Direct  
(804) 219-7270 - Mobile  
[Tammy.snead@prophoenix.com](mailto:Tammy.snead@prophoenix.com)





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**From:** [PerksConnect](#)  
**To:** [David Tijerina](#)  
**Subject:** Protect your identity with LegalShield  
**Date:** Friday, February 15, 2019 11:31:14 AM

---

## TAMU LegalShield and IDShield



## Affordable Legal and Identity Theft Protection



# GREAT NEWS!

**New benefits offered at a low price. Protect your identity with IDShield and gain equal access to the justice system with LegalShield.**



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Contact Steve Baker directly at (310) 663-4735 or email [sb@legalshieldassociate.com](mailto:sb@legalshieldassociate.com)

Have you ever had a dispute with a creditor, neighbor or landlord? Have you ever received a traffic ticket or signed a contract? Have you ever been a victim of a data breach? Used public Wi-Fi or ever lost your wallet?

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BENEFITS\***

**IDSHIELD  
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- Access to legal forms/contracts
- Letters and phone calls made on your behalf
- Speeding ticket assistance
- Will preparation
- 24/7 emergency legal access
- Mobile app
- And more!

- Identity consultation and advice
- Dedicated licensed private investigators
- Child monitoring (family plan only)\*
- Social media monitoring
- Identity and credit monitoring
- Identity threat and credit inquiry alerts
- Complete identity restoration
- Monthly credit score tracker
- Password manager
- 24/7 emergency access
- Mobile app
- And more!

## PROTECT YOURSELF NOW

Get the legal and identity theft protection you and your family deserve with LegalShield and IDShield.



Would you like more information about protecting your family?  
Contact Steve Baker directly at (310) 663-4735 or email [sb@legalshieldassociate.com](mailto:sb@legalshieldassociate.com)

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\*This is a general overview of the legal and identity theft protection plans available from LegalShield for illustration purposes only. See plan details or plan contract for specific state of residence for complete terms, coverage, amounts, conditions and exclusions.

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Saint Paul, MN 55114

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**From:** [Alex McNeil](#)  
**To:** [Tomas M. Ramirez](#)  
**Subject:** Rave Guardian Profile Sharing with 911  
**Date:** Thursday, February 14, 2019 12:35:21 PM

---



## Rave Guardian Newest Features Webinar Recording

Thank you to all who were able to attend our webinar on Guardian Safety Timer Geo-Fences and 9-1-1 Profile Sharing. Don't worry if you couldn't make it, we recorded it for you!

2019-02-05 14.01 Rave Guardian Newest Features Webinar



You can also download the [Release Notes Here](#) & visit the [Resources Page](#) to access additional user guides and marketing materials.

Sincerely,

The Rave Mobile Safety Team

Rave Mobile Safety, 492 Old Connecticut Path, 2nd Floor, Framingham, MA 01701

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**From:** [Alex McNeil](#)  
**To:** [Val Ramirez](#)  
**Subject:** Rave Guardian Profile Sharing with 911  
**Date:** Thursday, February 14, 2019 12:35:43 PM

---



## Rave Guardian Newest Features Webinar Recording

Thank you to all who were able to attend our webinar on Guardian Safety Timer Geo-Fences and 9-1-1 Profile Sharing. Don't worry if you couldn't make it, we recorded it for you!

2019-02-05 14.01 Rave Guardian Newest Features Webinar



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Sincerely,

The Rave Mobile Safety Team

Rave Mobile Safety, 492 Old Connecticut Path, 2nd Floor, Framingham, MA 01701

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**From:** Clark Higher Ed  
**To:** Adriana L. Garza  
**Subject:** Reach Gen Z Online – Free Download Inside  
**Date:** Tuesday, April 9, 2019 2:02:27 PM

---



According to the Pew Research Center, 45% of Gen Z students are online constantly.



They're perusing, engaging, and making informed decisions about the organizations they encounter online, particularly during their college search. Many Gen Zers decide whether to visit or attend a university based upon the look and feel of the school's social media and website.



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**From:** [AmeriForceMedia@theygsgroup.com](mailto:AmeriForceMedia@theygsgroup.com)  
**To:** [Adriana L Garza](#)  
**Subject:** Reach military service members and their families through advertising in Military Families Magazine  
**Date:** Tuesday, February 2, 2021 1:50:58 PM

**Bring back 70% of your first time visitors with site retargeting.**

AFM\_Header\_digital\_1792112.jpg



### Reach the military audience online, wherever they are

Check out a NEW digital product designed to build on the recognition you're already building through a traditional campaign with Military Families Magazine or Reserve + Guard Magazine. Reach your target audience across the web and on mobile where they are, however they want to engage.

Digital advertising options include:

- Geotargeting of military bases and other locations
- Keyword/search retargeting
- Site retargeting
- Military/veteran audience curation
- Contextual targeting
- Geofencing and conversion fencing: Latitude and longitude-based mobile ads target specific geographic areas: competitors, neighborhoods, points of interest or specific addresses.

You get real-time reporting and complete transparency with all campaigns.

**Ask your account executive how  
programmatic advertising can pay off  
for your business, product, or service.**

**Contact Us**

AMF\_Digital.jpg



Check out our full list of advertising opportunities!

Military Families  
media kit

Reserve + National  
Guard media kit

**Marshall Boomer**

717.430.2223

marshall.boomer@theygsgroup.com

**Jeryl Parade**

860.830.1792

jeryl.parade@theygsgroup.com

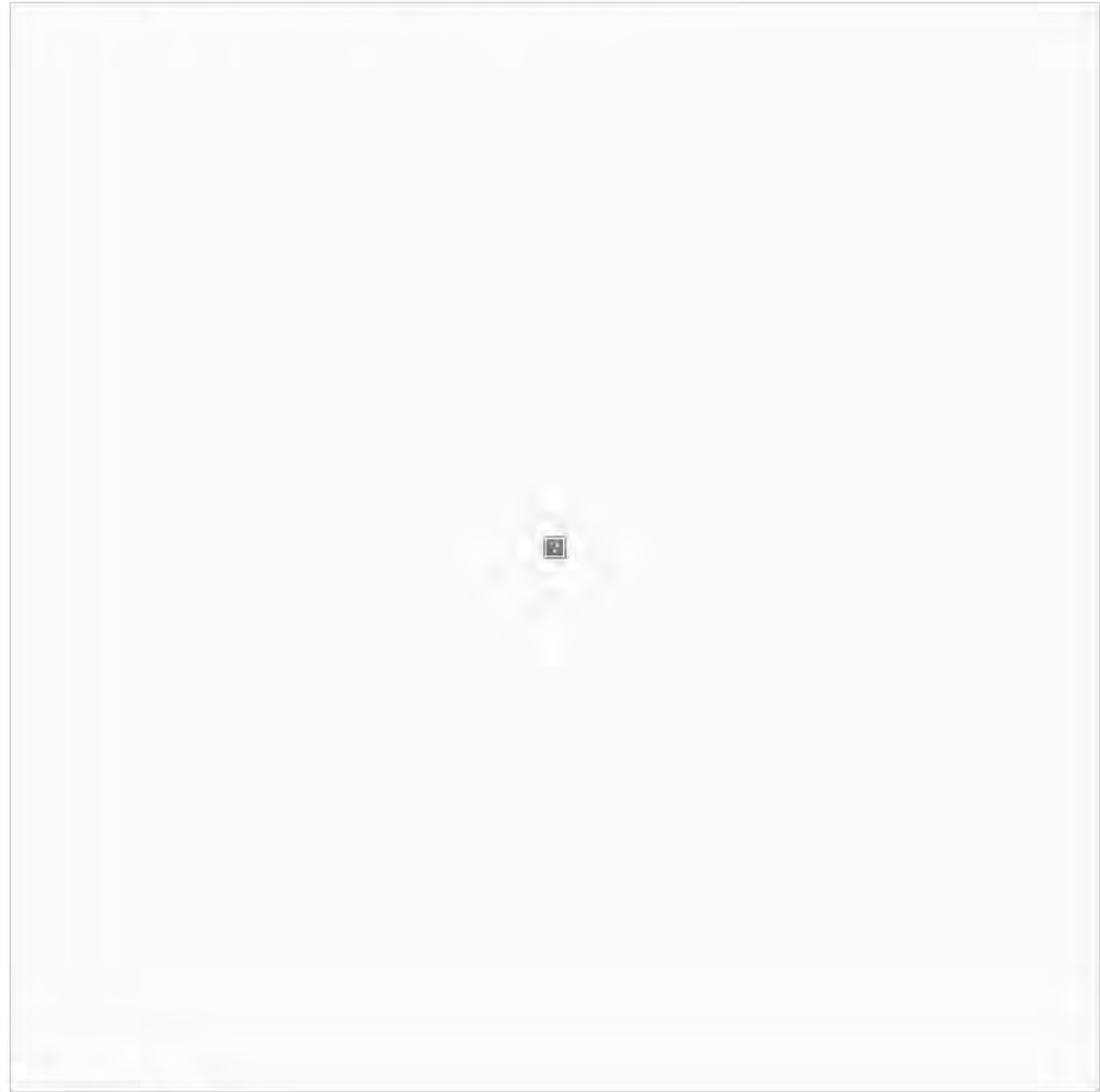


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**From:** [CovertTrack](#), a 3SI Company  
**To:** [Vilma Vicenta Salinas](#)  
**Subject:** Revised Announcement Link: New Partnership & New Products from CovertTrack  
**Date:** Wednesday, May 12, 2021 4:01:29 PM

---





## CovertTrack Announces Partnership with PenLink

CovertTrack's real-time location data will now be available within PenLink's PLX platform for enhanced investigative support. Many CovertTrack customers have requested this integration and we're pleased to announce that we delivered!

[LEARN MORE](#)

### New Product Released!

We've expanded our Covert line of GPS Tracking technology to include the Covert SC™, packaged in flex ble housing to allow multiple uses and various deployment options. Other features include:

- Industry-leading **4G GPS, RF & Bluetooth** tracking to offer nearly pinpoint accuracy
- Perfect for **tactical & investigative** deployments
- **Configurable** sleep timer, report interval, and heartbeat
- **Maximum flexibility** to cover every need, from bait operations to controlled deliveries and more
- Proprietary **3SI/CovertTrack** technology
- **Designed and manufactured in the USA**

[PRESS RELEASE](#)

## The Covert Line of Trackers

### Covert Cash™

Covert Cash™ is flexible cash bundle easily concealed during cash exchange operations such as drug buys or hostage ransom.

### Covert Rx™

The Covert Rx™ blends easily with other drugs to support multiple types of pharmaceutical and narcotics investigations.

### Covert HC™

Covert HC™ is compact and covert device. Its hard case is durable and ideal to hide inside frequently stolen items.

[Visit our News page to learn more about any of these products](#)

[Upcoming Training Events](#)

Our comprehensive, online, web-based training can be accessed 24/7/365 by logging in to the CovertTrack Tracking platform. There, you can find training links and register for upcoming events.

**Upcoming training classes and dates:**

**Case Management & Evidence Report Training:** we will review the processes of using case management and evidence reports thoroughly. **Scheduled for 5/25/2021**

**CovertTrack App and Bluetooth App Show & Tell:** we will cover the *CovertTrack and Bluetooth apps* and train on maximizing the use of both of these apps. **Scheduled for 6/08/2021**

**New Products: Covert HC, Covert SC, Covert Cash, Covert Rx Overview:** we overview our latest *Covert line of GPS Solutions*, join us for a Show & Tell covering Covert HC, Covert SC, Covert Cash, and Covert Rx. Our Show & Tell Classes will review product design, features, benefits, operation, use cases, and tracking website interface. **Scheduled for 6/22/2021**

These classes are available for customers and vetted non-customers (law enforcement and government officials).

## How to Register for the Training

### Current Customers

1. Visit [www.CovertTrack.com](http://www.CovertTrack.com) to login
2. Click on "Account" at the top of the web page
3. Click on "Training"
4. Choose a date/time in the calendar
5. Proceed to finalize your registration

### Not yet a customer?

1. Visit [Corporate.CovertTrack.com](http://Corporate.CovertTrack.com)
2. Click on "Products Login" towards the top left of the page
3. Click on "Apply" to request access
4. Submit your information
5. We'll reach out shortly to get you registered!

### Special Thanks

It is always gratifying to know that a CovertTrack team member has made a difference to one of our customers... it's positive feedback we often receive!

This month, one of our Law Enforcement customers gave a shout out when, thanks to a CT staff member's diligence, **agents successfully seized a significant quantity of drugs and cash, which led to 2 felony arrests!**

For confidentiality purposes, we can't share specifics, but we want to acknowledge both our valued team member AND the Task Force who reached out to deliver the great news.

### TECH SUPPORT

Technical Support is available for you  
24 hours a day, 7 days a week,  
365 days a year.

### TECH TIP

**Why is my Tracker not reporting?**  
Top reasons to investigate:

How to reach us:

Email: [support@covertrack.com](mailto:support@covertrack.com)

Phone: [480-657-9545](tel:480-657-9545)

1. Has a long interval programmed.
2. Is stationary.
3. Has expired warrant.
4. Is inside an REP Geofence.
5. Is out of cellular coverage.

**CONTACT**

**GET DETAILS**



### **Meet CovertTrack\***

**Arkansas Narcotic Officers Association**

May 25-28  
Hot Springs, AR

**Iowa Narcotic Officers Association**

June 14-17  
Des Moines, IA

**INIA Drug/Terrorist Interdiction**

June 20-24  
San Diego, CA

**National Sheriff's Association**

June 22-26

**NATIA National Show**

July 11-15  
Tampa, FL  
**Booth # 800**

**Florida Narcotic Officers Association**

July 12-15  
Lake Buena, FL

**Arizona Narcotic Officers Association**

July 19-22  
Phoenix, AZ

**National Interdiction**



Phoenix, AZ  
Booth # 1222

July 25-30  
Baltimore, MD

\* Events are currently scheduled for in-person at the time of this newsletter being released. Trade shows are subject to cancellation or rescheduling at any time.



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**From:** [AAF SmartBrief](#)  
**To:** [Jesse G Carreon](#)  
**Subject:** Ryan Reynolds, Mint Mobile get into politics  
**Date:** Friday, January 22, 2021 8:48:43 AM



Created for [jesse.carreon@tamuk.edu](mailto:jesse.carreon@tamuk.edu) | [Web Version](#)

January 22, 2021



AAF SmartBrief



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## BREAKING NEWS

### Ryan Reynolds, Mint Mobile get into politics



(Ryan Reynolds/YouTube)

Maximum Effort's new spot for Mint Mobile features Ryan Reynolds announcing the brand's first political donation -- \$15 to Maximus Mighty-Dog Mueller II, the canine mayor of Idyllwild, Calif., who is a "good, good boy," Reynolds says. The contribution is smaller than

the average political donation by a wireless carrier because, "We prefer to invest our money in stuff for you," says Reynolds before introducing free data

upgrades across all of the brand's plans. **Full Story:** [Adweek \(1/21\)](#)





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## COMPANIES & CAMPAIGNS

### GS&P, HP look to the future with "Madam President"

Goodby Silverstein & Partners' "Madam President" spot for HP begins with optimistic words on the future from Generation Z activists and entrepreneurs and ends with two young Black women greeting each other as one says, "Madam Secretary," and the other replies, "Madam President." The ad includes the tagline, "For every dream in the making," and is set to a cover of "You Get What You Give" by the New Radicals performed by FYOHNA. **Full Story:** Muse by Clio (1/21)



### Preacher, Vital Farms show "Where Honest Food is Raised"



(Vital Farms/YouTube)

Preacher created a "Where Honest Food is Raised" campaign for Vital Farms that features an employee introducing characters such as an auctioneer, cheerleaders, a news reporter and a librarian who explain the brand's sustainability practices. The spots appear across paid social and digital, with streaming TV being added to the media mix in April. **Full Story:** MediaPost Communications (free registration) (1/21)



### [Salesforce Report] State of Marketing

As you look to 2021 planning, experience and interact with our latest State of Marketing Report, based on insights from nearly 7,000 marketers in 29 countries and 14 industries.



Explore everything shaping the future of the industry, from data unification to AI, trust, customer engagement, and beyond. [Download the report.](#)

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## MARKET TRENDS

### Why Super Bowl 2021 is a risky bet for advertisers



(Tampa Bay Super Bowl LV Host Committee/YouTube)

Many big brands are sitting out this year's Super Bowl, while Vroom and Fiverr are making their debuts, and industry experts talk about why this a challenging year for advertisers to get it right. "The Super Bowl is going to require a real gut check for marketers in terms of whether they'll be able to walk the tightrope between striking the right tone and misfiring by alienating people with the wrong

approach," says Stuart Elliott, a former New York Times advertising

columnist. **Full Story:** [The Drum](#) (free registration) (1/21)



### A guide to OOH advertising lingo



(Unsplash)

AdQuick CEO and co-founder Matthew O'Connor offers a guide to the terminology used in both beginner and advanced out-of-home advertising, such as "Ride Along," "Wild Postings," "Geofencing" and "Halo Effect." O'Connor explains the importance of OOH advertising this year, noting, "As the world opens back up and

people begin spending more and more time outdoors, advertisers have an opportunity to deliver their messages in a new way that feels fresh to

consumers." **Full Story:** [SmartBrief/Marketing](#) (1/21)



### 15 ways to overcome interview anxiety

To calm your nerves before a job interview, ask a friend or family member to give you

feedback on your nervous habits, such as tapping a pen or using unnecessary pauses, suggests Rebecca Edwards of Infinite HR. Also, think ahead about what you want the interviewer to feel about you -- such as if you are reliable or creative -- suggests Elizabeth Roberts of eGenesis. **Full Story:** Forbes (tiered subscription model) (1/20)



## FEATURED CONTENT

Sponsored content from Twitter

### New research reveals how sports fans are changing



Though this NFL season may look a little different, fans are more excited than ever to welcome back their favorite teams and athletes—and they want brands to participate too. A new study reveals how fans' behaviors have changed during lockdown. [Learn more.](#)



### 4 keys to Burger King's #CowsMenu launch success



Burger King's launch of its #CowsMenu sustainability campaign was a huge hit on Twitter, where 55% of people look to buy from companies that are environmentally responsible. [See how the fast food giant's uniquely creative campaign got people talking and drove a 5X increase in brand mentions.](#)



## INTERACTIVE

### Dermalogica sets sights on livestreams as sales generator

Skin care brand Dermalogica has followed other beauty brands and jumped onto the livestream bandwagon with tests on Vimeo, Bambuser and Instagram and is fine-tuning its strategy with various tools, influencers and offers, says Jeff Johnson, head of e-commerce. "We feel like we're learning and getting better, and we'll continue to do it going into Q1 and Q2 of this year," Johnson says. **Full Story:** Glossy (tiered subscription model) (1/21)



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Keith Reinhard, member, [Advertising Hall of Fame](#)



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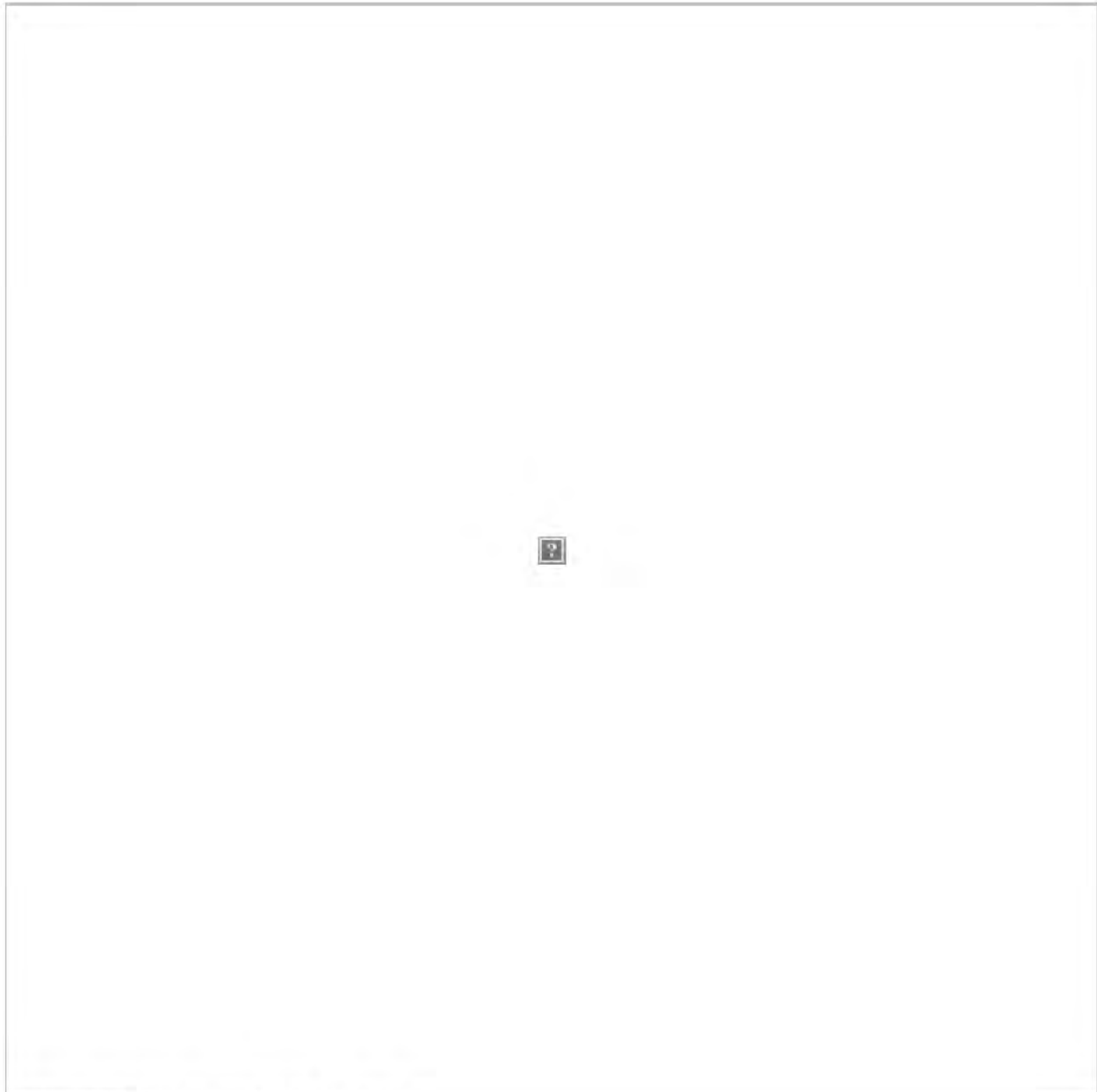
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**From:** [SANS NewsBites](#)  
**To:** [Val Ramirez](#)  
**Subject:** SANS NewsBites Vol. 21 Num. 098 : Facebook Tracks Users' Purchases in the Physical World; New Jersey Hospital Ransomware Attack; 2019 Cybersecurity Difference Maker's Awards  
**Date:** Tuesday, December 17, 2019 3:09:41 PM

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December 17, 2019

Vol. 21, Num. 098

## Top of The News

- [Facebook Tracks Users' Purchases in the Physical World](#)
- [New Jersey Hospital System Victim of Ransomware Attack](#)
- [SANS Awards 2019 Cybersecurity Difference Maker's Awards](#)

## Cybersecurity Training Update

[SANS Security East 2020](#) | New Orleans, LA | February 1-8

[SANS Austin Winter 2020](#) | January 6-11

[SANS Miami 2020](#) | January 13-18

## The Rest of the Week's News

- [Introducing SANS Holiday Hack Challenge 2019](#)
- [Personal Data of Facebook Employees Exposed on Stolen Unencrypted Hard Drives](#)
- [Google Hands Feds 1,500 Phone Locations In Unprecedented 'Geofence' Search](#)
- [Internet of Things Gear is Generating Easy-to-Crack Keys](#)
- [New Orleans Mayor Declares State of Emergency After City Cyberattack](#)
- [Blue Cross Blue Shield of Minnesota Scrambling to Improve Cybersecurity](#)
- [Many phishing sites spotted in global government focused campaign](#)
- [FTC advice on checking Internet-connected toys before buying](#)
- [Relaunched Toys R Us uses technology to monitor customersArticle](#)
- [Plundervolt Voltage Attack Steals Data from Intel Chips](#)
- [Some Hardware based password managers store passwords in plaintext](#)
- [Last patches for Windows 10 Mobile released](#)
- [London Metropolitan Police Trained to Fight Cybercrime](#)

[SANS Anaheim 2020](#) | January 20-25

[Cyber Threat Intelligence Summit & Training 2020](#) | Arlington, VA | January 20-27

[SANS Las Vegas 2020](#) | January 27-February 1

[SANS San Francisco East Bay 2020](#) | January 27-February 1

[SANS Northern VA - Fairfax 2020](#) | February 10-15

[Open-Source Intelligence Summit & Training 2020](#) | Alexandria, VA | February 18-24

[SANS Threat Hunting & IR Summit & Training 2020](#) | London, UK | January 13-19, 2020

[SANS Secure Singapore 2020](#) | 16-28 March

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## Internet Storm Center Tech Corner

Free technical content sponsored by Mimecast



**Protecting the User: A Review of Mimecast's Web Security Service.** Unsuspecting employees remain in the firing line despite security awareness training and increasingly intelligent security controls. SANS instructor David Szili will discuss his perspectives on best practices for

securing the web in general and his experience using the Mimecast Web Security cloud service in particular. <http://www.sans.org/info/215030>

## Top of the News

### Facebook Tracks Users' Purchases in the Physical World

(December 15, 2019)

A recent report highlights that a partnership between Facebook and several retailers enables the retailers to transfer the purchase history of their customers to Facebook. Facebook in turn uses that data to target those customers with advertisements relating to their purchases when they access the Facebook social media platform.

Editor's Note

[Pescatore]

I am less worried about Facebook's capability for targeting than I am about who they allow to use the targeting capabilities, and what policies Facebook applies to the content and transparency of the "ads" that are put in front of targeted users. The prime example is Facebook policy to allow any content from political advertisers, with minimal or no differentiation when Custom or Lookalike Audience targeting is used. This allows blatant lies and misinformation to be put in front of targeted audiences that would never be allowed by other advertising channels, both traditional and modern social media, like Twitter and Google.

[Murray]

Facebook's business practices are such that it is unlikely that users can understand the risk of doing business with them. Better to just avoid doing business with them altogether.

**Read more in:**

- [6abc.com](http://6abc.com): Facebook tracks in-store purchases, targets users with ads
- [www.businessinsider.com](http://www.businessinsider.com): This is how Facebook learns what you buy at physical stores in order to show you relevant ads — and how to opt out

## **New Jersey Hospital System Victim of Ransomware Attack**

(December 14, 2019)

The largest provider of a hospital system, Hackensack Meridian Health, in New Jersey were victims of a ransomware attack and ultimately paid the ransom to restore their systems. The ransomware attack forced hospitals who are clients of Hackensack Meridian Health to postpone non-emergency operations and resulted in medical staff not being able to access electronic records. Hackensack Meridian Health said their primary clinical system is now back online and are working on restoring other affected systems. The company is working with the FBI and cybersecurity experts. Hackensack Meridian Health runs 17 acute care and specialty hospitals, nursing homes, outpatient centers, and the psychiatric facility Carrier Clinic

**Read more in:**

- [nj1015.com](http://nj1015.com): NJ hospital system forced to pay ransom in cyber attack

## **SANS Awards 2019 Cybersecurity Difference Maker's Awards**

(December 16, 2019)

SANS Institute honored the winners of the SANS 2019 Difference Makers Awards during an awards luncheon on Monday, December 16, at the SANS Cyber Defense Initiative® 2019 training event in Washington D.C. This annual awards program honors individuals, teams and groups from within the SANS community who have made a difference in security. The diverse Difference Makers range from a CEO to a high school teacher. The progress includes increasing diversity in the cyber security workforce, fighting fake account creation and implementing many areas of the Critical Security Controls, to name just a few.

**Editor's Note**

[Pescatore]

The two most fun things I get to do at SANS are the What Works and Difference Makers programs. News headlines always focus on the failures, while thousands of security teams are out there protecting their businesses and their customers without much fanfare. Actual security progress is made by learning from successes, not by pointing at failures.

**Read more in:**

- [www.sans.org](http://www.sans.org): SANS Presents: People Who Made a Difference in Security in 2019
- [www.prnewswire.com](http://www.prnewswire.com): SANS Announces 2019 Difference Makers Award Winners

#### Sponsored Links

**Download The Fundamental Guide to Building a Better Security Operation Center (SOC)** today to learn how a security operation suite can move your SOC into the future.

<http://www.sans.org/info/215035>

**ICYMI Webcast: Effectively Addressing Advanced Threats with SANS Matt Bromiley.** View here:

<http://www.sans.org/info/215040>

**Take SANS Training at RSA Conference 2020 | San Francisco, CA | Feb 23-24.**

<http://www.sans.org/info/215045>

## The Rest of the Week's News

### Introducing SANS Holiday Hack Challenge 2019

**Ta-da—the world's most fun and festive cybersecurity challenge is available now for free.** SANS Holiday Hack Challenge is the best place to learn about InfoSec trends, gain exposure to new technologies, and get information that is not accessible anywhere else. This year's challenge includes offensive and defensive training opportunities, machine learning scenarios, an extensive line-up of KringleCon speakers, and so much more. It's game-based training at its best—highly engaging, designed for all skill levels, and actually free. Whether you want to expand on-the-job skills, see the latest tools, or get fresh inspiration from thought leaders in cybersecurity, exploring SANS Holiday Hack Challenge is a smart use of your holiday time. Hurry and secure your complimentary pass today at <https://holidayhackchallenge.com>.

#### Holiday Hack Challenge



### Personal Data of Facebook Employees Exposed on Stolen Unencrypted Hard Drives

(December 13, 2019)

Personal data of 29,000 US based Facebook employees, which included banking data, was lost when unencrypted hard drives were stolen from a payroll workers car. Police are investigating the theft. It is unclear why the employee stored the unencrypted hard drives in their car and why they were being transported in this way. A spokesperson for Facebook stated that the company has taken appropriate disciplinary action with the payroll employee involved.

#### Editor's Note

[Pescatore]

Obviously several policy failures here. This can be a good news item to use to drive a check on current policies around encrypting storage as a default and providing secure mechanisms for data transport that should eliminate any reason to carry hard drives around in cars!

#### Read more in:

- [www.theverge.com](http://www.theverge.com): A thief stole unencrypted hard drives filled with 29,000 Facebook employees'

information

- [www.bloomberg.com](http://www.bloomberg.com): Thief Stole Payroll Data for Thousands of Facebook Employees
- [www.theregister.co.uk](http://www.theregister.co.uk): Valuable personal info leaks from Facebook – not Zuck selling it, unencrypted hard drives of staff data stolen

## Google Hands Feds 1,500 Phone Locations In Unprecedented 'Geofence' Search

(December 16, 2019)

Forbes has discovered that Google has complied with so-called geofence warrants that have resulted in an “unprecedented” data haul for law enforcement: one in which Google combed through its SensorVault to find 1,494 device identifiers for phones in the vicinity of the fires and then handed them over to the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF).

### Editor's Note

[Pescatore]

Recent court decisions and FCC investigations into “who owns location data” have tended to focus on telecoms carriers and to some extent mobile phone manufacturers. This points out that location-based metadata is collected and stored by many different companies. Courts and legislators are moving slower than ever, we need the technology companies to be proactive about adopting secure defaults for protecting location data and high transparency about when it is collected and sold or given to third parties.

### Read more in:

- [nakedsecurity.sophos.com](http://nakedsecurity.sophos.com): Police get “unprecedented” data haul from Google with geofence warrants
- [www.forbes.com](http://www.forbes.com): Google Hands Feds 1,500 Phone Locations In Unprecedented 'Geofence' Search

## Internet of Things Gear is Generating Easy-to-Crack Keys

(December 16, 2019)

A preponderance of weak keys is leaving IoT devices at risk of being hacked, and the problem won't be an easy one to solve. This was the conclusion reached by the team at security house Keyfactor, which analyzed a collection of 75 million RSA certificates gathered from the open internet and determined that number combinations were being repeated at a far greater rate than they should, meaning encrypted connections could possibly be broken by attackers who correctly guess a key.

### Editor's Note

[Pescatore]

There used to be a talking Barbie doll that would say “Math is hard!” which was certainly sexist, but still a very, very true statement. Crypto is math, and crypto is hard – 25 years ago the US government issued the FIPS-140 standard because of crappy crypto coming out in commercial software. Similar action is needed for the IoT generation of claims of use of cryptography to secure device use.

[Neely]

IoT device manufacturers continue to prioritize time-to-market over security. Until that situation improves, leverage segmentation and restrict network access to only services they need, if any.

### Read more in:

- [info.keyfactor.com](http://info.keyfactor.com): Factoring RSA Keys in the IoT Era
- [www.theregister.co.uk](http://www.theregister.co.uk): Internet of crap (encryption): IoT gear is generating easy-to-crack keys

## New Orleans Mayor Declares State of Emergency After City Cyberattack

(December 13, 2019)

New Orleans Mayor LaToya Cantrell declared a state of emergency Friday after the city was hit by a cyberattack. Phishing attempts and suspicious activity were detected on the city's network around 5 a.m., and by 11 a.m., technician investigators detected "a cybersecurity incident" causing the city's information technology department to begin powering down servers and city computers as a precaution.

### Read more in:

- [www.securitymagazine.com](http://www.securitymagazine.com): New Orleans Hit by Cyberattack; Declares State of Emergency
- [www.cnn.com](http://www.cnn.com): New Orleans mayor declares state of emergency in wake of city cyberattack

## Blue Cross Blue Shield of Minnesota Scrambling to Improve Cybersecurity

(December 16, 2019)

An internal whistleblower raised concerns that the Minnesota's largest health insurer has neglected thousands of important updates to its computer system. The company's top cybersecurity executive says the insurer has been working diligently in recent weeks to reduce its vulnerability for a cyber attack. Internal documents show the BCBS of Minnesota has allowed 200,000 vulnerabilities deemed "critical" or "severe" to linger for years on its computer systems, despite warnings to executives.

### Read more in:

- [kstp.com](http://kstp.com): Blue Cross Blue Shield scrambling to improve cybersecurity

## Many phishing sites spotted in global government focused campaign

(December 13, 2019)

Over 62 domains and 122 phishing sites targeting Government users were discovered by security vendor Anomali. Unlike other phishing campaigns which enabled detection through spelling and grammar errors, these are well crafted multi-language campaigns such that the primary indications are that the messages are from unknown users and have unexpected attachments.

### Read more in:

- [www.infosecurity-magazine.com](http://www.infosecurity-magazine.com): Over 100 Phishing Sites Spotted in Global Government Campaign
- [www.informationsecuritybuzz.com](http://www.informationsecuritybuzz.com): New Phishing Campaign Targeting Gov't Departments Around The World – Commentary From Email Security Expert

## FTC advice on checking Internet-connected toys before buying

(December 10, 2019)

Internet-connected toys are in high-demand this year, and the FTC is making recommendations for parents to consider prior to purchase and upon receipt. The advice includes checking for microphones and cameras and verify that you can determine when they are active. Other recommendations: Don't rely on the Children's Online Privacy Protection Act (COPPA). Checklists like this are beneficial, remember that regardless of the security reputation of the manufacturer and regulatory oversight, you must verify which features are enabled and that they are configured properly.

### Read more in:

- [www.bleepingcomputer.com](http://www.bleepingcomputer.com): FTC Advises Checking Smart Toy Features Before Buying
- [www.consumer.ftc.gov](http://www.consumer.ftc.gov): Buying an internet-connect smart toy? Read this
- [us.norton.com](http://us.norton.com): 8 ways to help protect your kids' privacy against smart toy vulnerabilities

## Relaunched Toys R Us uses technology to monitor customers

(December 10, 2019)

The relaunched Toys R Us stores are now including sensors to monitor customer activities. In support of their new business model, which leases areas of the store to toy providers, are installed by business partner B8ta, the sensors will monitor how customers move around the store and determine which areas get the most activity. There has been some social media uproar relating to confusion over the term monitoring shopper cadence, which is meant to capture shopper movement patterns, not conversation/voice capture; additionally there are concerns about whether the system actually ignores people under four feet tall to not run afoul of COPPA requirements regarding parental consent prior to data capture for children under 13.

### Editor's Note

[Neely]

The data collected will be used to influence the costs of the leased spaces, particularly those with high success rates. The question of not capturing patrons under four feet tall versus the claim that the information is being captured in public places, and not bound by COPPA needs to be resolved quickly; especially as Toys R Us is catering to children.

### Read more in:

- [www.syracuse.com](http://www.syracuse.com): Geoffrey's watching: Sensors at new Toys R Us stores track shoppers
- [www.fierceelectronics.com](http://www.fierceelectronics.com): Revived Toys R Us wired up to monitor customers
- [www.wired.com](http://www.wired.com): Toys "R" Us is back - Now With More Surveillance!

## Plundervolt Voltage Attack Steals Data from Intel Chips

(December 11, 2019)

Newly discovered "Plundervolt" vulnerability (CVD-2019-11157) uses CPU voltage modification to target and expose data in Intel's Software Guard Extensions (SGX). Intel has released a microcode update to address the issue, or disable the SGX functionality. Data recovered can include keys needed for cryptographic operations and the exploit can be used to corrupt program memory. To use the protections offered by SGX, it must be both enabled in BIOS as well as incorporated into application code. Exploitation requires local privileged access.

### Editor's Note

[Neely]

Because the likelihood of exploitation is low, due to local privileged access requirements, Intel released a microcode fix that addresses this. The promise of SGX is encrypted enclaves to protect sensitive code, even from code running at higher privilege levels, and is intended to bring added security to cloud based computing.

### Read more in:

- [nakedsecurity.sophos.com](http://nakedsecurity.sophos.com): Plundervolt – stealing secrets by starving your computer of voltage
- [www.securityweek.com](http://www.securityweek.com): Plundervolt Attack Uses Voltage to Steal Data from Intel Chips
- [www.pcworld.com](http://www.pcworld.com): Protecting your Intel CPU from Plundervolt attacks can ruin your overclock, maybe
- [plundervolt.com](http://plundervolt.com): Plundervolt

## Some Hardware based password managers store passwords in plaintext

(December 09, 2019)

Investigation of ecZone Password Safe, passwordsFAST, and Royal Vault Password Keeper devices by security researcher Phil Eveleigh found that while a passcode is used to protect access to the stored passwords, direct access to the chip provides access to plain-text passwords as well as the master pin. Further, he found that even after full reset the passwords were not cleared in some devices. Note that while the Royal Vault Password keeper encrypts the data, decryption is possible by discovering the master PIN within the stored dataset. No responses have been received from the device manufacturers regarding the issues discovered.

#### Editor's Note

[Neely]

Retrieving the clear-text passwords required chip access to the device, which makes the risk of exploit low, even so, unless the wipe operation can be verified, choose physical destruction rather than wipe and reissue. Also, be sure to use strong master passwords to limit unauthorized access to passwords through the normal mechanisms.

#### Read more in:

- [www.securityweek.com](http://www.securityweek.com): Hardware-based Password Managers Store Credentials in Plaintext
- [www.bleepingcomputer.com](http://www.bleepingcomputer.com): Some Hardware-based Password Managers have poor security

## Last patches for Windows 10 Mobile released

(December 09, 2019)

The last round of security patches for Microsoft's Windows 10 Mobile were released, marking the end of Microsoft's attempt at a mobile operating system. Windows 10 Mobile was officially end of support on June 11, 2019. Many Microsoft execs carry Android devices rather than ones powered by Windows Mobile. Bill Gates feels that had he not been distracted by copyright and related lawsuits, and released Windows Mobile three months earlier, the market niche held by Android would have been Microsoft.

#### Editor's Note

[Pescatore]

In 2010, at a session at a Gartner conference, I asked then Microsoft CEO Steve Ballmer how Microsoft was going to succeed in the mobile phone market and his answer was "Windows, baby!" Also, six years earlier Bill Gates said Microsoft would rid the world of spam by 2006. I don't think copyright issues and lawsuits are really to blame for the failure of those two predictions. But owners of large installed bases do tend invest too much in fighting off threats to the profitability of that base vs. innovating to meet users changing needs. As many of stories in this issue point out, we are nearing one of those tipping points around protecting user data vs. profiting from it.

[Neely]

Windows Mobile was a nice operating system, and Microsoft wanted to be "the" mobile device OS provider, success wasn't solely dependent on timing of the release or lawsuits, I recall the market was looking for an open solution which is where Android fit in.

#### Read more in:

- [www.zdnet.com](http://www.zdnet.com): Windows 10 Mobile is over, prepare for final patches as support ends

## London Metropolitan Police Trained to Fight Cybercrime

(December 16, 2019)

A Freedom of Information request submitted to the London Metropolitan police has highlighted that thousands of police on that force have received some level of training in fighting cybercrime. The training has been provided using online training solutions and approximately 4,500 officers took the "Cyber Crime



and Digital Policing – First Responder", while another 4,500 completed the "Cyber Crime and Digital Policing – Introduction course"

#### Editor's Note

[Neely]

The average citizen is not going to have the background on how to select help during an incident, so providing them the option to call the police when they have a cyber incident, and get a responder who has been properly trained raises the bar on proper actions being taken and increases the likelihood of a successful outcome.

#### Read more in:

- [www.infosecurity-magazine.com](http://www.infosecurity-magazine.com): Thousands of Met Police Get Cyber Training

## Internet Storm Center Tech Corner

Slack "Unshare" Not Working As Expected  
[www.theregister.co.uk](http://www.theregister.co.uk)

VBA Macros in AutoCAD Files  
[isc.sans.edu](http://isc.sans.edu)

Google Making OAUTH Mandatory for GSuite  
[gsuiteupdates.googleblog.com](http://gsuiteupdates.googleblog.com)

OpenBSD Privilege Escalation Vulnerability  
[www.qualys.com](http://www.qualys.com)

TPLink Authentication Bypass  
[securityintelligence.com](http://securityintelligence.com)

NPM Fixes Critical Security Vulnerability  
[blog.npmjs.org](http://blog.npmjs.org)

Factoring IoT RSA Keys  
[info.keyfactor.com](http://info.keyfactor.com)

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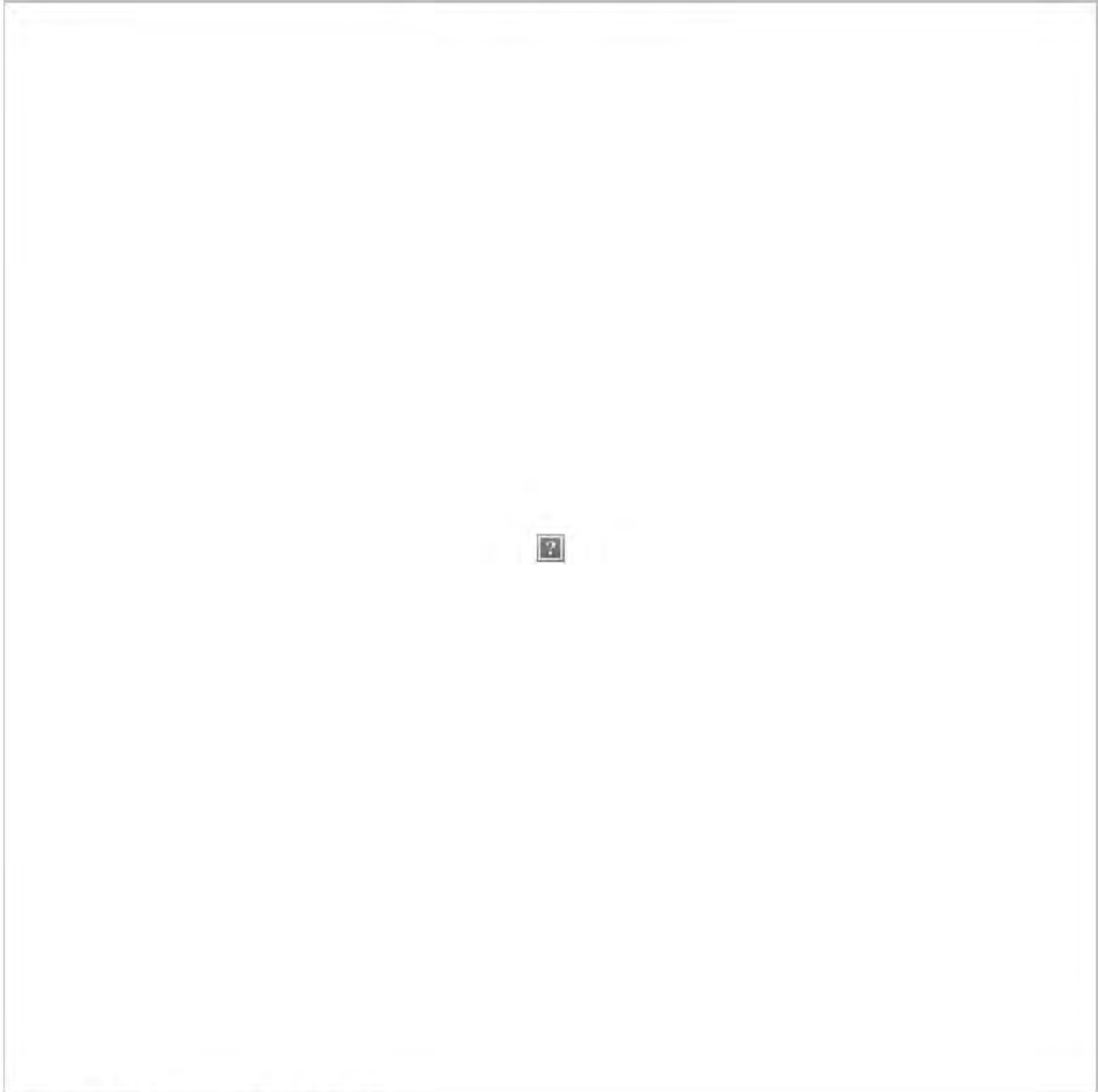
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February 28, 2020

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- [GAO: Critical Infrastructure Must Adopt NIST Cyber Framework](#)
- [Hackers Actively Scanning for Microsoft Exchange Server Vulnerability](#)

## Cybersecurity Training Update

[SANS 2020](#) | Orlando, FL | April 3-10

[SANS St. Louis 2020](#) | March 8-13

[SANS Dallas 2020](#) | March 9-14

- US Collegiate CTF Competition with Large Scholarships and Direct Connection to Jobs Announced at RSA

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- Firefox Begins Rolling Out DNS Over HTTPS by Default in US
- Clearview AI Client List Stolen

## Internet Storm Center Tech Corner

[SANS Training at Wild West Hackin' Fest 2020](#) | San Diego, CA | March 10-11

[SANS Norfolk 2020](#) | March 16-21

[SANS San Francisco Spring 2020](#) | March 16-27

[SANS Seattle Spring 2020](#) | March 23-28

[Cloud Security Summit & Training 2020](#) | Frisco, TX | May 27-June 3

[Rocky Mountain Hackfest Summit & Training 2020](#) | Denver, CO | June 1-8

[SANS Secure Singapore 2020](#) | March 16-28

[SANS London April 2020](#) | April 20-25

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**Join the Dragos 2019 ICS Year in Review webinar** on March 5 for recommendations to improve your cybersecurity defenses. The report authors will summarize their conclusions from real-world threat hunts, incident response and vulnerability assessments. Hear what the state of the ICS cyberthreat landscape is and the public threat activity groups Dragos tracks. <http://www.sans.org/info/215675>

## Top of the News

### RSA Keynote: ICS Cybersecurity Year in Review: Major Concerns

(February 28, 2020)

In an extraordinary keynote address at RSA 2020 yesterday, Rob Lee provided an authoritative review of the attacks and status of defenses in ICS security. His full (50 minute) keynote is on YouTube (see url below). The data are fascinating and provocative. One interesting insight: the vendors of ICS systems (OEMs) are failing to make basic security fixes, resulting in 91% of ICS systems having "common hardware issues beyond the asset owners' purview."

- [www.youtube.com](http://www.youtube.com): The Industrial Cyberthreat Landscape: 2019 Year in Review
- [dragos.com](http://dragos.com): Robert M. Lee of Dragos to Deliver Keynote at RSA Conference 2020

## GAO: Critical Infrastructure Must Adopt NIST Cyber Framework

(February 26, 2020)

According to a report from the Government Accountability Office (GAO), federal agencies that have the lead in protecting critical infrastructure sectors (sector specific agencies, or SSAs) have for the most part not taken adequate steps to ensure that the sectors they oversee have adopted the National Institute of Standards and Security's (NIST's) Framework for Improving Critical Infrastructure Cybersecurity. There are nine SSAs overseeing 16 critical infrastructure sectors. Two SSAs have developed strategies for determining framework adoption in their designated sectors; two others have taken steps toward developing methods. Most of the SSAs have encouraged their sectors to adopt the framework. GAO recommends that NIST develop time frames for completing initiatives, and that the SSAs gather and report in improvements made from framework adoption.

### Editor's Note

[Murray]

This is urgent. While the SANS Top Twenty are more applicable to the scale of many enterprises, the NIST Cyber Framework is essential for large enterprises that are part of the economic or national security infrastructures.

### Read more in:

- [www.gao.gov](http://www.gao.gov): CRITICAL INFRASTRUCTURE PROTECTION | Additional Actions Needed to Identify Framework Adoption and Resulting Improvements (PDF)
- [www.meritalk.com](http://www.meritalk.com): Critical Infrastructure Agencies Must Fully Adopt NIST Cyber Framework, GAO Says

## Hackers Actively Scanning for Microsoft Exchange Server Vulnerability

(February 26 & 27, 2020)

Attackers are scanning for systems that have not been patched against the Microsoft Exchange Server remote code execution vulnerability that was fixed in Microsoft's February Patch Tuesday release.

### Read more in:

- [www.bleepingcomputer.com](http://www.bleepingcomputer.com): Hackers Scanning for Vulnerable Microsoft Exchange Servers, Patch Now!
- [portswigger.net](http://portswigger.net): Microsoft Exchange Server admins urged to treat crypto key flaw as 'critical'
- [portal.msrc.microsoft.com](http://portal.msrc.microsoft.com): CVE-2020-0688 | Microsoft Exchange Validation Key Remote Code Execution Vulnerability

## US Collegiate CTF Competition with Large Scholarships and Direct Connection To Jobs Announced at RSA

(February 26, 2020)

College students who hope to qualify for internships and jobs in cybersecurity are now eligible for the Cyber FastTrack Capture the Flag (CTF) leading to \$2.2 million in scholarships (including several SANS classes and GIAC certifications) and direct internships and jobs with employers seeking top talent. Open to all college students in the U.S. Deadline to register March 22. Actual competition March 26-27. More information: [cyber-fasttrack.org](http://cyber-fasttrack.org)

### Editor's Note

[Paller]

As of this morning, 2,035 students from 464 US colleges have signed up for the first 2020 CTF. Cyber

FastTrack is the only way for college students to discover how their skills stack up. Three Cyber FastTrack CTFs are scheduled for 2020 so students can keep moving up the leaderboard.

#### Sponsored Links

Join Robert M. Lee on March 27 in D.C. for the SANS Cyber Threat Intelligence Solutions Forum. Free with code CTIForum2020: <http://www.sans.org/info/215680>

**Webcast:** Learn various approaches to security testing and the latest innovations that can support modern software development. **Register:** <http://www.sans.org/info/215685>

**Take the SANS Threat Hunting Effectiveness Survey** and enter to win a \$400 Amazon gift card: <http://www.sans.org/info/215690>

## The Rest of the Week's News

### Fixes Available for Kr00k Vulnerability in Cypress and Broadcom Chips

(February 26 & 27, 2020)

A flaw in Wi-Fi chips from Cypress Semiconductor and Broadcom could be exploited to decrypt data sent over Wi-Fi networks. The affected chips are used in a range of devices, including iPhones, iPads, Amazon Echos and Kindles, Android devices, and certain Wi-Fi routers. The vulnerability, dubbed Kr00k lies in the way the chips manage network interruptions: devices could be forced to use encryption keys that are simply a string of zeroes. Most manufacturers have developed fixes for the issue, but it is not known how widely they have been applied.

#### Read more in:

- [arstechnica.com](http://arstechnica.com): Flaw in billions of Wi-Fi devices left communications open to eavesdropping
- [www.darkreading.com](http://www.darkreading.com): Kr00k Wi-Fi Vulnerability Affected a Billion Devices
- [www.zdnet.com](http://www.zdnet.com): New Kr00k vulnerability lets attackers decrypt WiFi packets
- [www.bleepingcomputer.com](http://www.bleepingcomputer.com): Kr00k Bug in Broadcom, Cypress WiFi Chips Leaks Sensitive Info
- [threatpost.com](http://threatpost.com): Billions of Devices Open to Wi-Fi Eavesdropping Attacks
- [www.bleepingcomputer.com](http://www.bleepingcomputer.com): Cisco Working on Patches for New Kr00k WiFi Vulnerability
- [www.zdnet.com](http://www.zdnet.com): Cisco patches incoming to address Kr00k vulnerability impacting routers, firewall products

### Criminal Cases Dropped After Evidence Lost in Ransomware Attack

(February 26, 2020)

US federal prosecutors dropped 11 narcotics cases against after crucial evidence was lost in a ransomware attack on a Florida police department's network. The Stuart police department experienced a ransomware attack in April 2019. Some data were recovered, but evidence in the cases was lost. Other jurisdictions around the country have also reported losing evidence in ransomware attacks.

#### Editor's Note

[Neely]

Forensic evidence needs to be stored in a read-only fashion, with accompanying digital signatures to indicate tampering, or better still, keep the master copy off-line.

**Read more in:**

- [www.zdnet.com](http://www.zdnet.com): Six suspected drug dealers went free after police lost evidence in ransomware attack

## New Mexico School District Hit with Ransomware Again

(February 26, 2020)

The Gadsden Independent School District in Las Cruces, New Mexico has been hit with ransomware for the second time in seven months. The district reported that its internet and communications systems were offline. It is not clear if the most recent infection is new or a recurrence of the July attack.

**Editor's Note**

[Neely]

The conversation has focused on paying the ransom or not, and in this case the school district has the ability to recover without paying the ransom. The daunting issue of preventing recurrence remains for everyone impacted by ransomware. Technical countermeasures, exercises to reinforce user training, build the foundation.

**Read more in:**

- [edscoop.com](http://edscoop.com): Ryuk ransomware shuts down New Mexico school district a second time

## Bretagne Télécom Ransomware Attack

(February 26, 2020)

French cloud services provider Bretagne Télécom was hit with a ransomware attack in early January 2020. The company did not pay a ransom and was able to restore its systems from backups. Bretagne Télécom's CEO said the attackers exploited a Citrix vulnerability for which a patch was not yet available. The attackers did steal some data from Bretagne Télécom, which they uploaded to a website.

**Read more in:**

- [www.bleepingcomputer.com](http://www.bleepingcomputer.com): DoppelPaymer Hacked Bretagne Télécom Using the Citrix ADC Flaw

## Chrome Update Addresses 0-day and Other Vulnerabilities

(February 24 & 25, 2020)

Google's latest update for the Chrome browser includes fixes for three security issues, one of which is already being actively exploited. All three flaws have been rated high severity. Chrome 80.0.3987.122 is available for Windows, macOS, and Linux.

**Editor's Note**

[Neely]

These flaws are being actively exploited; rapid updates are prudent. I was pleased to find my IT department was already pushing this update when I returned from travel this week.

**Read more in:**

- [chromereleases.googleblog.com](http://chromereleases.googleblog.com): Stable Channel Update for Desktop

- [www.theregister.co.uk](http://www.theregister.co.uk): Mind the gap: Google patches holes in Chrome – exploit already out there for one of them after duo spot code fix

- [www.scmagazine.com](http://www.scmagazine.com): Google issues Chrome update patching possible zero day

- [www.zdnet.com](http://www.zdnet.com): Chrome 80 update cripples top cybercrime marketplace

- [www.zdnet.com](http://www.zdnet.com): Google patches Chrome zero-day under active attacks

## Zyxel Flaw Affects Firewall Products

(February 26, 2020)

A recently disclosed flaw in some Zyxel Network Attached Storage (NAS) products has been found to also affect certain Zyxel firewall products. Zyxel became aware of the vulnerability several weeks ago after a security expert discovered that an exploit for the vulnerability was being sold on a cybercrime forum.

### Read more in:

- [www.kb.cert.org](http://www.kb.cert.org): ZyXEL pre-authentication command injection in weblogin.cgi
- [krebsonsecurity.com](http://krebsonsecurity.com): Zyxel Oday Affects its Firewall Products, Too
- [www.zyxel.com](http://www.zyxel.com): Zyxel security advisory for the remote code execution vulnerability of NAS and firewall products (updated advisory)

## Australian Telcos Will Need to Employ Multi-Factor Authentication Before Porting Mobile Phone Numbers

(February 27, 2020)

Telecommunications companies in Australia will have to actively obtain approval from customers before porting a mobile phone number to a new provider. The Australian Communications and Media Authority (ACMA) said the process will require multi-factor authentication, but did not provide additional details. The Australian Communications Consumer Action Network (ACCAN) wants the ACMA to require "highly secure" methods of authentication.

### Editor's Note

[Pescatore]

In the US, all mobile carriers give an option to add a PIN onto the phone porting process, which is better than the default security questions used. This should be a minimum recommendation on all executive mobile phones; going to 2FA is even better.

### Read more in:

- [www.zdnet.com](http://www.zdnet.com): ACMA mandates stronger identity checks when porting Australian mobile numbers

## Firefox Begins Rolling Out DNS Over HTTPS by Default in US

(February 25 & 26, 2020)

On Tuesday, February 25, Mozilla announced that "Firefox began the rollout of encrypted DNS over HTTPS (DoH) by default for US-based users." Firefox users outside the US can enable DoH by choice in their Network Settings. While Cloudflare is the default encrypted-DNS service in Firefox, users can manually switch to NextDNS or another service of their choice.

### Read more in:

- [blog.mozilla.org](http://blog.mozilla.org): Firefox continues push to bring DNS over HTTPS by default for US users
- [arstechnica.com](http://arstechnica.com): Firefox turns encrypted DNS on by default to thwart snooping ISPs
- [www.zdnet.com](http://www.zdnet.com): Mozilla enables DOH by default for all Firefox users in the US
- [www.zdnet.com](http://www.zdnet.com): Here's how to enable DoH in each browser, ISPs be damned

## Clearview AI Client List Stolen

(February 26, 2020)

Facial recognition software company Clearview AI has disclosed that someone gained unauthorized



access to its client list, which includes law enforcement agencies. Clearview did not share details of the breach, although the company did say that its servers were not breached. Clearview has made headlines recently for scraping billions of images from social media.

**Read more in:**

- [www.thedailybeast.com](http://www.thedailybeast.com): Facial-Recognition Company That Works With Law Enforcement Says Entire Client List Was Stolen

- [siliconangle.com](http://siliconangle.com): Customer data stolen in data breach of facial recognition company Clearview AI

- [www.vice.com](http://www.vice.com): Clearview AI Reports Breach of Customer List

## Internet Storm Center Tech Corner

Fraudulent Paypal Charges (links in German)

<https://twitter.com>

<https://www.heise.de>

<https://stadt-bremerhaven.de>

Chrome Update

<https://chromereleases.googleblog.com>

Microsoft Public Preview for Azure AD Hybrid Environments

<https://techcommunity.microsoft.com>

Comparing Information Leakage from Different Browsers (PDF)

<https://www.scss.tcd.ie>

Kr00k WiFi Attack

<https://www.eset.com>

Impersonating LTE Users

<https://imp4gt-attacks.net>

Zyxel RCE Vulnerability

<https://www.kb.cert.org>

Ultrasonic Triggers for Cellphone Assistants.

<https://source.wustl.edu>

Cloud Snooper Attack

<https://news.sophos.com>

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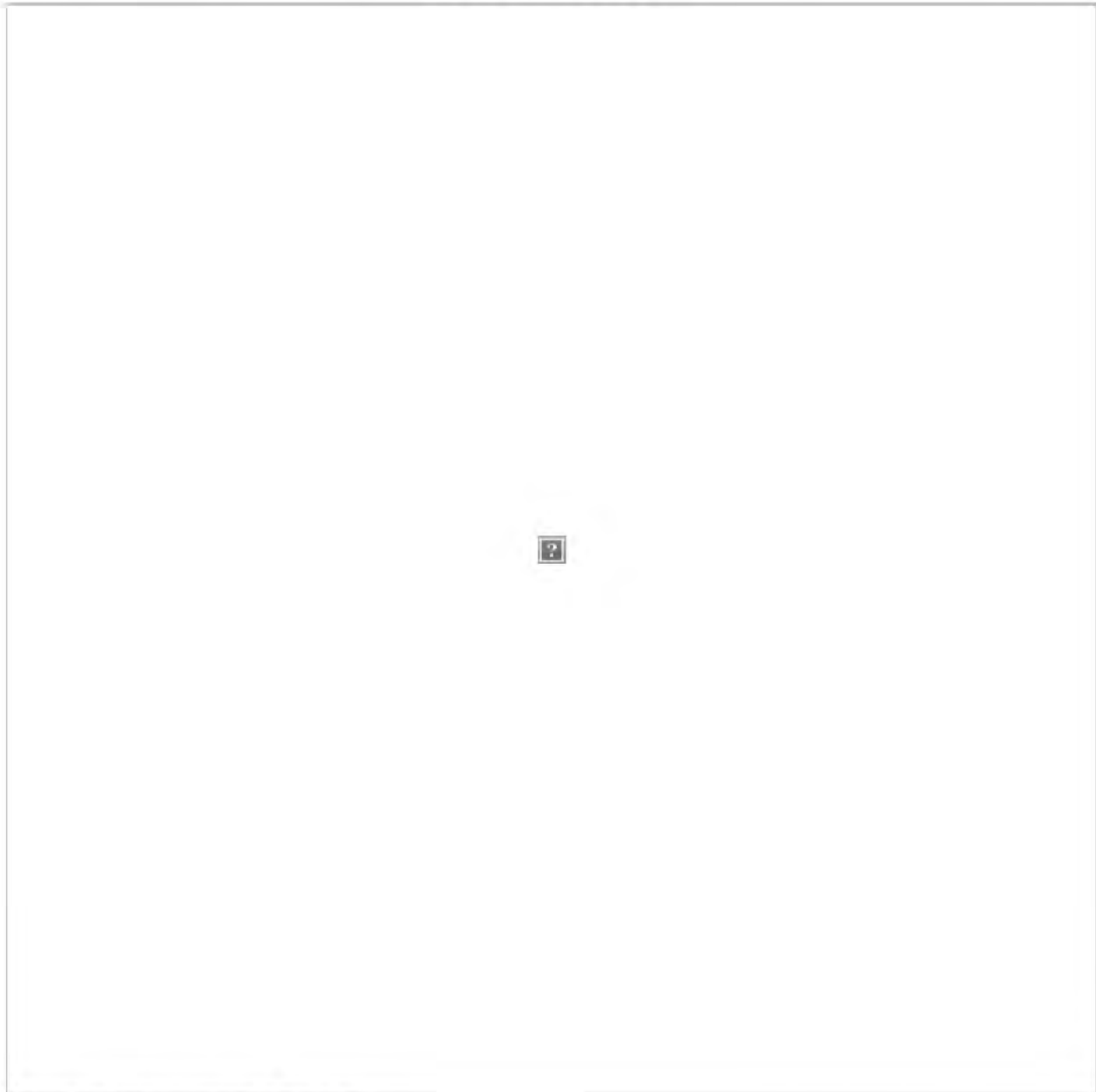
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March 24, 2020

Vol. 22, Num. 024

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- [Windows 0-day is Being Actively Exploited](#)

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## Top of the News

### COVID-19 Related Malware

(March 20 & 23, 2020)

The FBI has issued a warning of an increase in COVID-19-related fraud schemes. The announcement urges people to be alert to phony messages from the Centers for Disease Control (CDC), phishing emails, and offers of phony COVID-19 treatment. There have been reports of phony email messages that pretend to be from head of World Health Organization and actually place keystroke logger on users' computers, and of a fake COVID-19 vaccine website that tries to steal payment card and other personal data.

#### Editor's Note

[[Neely](#)]

Also warn users to be on the alert for phishing campaigns, particularly targeting the elderly, around the pending US financial relief package. These campaigns promise extra social security, investment schemes or COVID-19 relief payments in exchange for bank account information. Also beware of pay-in-advance offers to help victims with services.

#### Read more in:

- [www.ic3.gov](http://www.ic3.gov): FBI Sees Rise in Fraud Schemes Related to the Coronavirus (COVID-19) Pandemic
- [www.zdnet.com](http://www.zdnet.com): WHO chief emails claiming to offer coronavirus drug advice plant keyloggers on your PC
- [threatpost.com](http://threatpost.com): Revamped HawkEye Keylogger Swoops in on Coronavirus Fears

- [threatpost.com](#): Fake Coronavirus 'Vaccine' Website Busted in DoJ Takedown
- [www.govinfosecurity.com](#): COVID-19 Phishing Schemes Escalate; FBI Issues Warning
- [www.scmagazine.com](#): FBI warns of COVID-19 phishing scams promising stimulus checks, vaccines
- [portswigger.net](#): Coronavirus fraud: DoJ takes action against website claiming to offer Covid-19 vaccine
- [isc.sans.edu](#): More COVID-19 Themed Malware
- [isc.sans.edu](#): COVID-19 Themed Multistage Malware
- [github.com](#): parthdmaniar / coronavirus-covid-19-SARS-CoV-2-IoCs

## Windows 0-day is Being Actively Exploited

(March 23, 2020)

Microsoft warns of limited attacks that could leverage two as-yet unpatched vulnerabilities in the Adobe Type Manager Library resulting in remote code execution. For supported versions of Windows 10, this can result in code execution within an AppContainer with limited privileges and capabilities. Microsoft has not yet released a patch, and offers a choice of three fixes: disabling preview and details pane in Windows Explorer, disabling the WebClient service, and renaming ATMF.DLL. Enhanced Security Configuration, which is on by default in Windows Servers, does not mitigate the problem.

### Editor's Note

[Neely]

While the impact of attack is lowest on supported versions of Windows 10, there is a chance the attackers are also capable of executing a sandbox escape. Be sure to read the caveats with each of the fixes before rolling one out. The second workaround, disabling the WebClient service, will block attacks attackers are most likely to use, and impacts web distributed authoring and versioning as well as stopping, and blocking starting of, any services based on WebClient

[Ullrich]

There is no public exploit right now, but targeted attacks are taking advantage of this vulnerability. Microsoft's initial advisory caused some confusion as the DLL mentioned is not present on newer versions of Windows 10, and Microsoft clarified this in the 1.1 version of the advisory released last night. [isc.sans.edu](#): Windows Zeroday Actively Exploited: Type 1 Font Parsing Remote Code Execution Vulnerability

### Read more in:

- [portal.msrc.microsoft.com](#): ADV200006 | Type 1 Font Parsing Remote Code Execution Vulnerability
- [threatpost.com](#): Microsoft Warns of Critical Windows Zero-Day Flaws
- [duo.com](#): Unpatched Windows Flaws Under Active Attack
- [www.zdnet.com](#): Microsoft warns of Windows zero-day exploited in the wild
- [www.theregister.co.uk](#): It's 2020 and hackers are still hijacking Windows PCs by exploiting font parser security holes. No patch, either
- [arstechnica.com](#): Windows code-execution zeroday is under active exploit, Microsoft warns

### Sponsored Links

**Don't miss this upcoming webcast** | Keeping Network Inspection Visibility in the Age of TLS 1.3: What To Do When The Network Goes Dark. <https://www.sans.org/info/215900>

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<https://www.sans.org/info/215905>

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## The Rest of the Week's News

### Hackers Steal Data from Clinical Medical Research Organization

(March 22 & 23, 2020)

Earlier this month, a UK clinical medical research company detected and stopped a ransomware attack launched against its systems. Hammersmith Medicines Research (HMR) has conducted trials of various vaccines and drugs, and is planning to begin trials for a potential COVID-19 vaccine. The attackers stole data from Hammersmith, including sensitive information about people who participated in other clinical trials. The data include medical questionnaires, and passport and driver's license numbers. The group responsible for the ransomware attack has begun posting the stolen information in an attempt to get Hammersmith to pay a ransom.

#### Editor's Note

[Murray]

When one's networks, systems, applications, and data are compromised, there are many ways for the attackers to monetize the compromise.

#### Read more in:

- [www.scmagazine.com](http://www.scmagazine.com): Maze ransomware attackers extort vaccine testing facility
- [siliconangle.com](http://siliconangle.com): Hackers leak data from medical company set to carry out COVID-19 vaccine trials
- [www.forbes.com](http://www.forbes.com): COVID-19 Vaccine Test Center Hit By Cyber Attack, Stolen Data Posted Online

### South Carolina Fire Department Computers Infected with Ransomware

(March 20, 2020)

Computers belonging to the Bluffton Township (South Carolina) Fire Department became infected with ransomware in mid-March. The attack did not affect the department's ability to respond to emergency calls.

#### Editor's Note

[Murray]

By this time, most large enterprises should be both resistant to and resilient in the face of "ransomware" attacks. However, many of the measures that they have put in place may be beyond the capabilities of many small and medium size enterprises (SME). That may be why SMEs are being targeted and successfully attacked. They must look to their vendors and contractors.

#### Read more in:

- [www.govtech.com](http://www.govtech.com): South Carolina Fire Department Servers Disabled by Hacker

### Finastra Systems Infected with Ransomware

(March 20 & 23, 2020)

UK financial technology company Finastra has disclosed that earlier this month, the company's "IT security and risk teams actively detected... that a bad-actor was attempting to introduce malware into [their] network in what appears to have been a common ransomware attack." Finastra took its servers offline in an effort to contain the infection.

#### Read more in:

- [www.finastra.com](http://www.finastra.com): Statement from Tom Kilroy, Chief Operating Officer

- [krebsonsecurity.com](https://www.krebsonsecurity.com): Security Breach Disrupts Fintech Firm Finastra
- [www.zdnet.com](https://www.zdnet.com): Fintech company Finastra hit by ransomware
- [www.bleepingcomputer.com](https://www.bleepingcomputer.com): UK Fintech Firm Finastra Hit By Ransomware, Shuts Down Servers

## Countries Are Using Geolocation and Facial Recognition to Track COVID-19

(March 17, 19, 20, & 23, 2020)

Governments in several countries are using technologies like geolocation and facial recognition to track the spread of COVID-19. In the UK, health officials plan to test a new app that will let people know if they have been in contact with someone who has tested positive for COVID-19. In China, the government has created a system called Health Code, which assigns each individual a color based to identify them as infected, quarantined, or healthy. In Hong Kong, people who have tested positive for COVID-19 or who have been quarantined are given an electronic bracelet, the latest version of which includes a GPS. South Korea has been using CCTV images, payment card records, and mobile phone data, which allows them to retrace the steps of people who test positive for the virus. Israel and the US are also considering surveillance methods. (Please note that the WSJ story is behind a paywall.)

### Editor's Note

[Pescatore]

There seems to be pretty clear agreement in the experienced medical community about the right steps to take, and investigating the contacts by newly discovered infections is pretty important. Doing that quickly and accurately, not just quickly, is key. Any untested technology use that generates high rates of false positives or false negatives will be counterproductive – just as we've seen in security.

### Read more in:

- [qz.com](https://qz.com): Hong Kong is using tracker wristbands to geofence people under coronavirus quarantine
- [www.theregister.co.uk](https://www.theregister.co.uk): It's time to track people's smartphones to ensure they self-isolate during this global pandemic, says WHO boffin
- [www.zdnet.com](https://www.zdnet.com): US, Israel, South Korea, and China look at intrusive surveillance solutions for tracking COVID-19
- [www.nytimes.com](https://www.nytimes.com): Translating a Surveillance Tool into a Virus Tracker for Democracies
- [www.wsj.com](https://www.wsj.com): To Track Virus, Governments Weigh Surveillance Tools That Push Privacy Limits (paywall)

## Google and Microsoft Pausing Major Version Updates for Chrome and Edge Browsers

(March 20, 21, 22, & 23, 2020)

Last week, Google announced that it was pausing major releases of its Chrome browser because of COVID-19-related adjusted work schedules. Google will release new versions of Chrome 80 (which is the current stable version) to address security issues. Microsoft has now announced that it, too, is pausing the release of major versions of its Edge browser, which is based on Chromium.

### Editor's Note

[Ulrich]

With most employees working from home, some companies have decided to delay patching to reduce the risks of home users getting "cut off". That may not be sensible because software makers will focus on patching security flaws and not on new features that may increase tech support traffic. Firefox also reverted a change that would have disabled TLS 1.0/1.1 to avoid problems with some government sites that still require these older TLS versions (see next story).

[Neely]

We're all learning the impacts of increased telework coupled by reduced availability of those that are caring for those impacted by the illness, such as having children home from school or being a caretaker for one who is ill. With the uncertainty, it may still be too soon to re-baseline projects; instead, take a flexible approach and focus on prioritizing deliverables.

**Read more in:**

- [blogs.windows.com](https://blogs.windows.com): Update on Stable channel releases for Microsoft Edge
- [www.cnet.com](https://www.cnet.com): Google Chrome, Microsoft Edge 'pause' updates because of coronavirus
- [www.zdnet.com](https://www.zdnet.com): Microsoft pauses Edge releases amid coronavirus outbreak
- [www.bleepingcomputer.com](https://www.bleepingcomputer.com): Microsoft Pauses New Edge Browser Versions Due to Coronavirus
- [www.bleepingcomputer.com](https://www.bleepingcomputer.com): Google to Abandon Chrome 82 Development Due to Release Delays

## Firefox Enables TLS 1.0 and 1.1 Again to Aid Access to COVID-19 Information

(March 20, 2020)

Mozilla has reverted to allowing TLS 1.0 and 1.1 to enable users to access COVID-19 information on government websites that have not yet made the switch to TLS 1.2 or 1.3. Earlier this month, Mozilla announced it was ending support for TLS 1.0 and 1.1 with the release of Firefox 74 on March 10.

**Editor's Note**

[Neely]

To make sure you have support for older TLS enabled, go to `settings:config` and check the value of `security.tls.version.fallback-limit`. 1 for TLS 1.0, 2 for TLS 1.1, 3 for TLS 1.2 and 4 for TLS 1.3. This setting applies to Firefox 74 and ESR 68.6.

**Read more in:**

- [www.mozilla.org](https://www.mozilla.org): 74.0: Changed
- [www.bleepingcomputer.com](https://www.bleepingcomputer.com): Firefox Reenables Insecure TLS to Improve Access to COVID19 Info

## NIST Draft Document on Cybersecurity and Enterprise Risk Management

(March 20, 2020)

The US National Institute of Standards and Technology (NIST) is seeking public comment on a draft report, NIST-Interagency Report 8286 | Integrating Cybersecurity and Enterprise Risk Management. NIST will accept comments through April 20, 2020.

**Editor's Note**

[Neely]

This document attempts to create a bridge between Enterprise Risk Management and Cybersecurity Risk Management. One of the challenges is a consistent message relating to cyber risks and how they translate into costs for the organization so that the resulting risk registers are appropriately factored into ERM.

**Read more in:**

- [nvlpubs.nist.gov](https://nvlpubs.nist.gov): Integrating Cybersecurity and Enterprise Risk Management (ERM) (PDF)
- [www.fifthdomain.com](https://www.fifthdomain.com): NIST asks for public comments on new cybersecurity risk management document

## Medical Device Maker Discloses Phishing Attack



(March 23, 2020)

Insulin pump manufacturer Tandem Diabetes has disclosed a phishing attack. On its website, Tandem noted that “a limited number of Tandem employee email accounts may have been accessed by an unauthorized user between January 17, 2020 and January 20, 2020.” The affected accounts contained customer information, including names, contact information, clinical data related to diabetes therapy, and in some cases, Social Security numbers.

**Read more in:**

- [www.tandemdiabetes.com](http://www.tandemdiabetes.com): Notice of Email Security Incident
- [portswigger.net](http://portswigger.net): Healthcare data breach: Medical device manufacturer discloses phishing attack

## Internet Storm Center Tech Corner

More Covid19 Malware  
<https://isc.sans.edu>

Covid-19 Malware Summary  
<https://github.com>

Windows Font Parsing 0-Day  
<https://isc.sans.edu>

Working Exploit for the Kr00k WiFi Exploit  
<https://hexway.io>

ZDI Pwn2Own Results  
<https://www.zerodayinitiative.com>

Firefox Turns TLS 1.0/1.1 Back on  
<https://www.mozilla.org>

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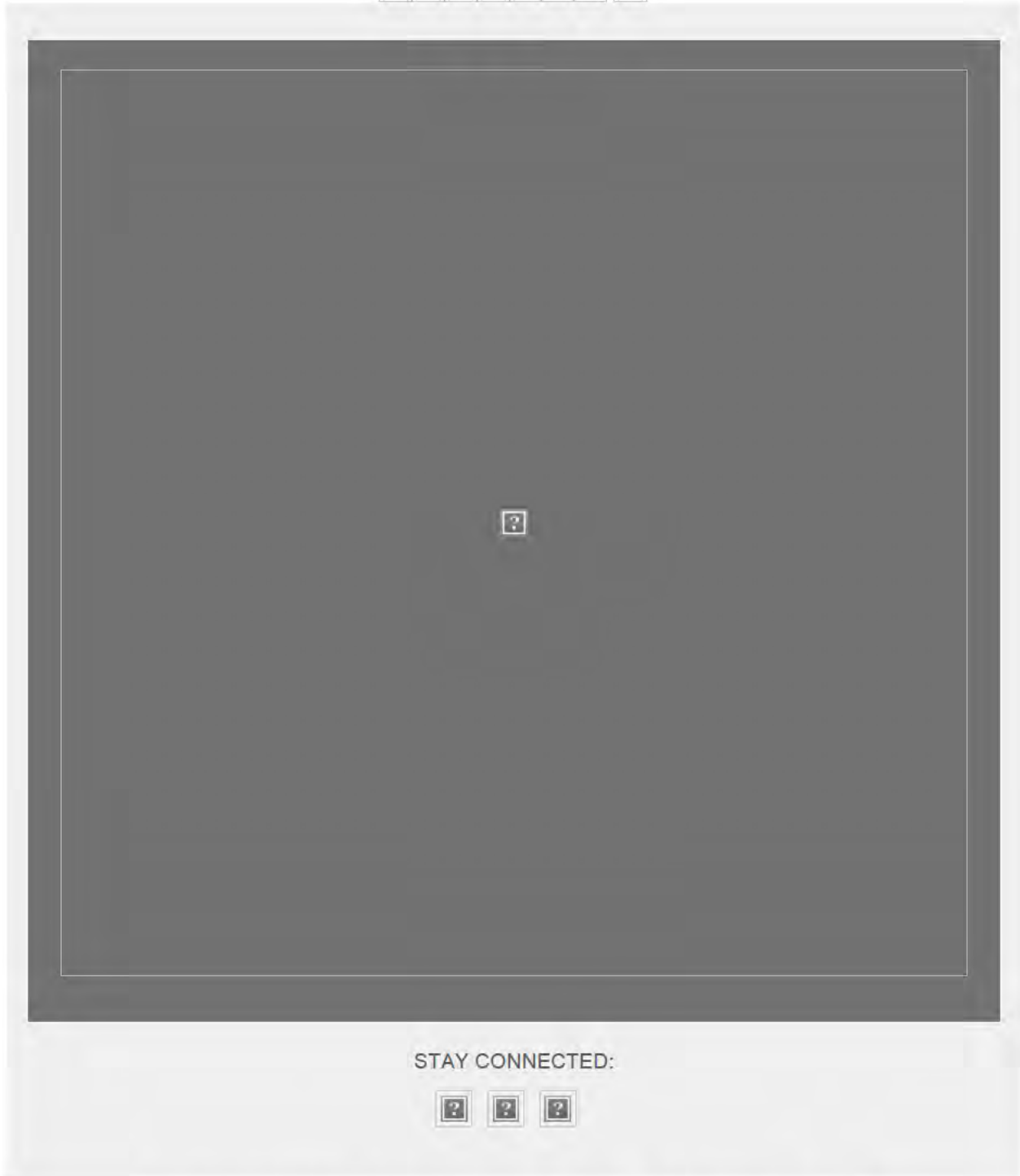
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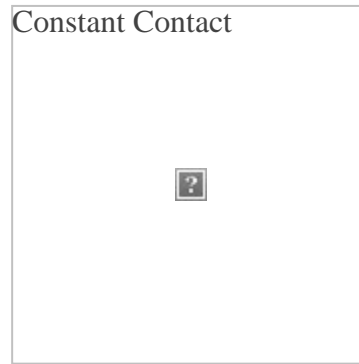
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**To:** [Todd M. Burris](#)  
**Subject:** Security Frontline: Advice for creating a more relevant security program, College police chief weighs in on guns on campus controversy, more  
**Date:** Tuesday, May 17, 2016 2:29:16 PM

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May 17, 2016



## FEATURED STORY



### How to validate your security program: Part 9

By **Ray Bernard, PSP, CHS-III**

Risk orientation, business alignment are critical factors in establishing a relevant program

## TOP NEWS

### Why guns and college campuses don't mix

UCF Police Chief Richard Beary weighs in on hot-button issue

### How Mossack Fonseca could have prevented the 'Panama Papers' breach

Incident should serve as a wake-up call for law firms in keeping sensitive data secure

### Social media monitoring grades are incomplete

Security benefits of technology butt heads with privacy concerns on school campuses

### Study: Nearly three-quarters of organizations have suffered a cyber-attack

At least 60 percent of breaches categorized as 'serious'

### West Texas fertilizer plant explosion was the result of a criminal act, ATF says

No evidence of terrorism discovered, \$50K reward offered by authorities

## NY/NJ Port Authority threatens to replace TSA with private security

Airport security wait times described as 'abysmal' by officials

### BEST OF SECURITY TECHNOLOGY EXECUTIVE

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By **John McCumber**

As a child, I loved to listen to my mother singing along with popular songs of a bygone era. One of her favorites...

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**STAR-LIGHT AHD  
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ATV's IPVD2RWI 2MP vandal dome

ZKAccess' Wireless Bridge Kit

Toshiba's Percept NVR Line

### MEDIA CENTER



#### Video: The importance of aligning security with business objectives

SIW chats with former Amazon security exec Sean Dettloff

### EVENT WATCH

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**To:** [Todd M. Burris](#)  
**Subject:** Security Frontline: Ransomware infections skyrocket in 2020, Biden makes DHS secretary pick, more  
**Date:** Tuesday, November 24, 2020 2:13:15 PM

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November 24, 2020



## FEATURED STORY



### **Covid's impact on Black Friday security**

**By Joel Griffin**

A look at how the pandemic has altered the annual sales bonanza and the priorities of loss prevention staff

### **Webinar: Return to Work – How Enterprises Are Balancing Security and COVID**

Be sure to join us for the second entry in our 'Return to Work' webinar series on 12/3 at 3 ET as we delve into how enterprise-level organizations are balancing traditional security threats with the health risks presented by Covid-19.



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## TOP NEWS

### **Why 2020 was a banner year for ransomware**

A look back at five of the most significant attacks and the changing threat landscape heading into the new year

### **One-on-One: A conversation with Ontic's Lukas Quanstrom**

Company's CEO discusses why their 'Proactive Intelligence Platform' is a unique offering for the industry

### **The Rise of SD-WAN**

Meeting the Security Demands of Modern Networks

### **Biden picks Alejandro Mayorkas to head DHS**

Former federal prosecutor was the primary architect of the DACA program

### **LAPD bars use of third-party facial recognition systems**

Department launches review following report that some detectives used Clearview AI without permission

### **Parents of victims in California high school shooting file wrongful death lawsuits**

Families allege district failed to actions that could have prevented the tragedy

## BEST OF SECURITY TECHNOLOGY EXECUTIVE

### **A COVID-19 tsunami of crime threatens to overwhelm retailers**

**By Steve Lasky**

As economic and social woes increase, the retail sector is faced with unprecedented criminal risk



Getty Images625859582

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## MEDIA CENTER

Morse Industry Spotlight



### **Industry Spotlight: Morse Watchmans**

A look at how the company is using antimicrobial powder coatings, other features to mitigate the spread of COVID-19

## EVENT WATCH



## Webinar: Return to Work - How Enterprises Are Balancing Security and COVID

12/03/20 2:00 PM CST - 12/03/20 3:00 PM CST

<https://event.on24.com/wcc/r/2839846/1E7E0308F416657D8A57BADE48807FE0?partnerref=EW>

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Microsoft Flow

| Monthly News

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## Microsoft Flow now supports geofencing

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### Office Insiders can use Visio to build flows

Use Visio to design your flows. Open an existing Business Process Model and Notation/Flowchart diagram or create a new one in Visio and export it to Microsoft Flow to automate. This feature is in preview for all Office Insiders.

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### Flow checker and designer improvements

Several experience improvements are available. You can now rename and delete triggers and actions that have outputs used by other steps. Also, there is a new HTML code view for actions that take rich text, and the Flow checker can identify more potential warnings. [Create a flow](#)



### Gateway management for users and admins

Admins can now see all the gateways in their organization in the Power Platform Admin Center, and users can see them directly in the Microsoft Flow portal. You can even distribute traffic across all gateways in a cluster. [Manage gateways](#)

### Eleven new connectors

In April, 11 new connectors were released: Azure Key Vault, Casper365 for



Education, Cloud PKI Management, CommerciantCPQ, Data8 Data Enrichment, EasyVista Service Manager, Ethereum Blockchain, Microsoft Forms Pro, MobilyWS, Pdf4Me, and Xooa Blockchain Database. [Browse connectors](#)



### Flow in Azure IoT Central

You can now build flows using your favorite connectors directly within Azure IoT Central. Use these flows to trigger on, or read data from, your IoT devices, such as getting an alert when a rule is triggered. [Browse IoT Central templates](#)



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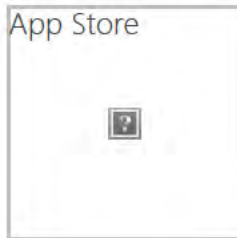
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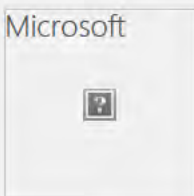
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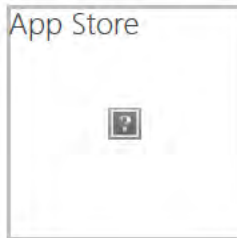
This is your chance to connect, collaborate, and pack in as much learning as possible, June 10-11 in Atlanta, GA. Meet the engineers behind the product, get a sneak peek of what's new and next, and collaborate with our incredible community. We hope to see you there. [Register today](#)

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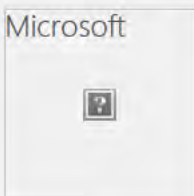
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**From:** Education Dive: Higher Ed  
**To:** [Adriana L. Garza](#)  
**Subject:** Sept. 11 - Spring announcements begin | GOP lawmakers tout Title IX rule  
**Date:** Friday, September 11, 2020 5:01:45 AM

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Sept. 11, 2020 | Today's news and insights for higher ed leaders

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## **Catching Up with Student Expectations**

The world of higher education is facing unprecedented transformation. Learn how to retain and attract students by meeting their digital expectations. [Download now.](#)

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## **With fall off to a sputtering start, colleges look ahead to spring**

Several schools have announced their academic plans for the upcoming term, with a focus on online and hybrid classes.

---

## **Republican lawmakers promote new Title IX rule in House hearing**

While GOP representatives said the rule restored fairness to colleges' processes, Democrats remained opposed.

---

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## **Financial sustainability in higher education: Challenges and solutions**

See the underlying challenges that threaten financial sustainability across higher ed – and ways to succeed utilizing bold thinking and data-driven decision making.

---

UPDATED

## Tracking how the coronavirus is impacting colleges

Flagships move classes online as campus case counts rise. Plus, more news from this week.

[Read more news](#)

## FEATURED RESOURCE

**Explore how higher ed leaders are optimizing online learning, as well as:**

- The impact of digital materials on student engagement
- How to best prepare students for success
- Trends in the acceleration of digital learning

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## FROM OUR LIBRARY

PLAYBOOK

### 5 Secrets to Driving Self-Service Adoption in Higher Ed

By Brand Studio

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## WHAT WE'RE READING

## In crackdown on race-related content, Education Department targets internal book clubs, meetings

---

LOS ANGELES TIMES

### Debate over California's affirmative action ban rages anew at UC as voters weigh repeal

---

CNN

### Colleges in all 50 states report coronavirus cases as clusters linked to social gatherings grow

---

WESH

### Bethune-Cookman University celebrates after learning it will maintain accreditation

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INSIDE HIGHER ED

### Questions for Kevin Carey about his proposal for a broad restructuring of higher education

Suggest a story we should read

## COMPANY ANNOUNCEMENTS

Press releases from companies in your industry.

---

### Gaggle Reports Over 95% of School Districts Renew Their Partnerships; Districts in 42 States Implement Gaggle's Student Safety Services During Remote Learning

Press release from Gaggle

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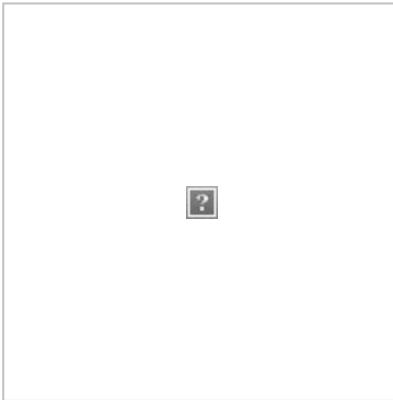
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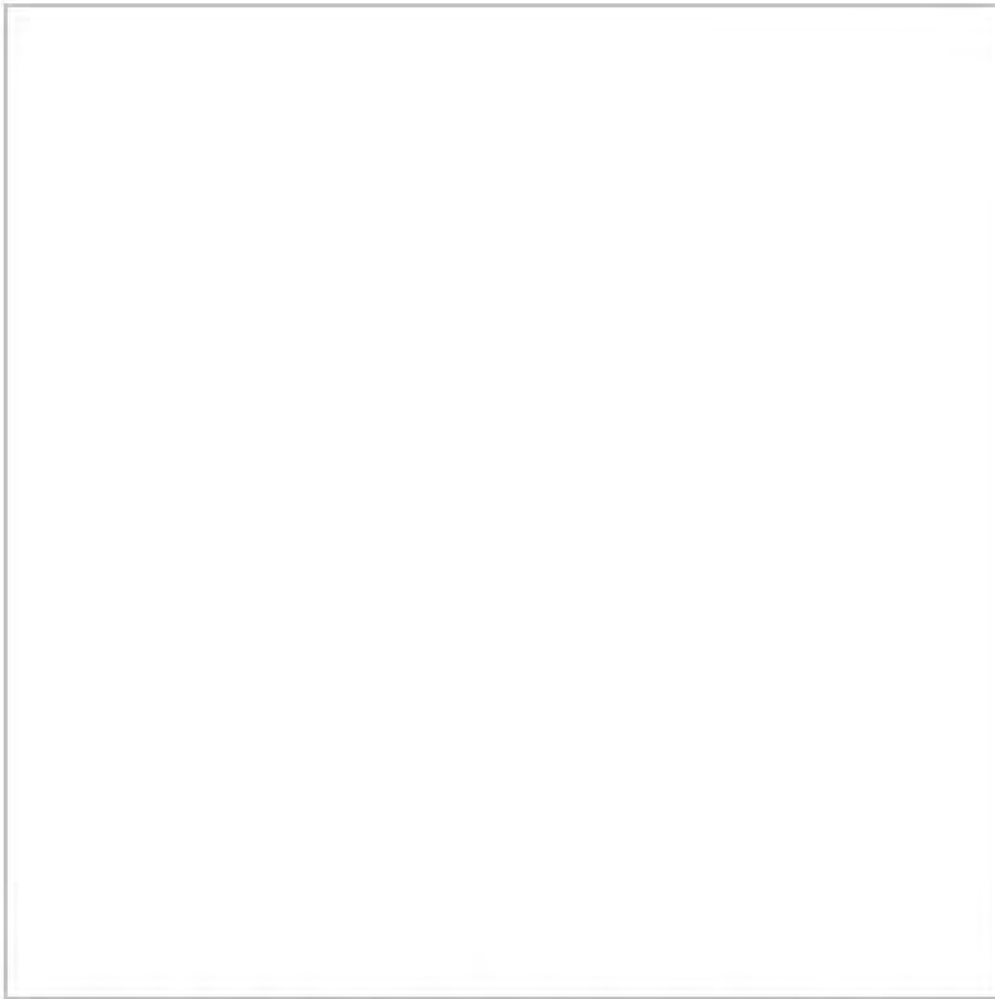
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**From:** Education Dive: Higher Ed  
**To:** [Adriana L. Garza](#)  
**Subject:** Sept. 14 - What changed in this year's US News ranking | Walden U sold in \$1.5B deal  
**Date:** Monday, September 14, 2020 5:01:44 AM

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# HIGHER ED DAILY

Sept. 14, 2020 | Today's news and insights for higher ed leaders

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## **Rising to the 2020 Challenge**

This is an incredibly tumultuous moment. Effective campus leaders are bringing safety, well-being, and inclusion to the center of the mission and business of higher education. [Learn more.](#)

---

## **Here's what changed in this year's U.S. News college rankings**

The publication is taking a closer look at student debt and letting test-blind schools onto the list.

---

## **Adtalem to buy Walden U in \$1.5B deal expanding healthcare programs**

Laureate Education is selling the for-profit online college, which enrolls around 50,000 students, as it looks to grow outside the U.S.

---

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## **Protecting students in a virtual world**

As education grows increasingly digital, university leaders need to prioritize cybersecurity in order to protect their students. Discover how Indiana Wesleyan University implemented a new cybersecurity strategy in [this playbook](#).

---

## UC Berkeley's Clery Act fine part of new Ed Dept pattern, experts say

The agency is beefing up enforcement of the public disclosure law, hitting the California university with a \$2.4 million sanction.

[Read more news](#)

## FEATURED RESOURCES

FROM: Ocelot

### The Socially Distant Student Services Toolkit

- [\[Whitepaper\] Amid COVID-19, An Opportunity to Scale Access & Advising](#)
- [\[Playbook\] Going Virtual With Student Services](#)
- [\[Guide\] 10 Must-Ask Questions When Considering AI Chatbots](#)

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PLAYBOOK

### 5 Secrets to Driving Self-Service Adoption in Higher Ed

By Brand Studio

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 USA TODAY

**'Astonishingly risky': COVID-19 cases at colleges are fueling the**



## **nation's hottest outbreaks**

---

THE NEW YORK TIMES

### **How Colleges Became the New Covid Hot Spots**

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LOS ANGELES TIMES

### **Cal State universities will stay online all year amid COVID-19 pandemic**

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BLOOMBERG

### **It's Hard to Keep a College Safe From Covid, Even With Mass Testing**

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THE CHRONICLE OF HIGHER EDUCATION

### **This Tenured Professor Said His College's Reopening Plans Risked Deaths. That's Now in His Personnel File.**

Suggest a story we should read

## **UPCOMING EVENT**

---

### **Relationships for Learning in the Connected Classroom**

Sept. 22, 2020 - Sept. 22, 2020 | Webinar 12pm ET

## **COMPANY ANNOUNCEMENTS**

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Press releases from companies in your industry.

### **Gaggle Reports Over 95% of School Districts Renew Their Partnerships; Districts in 42 States Implement Gaggle's Student**

# Safety Services During Remote Learning

Press release from Gaggle

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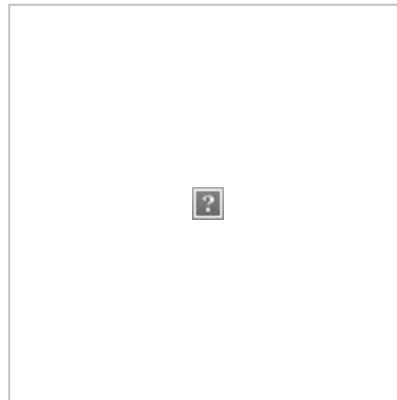
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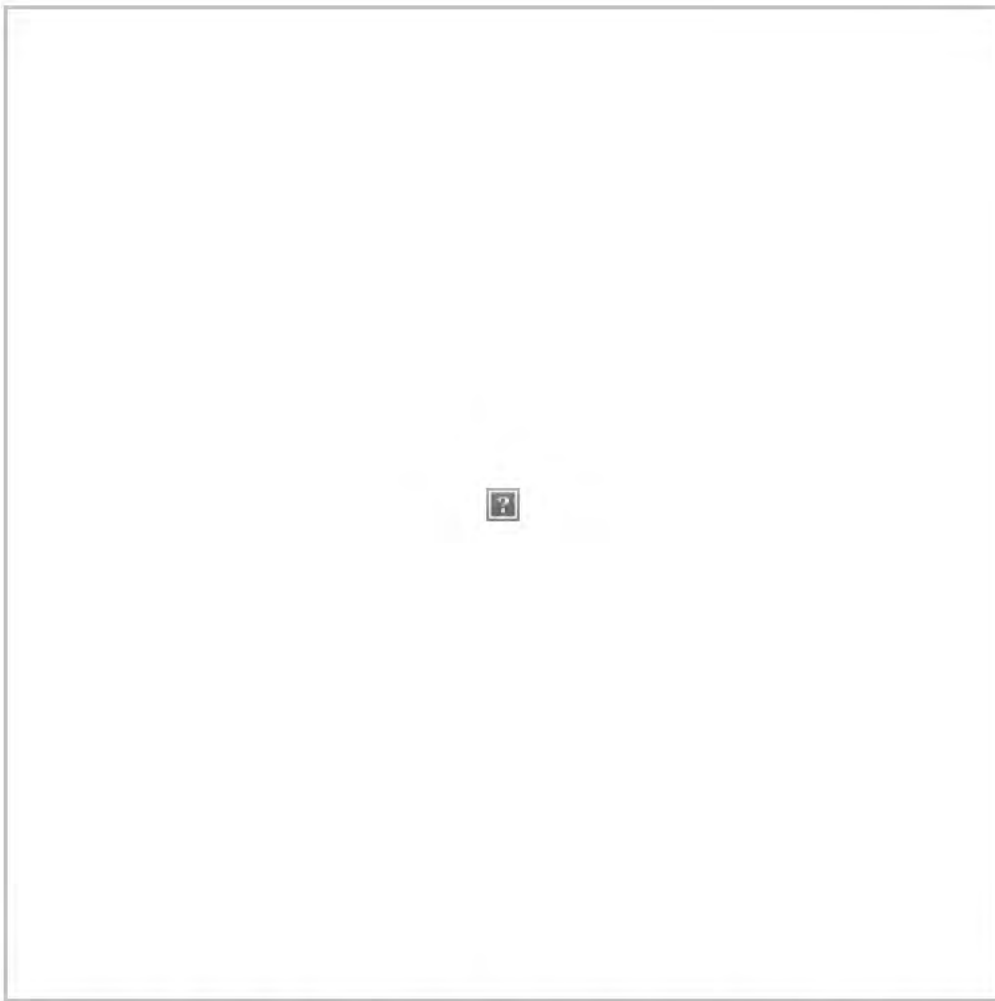
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**From:** Education Dive: Higher Ed  
**To:** Adriana L. Garza  
**Subject:** Sept. 18 - UNC's leader gets more power | Mental healthcare goes remote  
**Date:** Friday, September 18, 2020 5:00:21 AM

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Sept. 18, 2020 | Today's news and insights for higher ed leaders

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This is an incredibly tumultuous moment. Effective campus leaders are bringing safety, well-being, and inclusion to the center of the mission and business of higher education. [Learn more.](#)

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## **UNC expands system president's power to pick campus leaders**

Faculty widely oppose the change, which allows Peter Hans to introduce candidates for chancellorships.

---

## **Colleges go virtual to address growing mental health needs**

The pandemic is taking a toll on students' well-being, and some schools are using remote tools to bolster counseling.

---

UPDATED

## **Tracking how the coronavirus is impacting colleges**

SUNY's union faculty and staff to be included in surveillance testing. Plus, more news from this week.

---

UPDATED

## U of Michigan graduate workers end strike, but pressure on university remains

Votes of no confidence in the university's president and its reopening plans narrowly failed Wednesday.

[Read more news](#)

### FEATURED RESOURCES

FROM: Ocelot

#### The Socially Distant Student Services Toolkit

- [\[Whitepaper\] Amid COVID-19, An Opportunity to Scale Access & Advising](#)
- [\[Playbook\] Going Virtual With Student Services](#)
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#### Next Steps for Digital Course Materials: Cost & Workflow Optimization

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#### How to Humanize Asynchronous Online Learning

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## WHAT WE'RE READING

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BOSTON GLOBE

**State to head up contact tracing at Boston College amid COVID-19 outbreak**

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**3 Takeaways From the Appeal of the Harvard Admissions Lawsuit**

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INSIDE HIGHER ED

**Outbreak Stresses Town-Gown Relations in Wisconsin**

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THE NEW YORK TIMES

**Is Coronavirus Affecting the Hearts of College Athletes?**

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CLARION LEDGER

**State auditor investigating Ole Miss professor who participated in strike**

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## COMPANY ANNOUNCEMENTS

Press releases from companies in your industry.

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**Gaggle Announces a New Service: Gaggle Therapy**

Press release from Gaggle

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**LearnWell Acquires Comprehensive Counseling to Expand Range of Services Supporting K-12 Students' Mental Health**

## Needs

Press release from LearnWell

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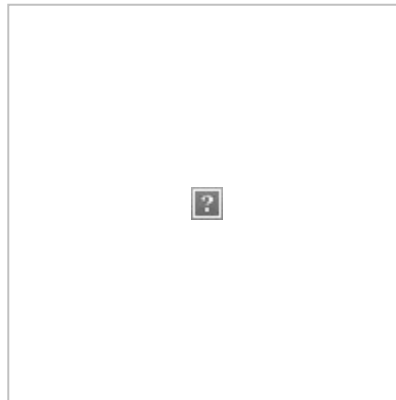
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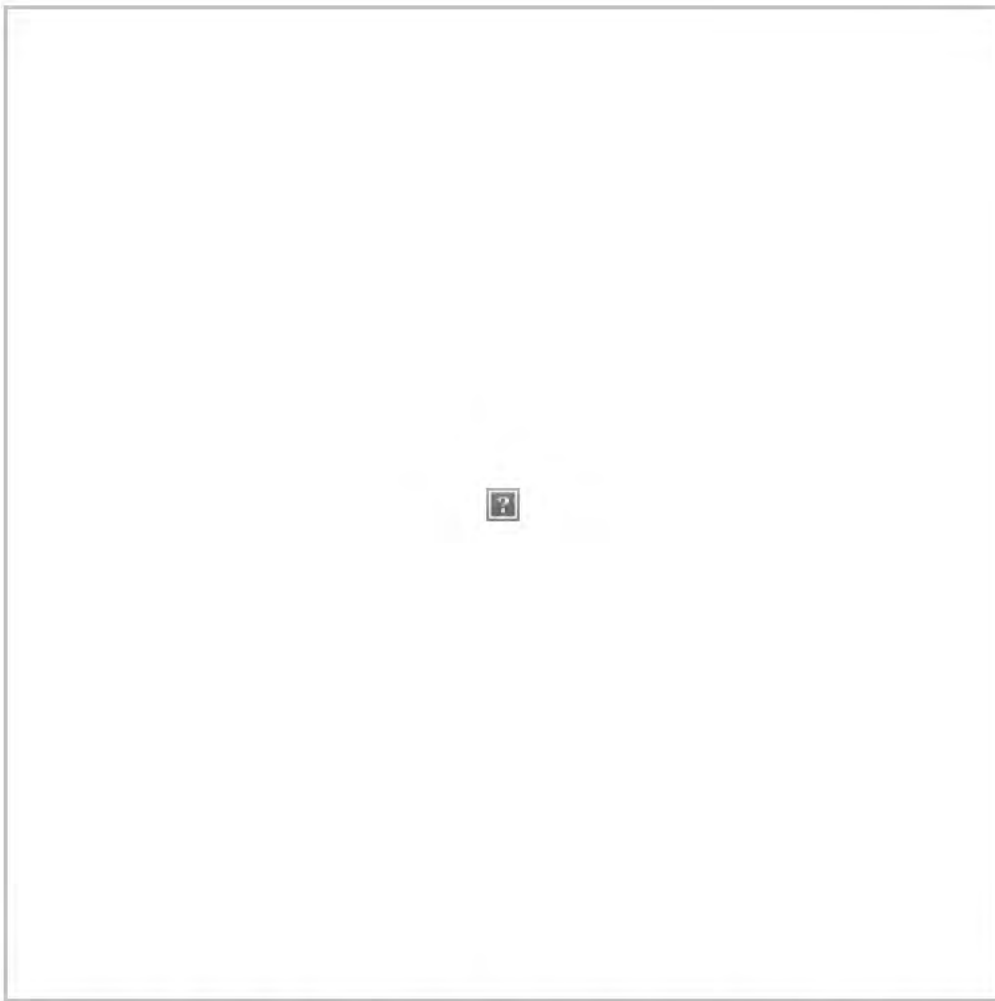
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**From:** [New Atlas](#)  
**To:** [William Smith](#)  
**Subject:** Smell of Parkinson's finally identified, early detection test on the way  
**Date:** Thursday, March 21, 2019 10:02:20 AM

## MEDICAL

### Smell of Parkinson's finally identified, early detection test on the way



A team of scientists has solved the mystery of the strange Parkinson's disease smell, revealing a number of skin-secreted volatile biomarkers can be detected in patients suffering from the disease. The next step for the research is to turn this discovery into an early-detection tool. [Read more](#)

## SCIENCE

### Brain aging could explain why time feels like it moves faster as we get older

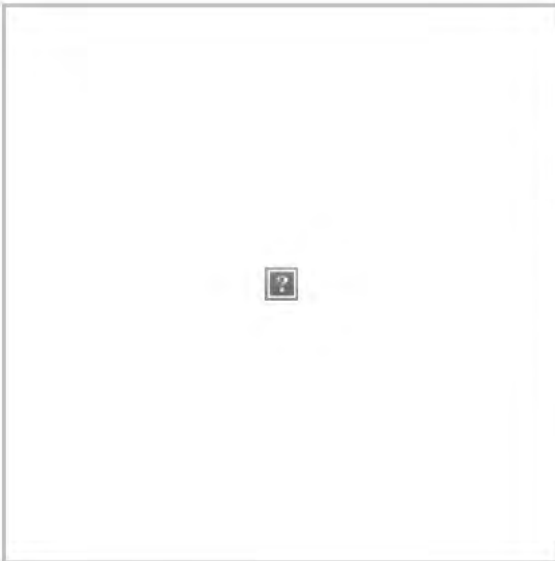


The subjective sense that time moves faster as we get older is a universal one, and over the years scientists have proffered a number of different explanations as to why this happens. A new and strange hypothesis attempts to explain the phenomena, and it has to do with our aging brains. [Read more](#)

## SPECIAL PROMOTION FOR NEW ATLAS READERS

### Put an end to unproductive meetings once and for all with this tool

Reclaim the time you waste in



unproductive meetings. With several powerful features to keep meetings focused and efficient, RingCentral Meetings allows teams to connect and collaborate face-to-face via HD video conferencing from any device, anywhere in the world. The best part? It's free to try now. [Read more](#)

## **BICYCLES**

### **Brooklyn builder skewers bike lighting tech**



We've already seen bike lights that are built into the stem, rims, fork, brakes, bars and even the kickstand. Jesse Iozzio, however, is trying something new – the Brooklyn-based entrepreneur's Integrated Bike Lights are incorporated into the wheel hubs' quick release skewers. [Read more](#)

## **BICYCLES**

### **A not-so-Normal approach to building wooden bikes**



Although wooden-frame bikes may not be a common sight out on the street, they're plentiful at events such as the North American Handmade Bicycle Show. So, what makes one stand out THERE? Well, it helps if it's made in a non-traditional manner – which is the case with Normal Bicycles. [Read more](#)

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## SCIENCE

### Super potent, high-THC marijuana associated with increased rates of psychosis



A study examining the association between potent marijuana, frequency of use and psychosis has revealed a link between stronger marijuana and higher incidences of psychotic disorders. The research suggests limiting THC concentrations may reduce mental health issues associated with the drug. [Read more](#)

## OUTDOORS

### Suspended cliff-hugging camp pads, underwater cabins and city-top tents feature in futuristic campgrounds



KOA rockets ahead to the year 2030, showing a futuristic vision of camping. Much more than just campground Wi-Fi, solar panels and EV charging, its "Campground of the Future" looks to bring people closer to nature than ever, in ways that mimic some of today's most stunning architecture. [Read more](#)

## ARCHITECTURE

### Europe's first underwater restaurant offers views of the seabed

Visitors to Norway can now dine both on



and with fish in an impressive new restaurant by Snøhetta. Appropriately named Under, the building is part-sunk into the sea and is encased in a concrete shell designed to withstand the harsh conditions on the seabed of Norway's rugged southern coast. [Read more](#)

#### **AUTOMOTIVE**

### **Thor Motor Coach explores new roads with solar-powered, multi-sport camper van**



Best known for huge motorhomes and trailers, Thor Industries became the world's largest RV manufacturer when it purchased Germany's Erwin Hymer Group. Now it's showing a little bit of city-friendly European camper van sensibility with the Sequence concept, a loaded Ram ProMaster adventure van. [Read more](#)

#### **ROBOTICS**

### **Robotic "particles" swarm together to move towards the light**

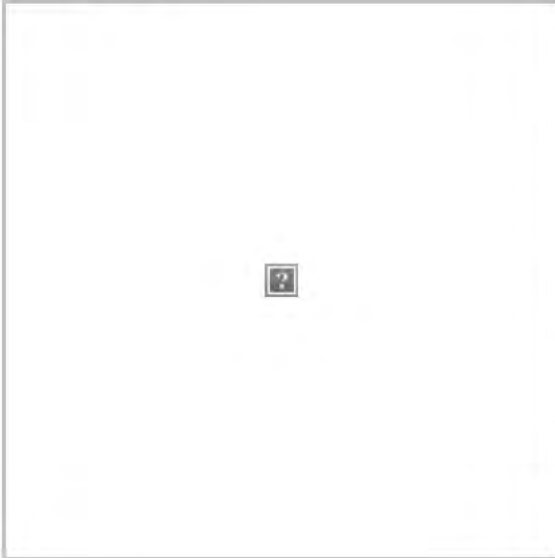


Most robots are usually made to do one particular job, so they're not very adaptable to new situations. But researchers at MIT, Harvard, Columbia and Cornell Universities have developed particle robots – simple circular devices that can connect to each other magnetically to move and work as a swarm. [Read more](#)

#### **SPECIAL PROMOTION FOR NEW ATLAS READERS**

### **Fast Track Your Fluency with a New Approach to Learning**

## Languages



We all remember our old language classes from high school, filled with dry vocabulary and rehearsed sentences that make you come off about as convincing as a gas station burrito. Mondly takes a different approach to getting you fluent with the language of your choosing. Using state-of-the-art speech recognition, Mondly knows how to listen to your words and phrases and only gives positive feedback if you speak clearly and correctly. [Read more](#)

### MUSIC

## iRig Micro Amp comes with built-in USB interface



IK Multimedia has announced a new practice amp with an integrated digital interface. The iRig Micro Amp allows bedroom guitarists or street performers to tap into a modeling universe of digital tone, either plugged into the mains or running on battery power. [Read more](#)

### ARCHITECTURE

## Work begins on world's longest single-mast, asymmetric cable-stayed bridge



Construction has begun on a new Zaha Hadid Architects-designed bridge in Taiwan that's billed as the world's longest single-mast, asymmetric cable-stayed bridge. Due to open in 2024, the Danjiang Bridge is a massive project with a considerable budget of NT\$12.49 billion (US\$405.2 million). [Read more](#)

## MEDICAL

### Revolutions: The incredible potential of induced pluripotent stem cells



This installment of our Revolutions series brings you up to date with the groundbreaking new discoveries made around the regenerative possibilities of induced pluripotent stem cells, which can theoretically be coaxed into any kind of cell in the human body. [Read more](#)

## SPACE

### Colossal X-ray "chimneys" discovered at center of the Milky Way



It's hard to really understand the large-scale structure of the Milky Way. Now, astronomers have peered towards the center of the galaxy using the ESA's X-ray telescope XMM-Newton, and discovered two colossal "chimneys" pumping huge amounts of energy and gas out into intergalactic space. [Read more](#)

## MATERIALS

### Corn-based lacquer heals its scratches when heated



It's certainly a hassle when a car gets a big paint-scratch, but smaller scratches in its clear coat are much more common and still unsightly. A new corn-based transparent finish could help, as its scratches heal up when subjected to heat. [Read more](#)

## VR

### Oculus Rift S ups the resolution, adds built-in sensors for



## improved VR



Oculus has released other virtual reality headsets since the original Oculus Rift launched to consumers in January 2016, but now we have its true successor. The Oculus Rift S increases the optical resolution, removes the need for external sensors, and improves the comfort and fit too. [Read more](#)

### URBAN TRANSPORT

## Self-driving shuttles heading to New York and California



MIT spin-off Optimus Ride has announced today that its autonomous shuttles will shortly be transporting workers around geofenced areas of the Brooklyn Navy Yard and ferrying residents along defined routes in the 80 acre private community of Paradise Valley Estates in Fairfield, CA. [Read more](#)

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**To:** [Todd M. Burris](#)  
**Subject:** Solve Crimes Instantly with Clearview AI - request a free pilot today  
**Date:** Thursday, August 20, 2020 11:03:56 AM

Clearview AI: Law Enforcement's Largest Facial Identification Database

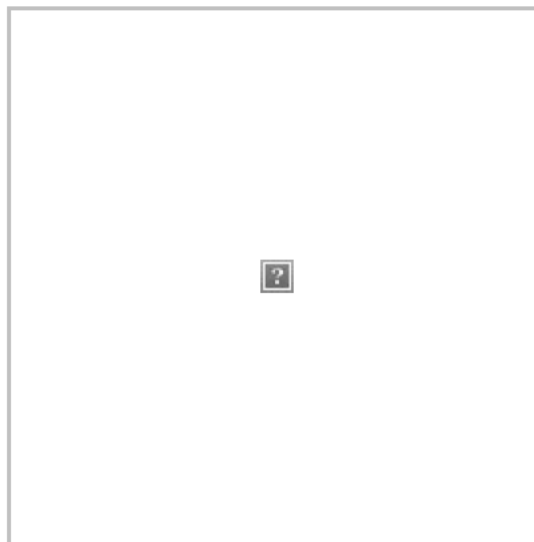
# CLEARVIEW AI

Law Enforcement's Largest  
Facial Identification Database

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Clearview AI is a cutting-edge investigative tool used by law enforcement agencies to help efficiently identify perpetrators and victims of crimes.

Clearview AI's technology has helped law enforcement track down hundreds of at-large criminals, including pedophiles, thieves, terrorists, and sex traffickers. It has also been used to help identify victims of human trafficking, child sex abuse, and financial fraud.



Clearview AI helps generate investigative leads by searching uploaded images against public web sources, including news media, mugshot websites, and public social media. Agencies can also import their own private mugshot database of any size.

"Clearview AI has helped us identify child victims and perpetrators in record time on child exploitation investigations. It's also helped me in financial fraud cases to uncover multiple accounts on suspects. We have used it every day in human

"Clearview AI is hands-down the best thing that has happened to victim identification in the last 10 years. Within a week and a half of using Clearview AI, [we] made eight identifications of either victims or offenders through the use of

trafficking investigations and it has helped us to identify more victims than any other resource!"

**- Federal Human Trafficking Investigator**

this new tool."

**- Detective, Sex Crimes Unit**

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### Reduce Crime Rates

Clearview AI empowers law enforcement agencies to solve cases faster. Quick identifications lead to early apprehensions and lower crime rates, protecting communities and saving their police departments money.



### Increase Productivity

Clearview AI allows agencies to address manpower and resource deficiencies by providing high quality investigative leads with fewer resources expended.



### Increase Officer Safety

Clearview AI helps agencies uncover actionable intelligence and increase situational awareness with powerful tools including the ability to generate watchlists and alerts, validate identity in the field, and identify missing or lost persons, or persons unable to identify themselves.

2,000+ law enforcement agencies trust Clearview AI to help their officers save valuable time and fight crime. Request a free pilot for your agency today.

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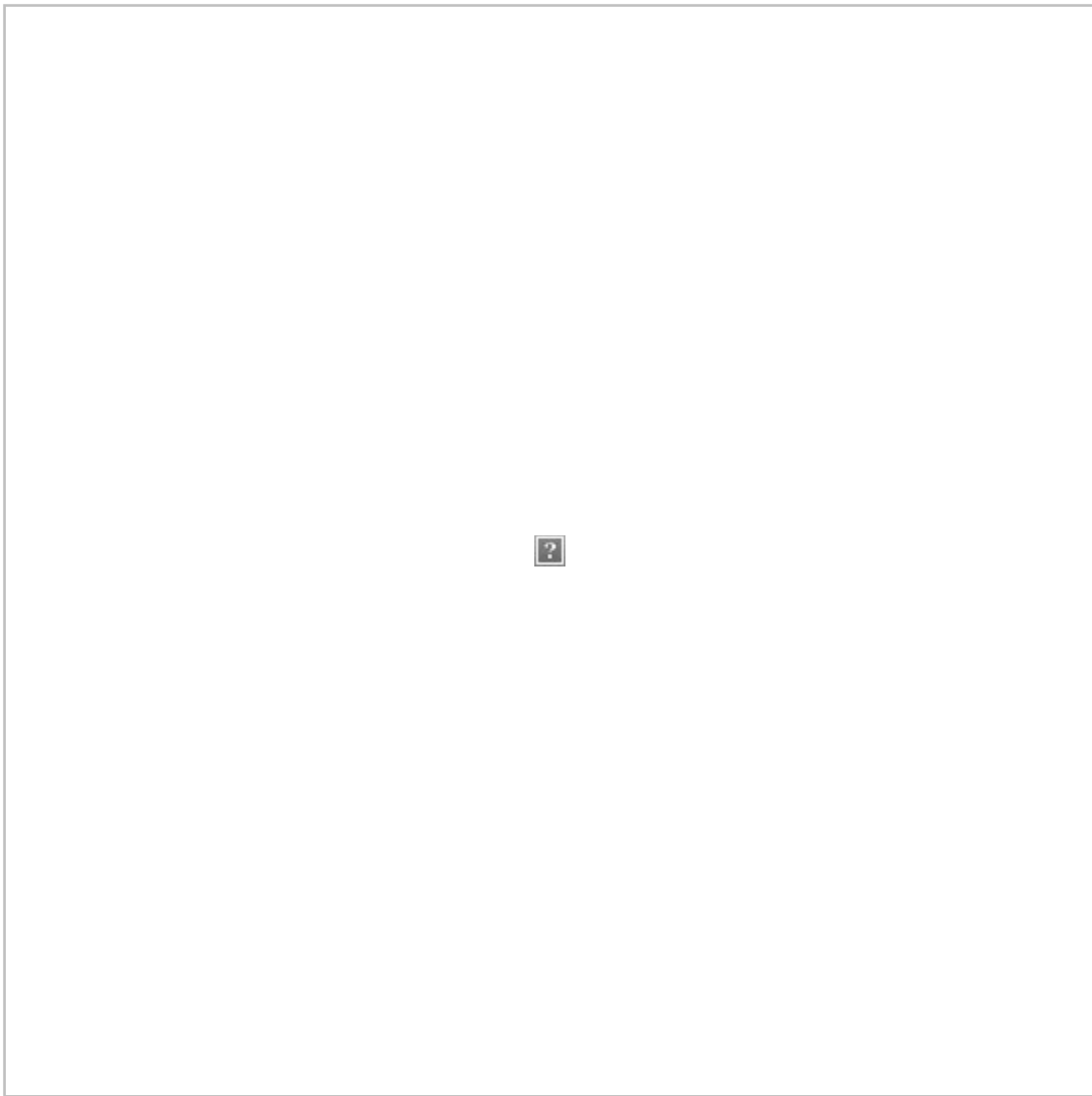
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331 54th Ave N.  
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**From:** [Laura Sheehan](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Special offer on Summer Enrollment Campaign  
**Date:** Tuesday, March 16, 2021 10:08:13 AM

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## Special offer on Summer Enrollment Campaign

If you're accepting applications throughout the summer, get your message out with a **Summer Enrollment Campaign** that reaches:

- Late-to-enroll first-year

students

- Transfer prospects
- Parents

Calculate will create a digital campaign that:

- Delivers leads and conversions
- Markets your institution's success

Summer Enrollment Campaign tactics include:

- Social Media Marketing (Facebook, Instagram, Snapchat)
- Search Engine Marketing (Google Ads)
- Data Targeting/Geofencing
- Website Retargeting

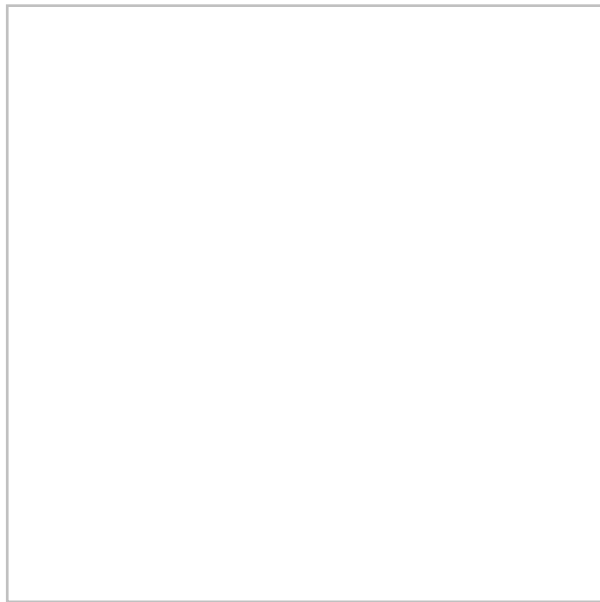
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- Hosting of landing pages (if needed)
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Cost: \$6,500 plus media buy

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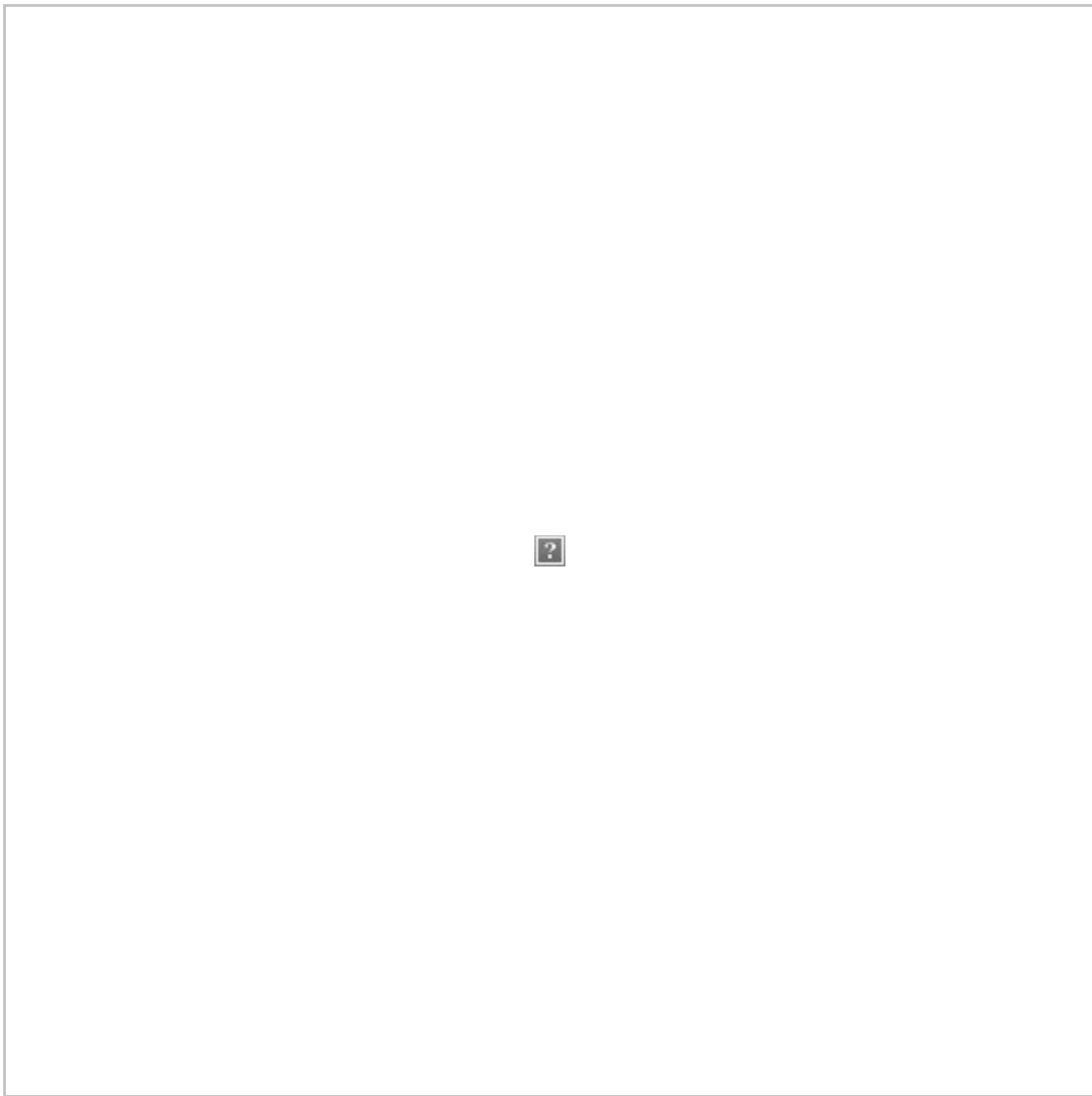
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**From:** [Laura Sheehan](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Still accepting applications? Generate new leads with a Strategic Digital Marketing Campaign  
**Date:** Wednesday, February 5, 2020 8:06:38 AM

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## **Still accepting applications? Generate new leads with a strategic digital marketing campaign**

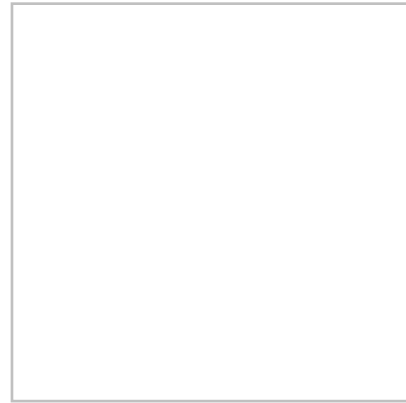
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**From:** [Navigate360](#)  
**To:** [Ryan Scott Webb](#)  
**Subject:** Subject Line: ALICE Training Is Now Virtual  
**Date:** Wednesday, September 30, 2020 11:04:36 AM

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The pandemic has changed the way your organization has had to address safety. To address the needs of our customers during this period of social distancing, we are now offering a completely [virtual ALICE Training experience](#) for organizations of all sizes.

#### Prepare From Where You Are

- Access the standard in Active Threat Response Training from anywhere.
- Train with multiple ALICE Trainers for unique insights and takeaways.
- Get training tailored to your specific industry.
- Save on training costs with virtual delivery.

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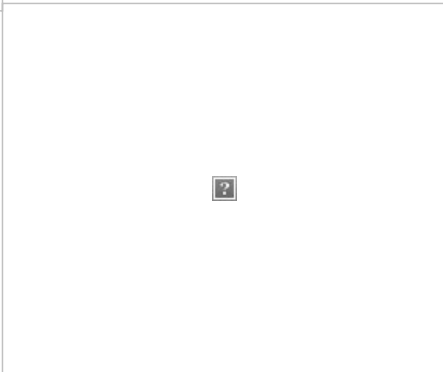


**From:** [Tech & Learning](#)  
**To:** [Val Ramirez](#)  
**Subject:** Tech & Learning Top Stories: Bold edtech predictions for 2016  
**Date:** Monday, January 4, 2016 1:21:58 PM

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Happy New Year! Now that we're all back to business, let me share with you my collection of edtech prognostication for the coming year. Susan Patrick at the International Association for K-12 Online Learning (INACOL) posts a long list that includes personalized professional development, data informed decisions, and mobile learning. Across the pond, the ICT evangelist Mark Anderson chimes in: "Quite rightly, more and more the governing bodies of schools across the land want to see impact from the investment in technologies that take place in the schools that they serve. 2016 should be about making that happen. Making it clear. Making it obvious." Finally, Tom Vander Ark goes into micro-credentials, augmented reality, and more in [Education Week](#). I will be bookmarking these for this time next year to score the results! —**Kevin Hogan, Content Director**



## Top Stories from Around the Web and [techlearning.com](#)

- [Stop Herding Students By Bells - Teach Them These 4 Calendar Tips](#)
- [The Superintendent Who Turned Around A School District](#)
- [Did you win a #Deanie?](#)
- [New Tool Helps Districts Evaluate Ed-Tech Companies' Claims of 'Evidence'](#)
- [How Hashtags Can Empower You in 2016](#)
- [County district ushers in new era of technology](#)
- [What I learned in #hourofcode](#)
- [Social media monitoring ushers in a new era in school security and safety](#)
- [From the Principal's Office: Do PISA Scores Really Mean Anything? Not Much!](#)
- [School Districts Are Standing In The Way Of Public School Edtech](#)

## Poll Question of the Week

- [Are you concerned about the privacy of your school's data? Click here to vote.](#)



Liz Kolb @lkolb  
82% of school districts do not have a current initiative to address Internet access outside of school. via @CoSN 2014 survey #digitalequity

## Blog Quote of The Day

There is nothing more vital to our professional roles than good feedback that paints a picture not only of what we are doing well, but areas where we can either become much better or outright improve. It helps us to develop both goals and objectives that guide our work in our respective roles. — **Eric**

Sheninger

## Tech & Learning Live

Insight and innovation for technology leaders. Join us at an upcoming event:

- Atlanta -- February 26, 2016
- Boston -- April 29, 2016
- Chicago -- May 6, 2016

## Additional Resources

- [Improving Student Performance at Reduced Costs:Tennessee Schools Turn to the Cloud](#)
- **Upcoming Webinar:** [Redefining Learning to Achieve More](#)
- **EBook:** [Intel-Based Chromebooks in Schools](#)
- [5 Things to Know About How IoE Will Effect K-12](#)
- [Navigating The Digital School](#)

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**From:** Tech & Learning  
**To:** Val Ramirez  
**Subject:** Tech & Learning Top Stories: Hurricane-Related Relief Efforts Continue  
**Date:** Monday, November 20, 2017 9:55:49 AM

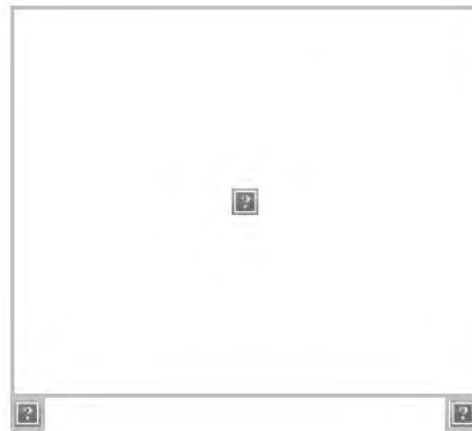
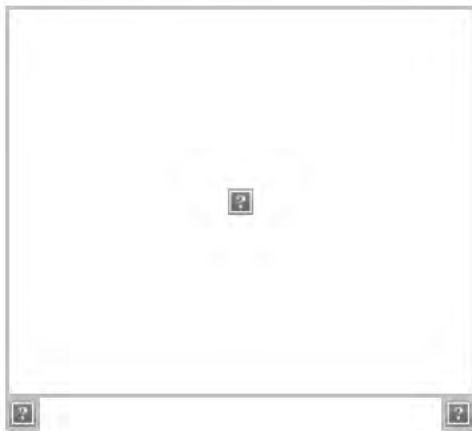

**Tech&Learning Daily News** **Christine Weiser - Editor**

Tech&Learning Daily News





It's been a few months since hurricanes Harvey, Irma and Maria hit, but there are still four-and-a-half million students in nearly 9,000 schools affected by the enduring damages, delays, and closures due to their effects. In an effort to support these schools, the FCC opened an extended period for affected schools to access special funding breaks through the federal E-rate program. These include opening a second application window for the 2017 funding year from November 13 through December 13 and increasing funding for schools that experienced a 5 percent or more surge in enrollment due to displaced students. (Click [here](#) to read the full relief offerings from FCC.) Social media has also helped to raise additional funding to affected schools, such as efforts by groups like [DonorsChoose.org](#). "These very sweet kiddos went through evacuating their flooded homes to a school that was also damaged by the flood," writes one Texas elementary school teacher on the DonorsChoose website. "They have lost so much and have been through a devastating tragedy. I want them to know I believe in them and they can do anything." (Read more stories [here](#).)



## Top Stories From Around The Web And Techlearning.com

- **Call for Proposals Open for T&L Live Boston April 27** (click here to submit) **and T&L Live Chicago May 11** (click here to submit)
- **A Comprehensive Keyboarding Solution for All Ages**
- **Translation Tools To Connect With Students Who Speak Multiple Languages**
- **Creating Six-Word Memoirs**

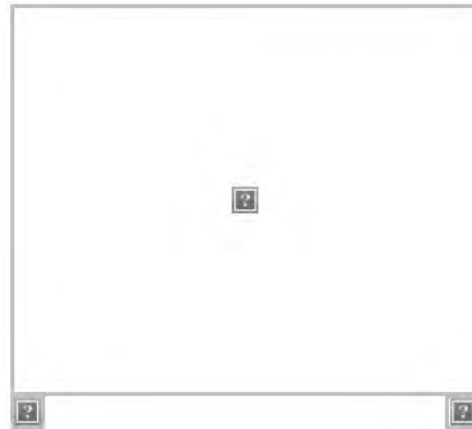
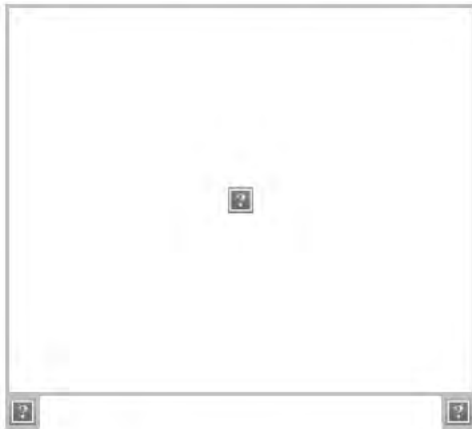
- [Gaggle Announces Statewide Partnerships with Pennsylvania and South Dakota Consortiums](#)
- [DIY Video Lesson to Illustrate Process Analysis](#)
- [Alma and Canvas Partner](#)
- [K-12 Grants Central](#)
- [WittyWe Launches New Video-based Learning Environment](#)
- [Don't Just Teach Kids to Code – Teach Them to Question Facebook and Google](#)

## Stellar Service Awards

Tech & Learning's Stellar Service Awards are upon us and we need your help! We are asking you, the reader, to vote for this year's winners between now and November 22nd. [Vote here.](#)

## Poll Question Of The Week

- **Are you using augmented or virtual reality in your schools?** [Click here to vote.](#)



## Today's Top Tweet

Tom Murray @thomascmurray

Hundreds of FREE resources are available in the #FutureReady Dashboard, here:  
[dashboard.futurereadyschools.org/framework](http://dashboard.futurereadyschools.org/framework)

## Blog Quote Of The Day

Thanks to long years of education being kicked around by politicians, the pressures wrought by targets and inspections and the effects of the public sector pay cap, there is an on-going recruitment crisis in teaching as a whole, with computing among the most obvious casualties. – John Harris

## Tech & Learning Live

- [Boston – April 27, 2018](#)
- [Chicago – May 11, 2018](#)

## Additional Resources



- Agile makerspaces and mobility
- Personal, portable education today
- One-to-one learning 2.0
- How to Handle Device Management
- How can technology help students get more sleep?
- Digital Curriculum
- Sound Instruction: The Audio Perspective
- Case Study: Replacing Tablets With More Modern Hybrid Devices
- Case Study: Laptop Development Program

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**From:** [Don K. Grote](#)  
**To:** [ROCIC CIU](#)  
**Subject:** The Homeland Security News Briefing for Thursday, October 18, 2018  
**Date:** Thursday, October 18, 2018 11:09:57 AM

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**Don K. Grote**  
**Texas Law Enforcement Coordinator**  
**Regional Organized Crime Information Center**

## **The Homeland Security News Briefing**

**TO: THE SECRETARY AND SENIOR STAFF**

**DATE: THURSDAY, OCTOBER 18, 2018 5:00 AM EDT**

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- + [Spokane, WA City Council Mulls Limits On Border Patrol.](#)

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## **Leading DHS News:**

### **ILLEGAL IMMIGRATION UP SINCE COURTS BLOCKED "ZERO TOLERANCE" ENFORCEMENT.**

The [Washington Post](#) (10/17, Dawsey, 12.5M) reports that "the number of migrant parents entering the United States with children has surged to record levels in the three months since President Trump ended family separations at the border, dealing the administration a deepening crisis three weeks before the midterm elections." According to the Post, which cites unpublished DHS data, "Border Patrol agents arrested 16,658 family members in September, the highest one-month total on record and an 80 percent increase from July." The Post adds, "Large groups of 100 or more Central American parents and children have been crossing the Rio Grande and the deserts of Arizona to turn themselves in, and after citing a fear of return, the families are typically assigned a court date and released from custody."

The [CBS Evening News](#) (10/17, story 5, 0:20, Glor, 5.6M) briefly reported there were a "record" number of migrant families that entered the US illegally last month. Almost "17,000 families were arrested, according to government figures obtained by the Washington Post. The increase began when the Trump administration stopped separating migrant families entering illegally."

To the [Los Angeles Times](#) (10/17, Linthicum, 4.26M), the rise in illegal border crossings presents the Administration with "a deepening crisis three weeks before the midterm elections." Adds the Times,

“Having campaigned on a promise to stop illegal immigration and build a border wall, Trump now faces a spiraling enforcement challenge with no ready solutions.”

[Axios](#) (10/17, Allen, Kight, 591K) reports, “Why it matters: The Trump administration’s severe measures to deter border crossings don’t appear to be working.”

## **Border Wall:**

**CONSERVATIVES WORRIED TRUMP WILL TRADE “DREAMERS” PROTECTIONS FOR WALL FUNDING.** [The Hill](#) (10/17, Zanona, 3.31M) reports that congressional conservatives are “growing worried that President Trump and GOP leaders will strike a slimmed-down immigration deal during the lame-duck session if Democrats win back the House in November.” According to the Hill, “Republicans fear that Trump, who relishes in the role of dealmaker, will be eager to provide protections for hundreds of thousands so-called Dreamers in exchange for a \$25 billion border wall, and that he might do so without getting any other concessions from Democrats if he thinks it’s his last chance to secure funding for the wall.” However, the Hill says “it’s highly unlikely that immigration hard-liners like White House senior adviser Stephen Miller would back legislation that trades Dreamers for the wall.”

## **Border Security:**

**CBP OFFICIAL: IT REMAINS ILLEGAL TO BRING MARIJUANA INTO US FROM CANADA.** The [AP](#) (10/17) reports from Detroit, “U.S. officials are reminding travelers that it remains illegal to bring marijuana into the United States at border crossings despite the legalization of the drug in Canada.” The AP adds, “U.S. Customs and Border Protection representative Christopher Perry says the implementation of the new Canadian law on Wednesday thus far has had little effect on the flow of traffic along the border.” Perry, “CBP’s director of field operations in Michigan, talked to reporters at the Detroit-Windsor Tunnel, which connects Detroit with Windsor, Ontario,” and “according to Perry, U.S. border agents are asking the same kinds of questions of travelers that they did prior to the change in Canadian law, adding that agents generally will not ask routine questions about marijuana use.”

**CBP: GUATEMALAN MAN PRETENDED TO BE MINOR TO SEEK US ASYLUM.** The [El Paso \(TX\) Times](#) (10/17, Martinez, 124K) reports, “A 21-year-old man was arrested after allegedly pretending to be an unaccompanied child seeking asylum at the Paso Del Norte Port of Entry.” Baltazar Almicar Nolasco Pascual “along with a pregnant woman and several other migrants were taken from Mexico to the port of entry Sunday by members of a non-governmental organization, U.S. Customs and Border Protection officials said.” The Times adds, “CBP officers questioned the group and allegedly found that Pascual was using his minor cousin’s Guatemalan birth certificate.” Pascual, “of Guatemala, was arrested on suspicion of giving false or misleading representation, officials said. He was then booked into the El Paso County Jail.”

## **Aviation Security:**

**TSA SPONSORS K9 EXPLOSIVES TRAINING CENTER IN SAN ANTONIO.** The [San Antonio Express-News](#) (10/17, Baugh, 1.16M) reports, “It’s the ninth week of training for Class 1808-P and Nicole Osterman has learned just as much about her partner, a Labrador named Derby, as she has about the security work they’re doing together. ‘These dogs are amazing,’ she said, standing outside of a mock aircraft cabin. ‘We’re pairing their instinct with providing security to the United States. To be able to do that is a great thing.’” Osterman, 25, and Derby “are one of 10 teams going through the Transportation Security Administration’s national explosives detection canine program, located at Joint Base San Antonio-Lackland.” According to the Express-News, “Each year, more than 200 canine teams from across the country train at Lackland to learn how to detect potentially explosive materials that could be a threat to transportation systems.” Lackland “has conducted the canine program since 1972; in 2016, TSA opened a \$12 million center at the air base, including new classrooms, an administrative office and a 100-seat auditorium.”

**TSA STOPS MAN WITH COLLAPSIBLE RIFLE AT BWI.** The [Baltimore Sun](#) (10/17, Meehan, 770K) reports, "The Transportation Security Administration stopped a man at Baltimore/Washington International Thurgood Marshall Airport from boarding a plane with a collapsible rifle on Friday." TSA agents "found the .40 caliber rifle in a 22-year-old Hagerstown man's carry-on luggage when it went through an X-Ray machine, according to the TSA." According to the Sun, "The gun was not loaded, and the man claimed he did not know it was in his luggage because his mother packed his bag, according to the TSA." The man, "whose name was not immediately available, was charged with illegally possessing a firearm, violating airport security procedures and having a weapon in an airport, according to a TSA official."

## **Immigration Policy:**

**MEXICO SIGNALS IT WILL NOT ALLOW MIGRANT CARAVAN TO TRAVEL TO US.** The [AP](#) (10/17, Sonia Perez D.) reports that "more than 2,000 Honduran migrants traveling en masse through Guatemala resumed their journey toward the United States on Wednesday as" President Trump "sought to turn the caravan into a political issue." After "warning Central American governments they risk losing US aid if they don't do something... Trump turned his sights on Democrats and urged Republican allies to campaign on border security." The AP reports that earlier Wednesday, Mexico's Foreign Relations and Interior Departments "said that anyone in the caravan with travel documents and a proper visa will be allowed to enter, and anyone who wants to apply for refugee status can do so." However, their statement "said all cases must be processed individually, suggesting that authorities have no intention of letting the migrants simply cross the border en masse without going through standard immigration procedures."

[The Hill](#) (10/17, Bernal, 3.31M) reports "Mexico's move is the latest in a series of actions by regional governments to separate themselves from the caravan, after Trump tweeted Tuesday that he informed Honduran President Juan Orlando Hernandez that 'if the large Caravan of people heading to the US is not stopped and brought back to Honduras, no more money or aid will be given to Honduras, effective immediately!'"

The [Los Angeles Times](#) (10/17, Linthicum, 4.26M) reports Mexico also "sent federal forces to its southern border Wednesday," and "released images of two planes arriving in Tapachula, a Mexican city on the border with Guatemala that is a popular crossing point for migrants heading north. News reports showed hundreds of agents disembarking from the planes, some carrying riot gear."

**Honduras Calls On Caravan To Return Home.** The [Washington Times](#) (10/16, Dinan, 520K) reports "the Honduran government called on 2,000 immigrants Tuesday to give up their trek north and return home, just hours after... Trump threatened to withhold \$65 million in US money if the country's leaders don't find a way to head off the caravan." The Times adds that "Honduras's foreign ministry, in a statement reported by local news, said the caravan was being politically manipulated in order to make the country look bad, just days after leaders were in Washington promising better cooperation with the Trump administration."

**Guatemalan President Rejects Trump's "Conditions" For US Aid.** [Reuters](#) (10/17, Menchu) reports that Guatemalan President Jimmy Morales has said his government "rejects 'conditions' placed on foreign aid" after Trump threatened to "cut assistance if a Central American migrant caravan is not stopped by local authorities."

**Former Border Patrol Official Praises Trump's Warning To Central American Governments.** On [Fox News' Fox & Friends](#) (10/17, 1.18M), Brian Kilmeade interviewed former US Border Patrol official Ron Colburn, who said, "First and foremost for any government of any nation, it's incumbent on the executive office to protect its people. So I think that this is a very rational statement by the President, and hopefully Honduras, Guatemala, and El Salvador will be listening. They can be great partners. That's why we, the American taxpayers, have been sending millions of dollars to them. But it's incumbent upon them to also protect their own people rather than shove them north through Guatemala."

**DOJ WANTS HIGH COURT TO RULE ON DREAMERS IF 9TH CIRCUIT DOES NOT WITHIN TWO**

**WEEKS.** [Reuters](#) (10/17, Hals) reports that the Department of Justice announced Wednesday that it will request that the Supreme Court “intervene if an appellate court has not ruled by Oct. 31 on whether the Trump administration can end protections for ‘Dreamers’ who entered the country illegally as children.” In a letter to the 9th U.S. Circuit Court of Appeals, a DOJ lawyer “said the action would be necessary to give the litigation a chance of being heard by the Supreme Court in its current term, which ends in June.” Reuters says “the case at issue was brought by the University of California and others challenging the administration’s decision to end Deferred Action for Childhood Arrivals (DACA).”

**ICE’S RELEASE OF MIGRANT FAMILIES PRAISED, QUESTIONED.** [USA Today](#) (10/17, González, Carranza, 11.57M) reports, “As President Donald Trump prepares to visit Arizona for a pre-election rally, federal immigration authorities have not-so-quietly released hundreds of undocumented families arriving at the state’s Southern border seeking asylum in the United States.” According to USA Today, “The abrupt release of large numbers of migrant families has been welcomed by immigrant rights groups, who prefer allowing them to enter the U.S. to apply for asylum over prolonged detention, especially in the wake of the Trump administration’s “zero-tolerance” policy last summer, which resulted in the forced separation of nearly 3,000 children from their parents.” But “some advocates are concerned that the large-scale release of families has been timed by the Trump administration to fire up the Republican base leading up to the midterm elections in hopes of tipping the scales in favor of Republican candidates such as Rep. Martha McSally, a border hawk who is running neck and neck with her centrist Democratic opponent, Rep. Kyrsten Sinema.” ICE officials “announced last Monday that the agency had begun releasing families in Arizona without fully reviewing their travel plans in response to a surge of families arriving at the border and a lack of detention space.”

**NEW AGREEMENT KEEPS OPEN TEXAS IMMIGRANT DETENTION FACILITY.** The [AP](#) (10/17, Merchant) reports from Houston, “The U.S. government has quietly reached a new agreement to keep open a 2,400-bed detention facility used to detain immigrant mothers and children, in a lucrative arrangement for a private prison company and the tiny South Texas town where it’s located.” US Immigration and Customs Enforcement “last month signed a contract with the city of Dilley, where the South Texas Family Residential Center opened in 2014.” Dilley “signed a contract at the same time with CoreCivic, the private prison operator that runs the detention center, the largest facility of its kind in the U.S.” ICE “said it was replacing an arrangement dating to President Barack Obama’s administration that the Department of Homeland Security’s inspector general criticized this year as violating budget guidelines and wasting money,” but “the new arrangement has some of the same features the inspector general criticized.”

The [San Antonio Express-News](#) (10/17, Contreras, 1.16M) reports, “ICE will pay Dilley, which has a population of about 4,000, roughly \$13 million a month for the cost of detaining immigrants at the facility, according to the contracts which were first obtained by the Associated Press.” Dilley “will then send almost all of that money to CoreCivic, minus administrative fees that add up to an estimated \$438,000 a year.” Dilley “already collects annual revenue-sharing payments from CoreCivic, with \$200,000 due in December.” CoreCivic “will continue operating a facility that generated \$171 million in revenue last year, according to the Associated Press reports.”

**FIRM EYES MICHIGAN LAND FOR IMMIGRANT DETENTION CENTER.** The [Detroit News](#) (10/17, LeBlanc, 534K) reports, “A for-profit federal detention company wants to build a \$35 million immigration detention center at the site of the former Deerfield Correctional Facility in Ionia, which closed in 2009.” The facility “would house 500 to 600 Immigration and Customs Enforcement detainees and employ 264 people, said Dennis Muchmore, Gov. Rick Snyder’s former chief of staff who is now representing the developer Immigration Centers of America.” According to the News, “The plan depends on approvals from the Michigan Land Bank Fast Track Authority and the eventual request for such a facility from the federal government.” ICE “indicated in 2017 that it was looking for a facility ‘to provide suitable housing for their Detroit Field Office operations,’ according to the proposal from Immigration Centers of America.”

**WPOST URGES COMMERCE DEPARTMENT TO REMOVE CITIZENSHIP QUESTION FROM CENSUS.** A [Washington Post](#) (10/17, 12.5M) editorial says Commerce Secretary Ross is “edging ever closer to admitting that he is trying to rig the 2020 Census to help Republicans.” Ross’ admission “came in a multistate lawsuit about his decision to add a question to census forms asking respondents about

their citizenship status.” The Post argues that the “real motivation is clear: discouraging immigrants, legal or illegal, from returning census forms.” It says that “unless Mr. Ross wants to be remembered for abusing his office for partisan ends, he should reverse course immediately. If he does not, Congress must rein him in.”

## **Immigration Enforcement:**

**ICE RELEASES IMMIGRANTS IN ARIZONA AMID HOUSING SPACE CRUNCH.** [Fox News](#) (10/17, Shaw, 17.05M) reports, “Immigration and Customs Enforcement officials – faced with a lack of housing space, an agreement that limits how long they can detain families and a massive increase in the number of border crossers – are having to resort to releasing illegal immigrants and asylum seekers ‘out of the front door’ in Arizona.” According to Fox News, “Sheriff Leon Wilmot, head of the Arizona Sheriff’s Association, told Fox News that sheriffs have been told ICE has run out of available space in its detention facilities and has not been able to keep up with the pace of people crossing the border and presenting themselves at ports of entry. ‘ICE hasn’t been able to keep up with individuals coming up the border from Guatemala, Honduras and El Salvador, because they’re overwhelmed,’ he said. ‘They’re releasing them out of the front door of their facilities.’” Fox News adds, “According to Customs and Border Protection, as of September, more than 90,000 family units have been detained in fiscal 2018 along with more than 45,000 unaccompanied minors.”

**SUPREME COURT RULING LEADS TO DISMISSAL OF THOUSANDS OF DEPORTATION CASES.** [Reuters](#) (10/17, Levinson, Cooke) reports, “Liliana Barrios was working in a California bakery in July and facing possible deportation when she got a call from her immigration attorney with some good news.” According to Reuters, “The notice to appear in court that Barrios had received in her deportation case hadn’t specified a time or date for her first hearing, noting that they would be determined later,” and “her lawyer was calling to say that the U.S. Supreme Court had just issued a ruling that might open the door for her case, along with thousands of others, to be dismissed.” The Supreme Court case “involved Wesley Fonseca Pereira, a Brazilian immigrant who overstayed his visa and was put into deportation proceedings in 2006.” Reuters adds, “The initial paperwork he was sent did not state a date and time of appearance, however, and Pereira said he did not receive a subsequent notice telling him where and when to appear,” and the Supreme Court “ruled that paperwork failing to designate a time and place didn’t constitute a legal notice to appear in court.” The story adds that “over ten weeks this summer, a record 9,000 deportation cases, including Barrios’, were terminated as immigration attorneys raced to court with challenges to the paperwork their clients had received, a Reuters analysis of data from the Executive Office for Immigration Review shows.”

**US DEPORTS OHIO MAN TO MAURITANIA.** The [Cincinnati Enquirer](#) (10/17, Curnutte, 223K) reports, “A Forest Park man who had built a life with his American wife and two American children and worked legally for 14 years was deported Tuesday to Mauritania, a country that denies him citizenship.” Issa Sao, 37, “who’d been in federal immigration detention since May, was flown Tuesday on a charter flight to his native Mauritania.” According to the Enquirer, “The northwest African nation was the last in the world to abolish slavery, which U.S. government officials believe persists,” and “the CIA estimates up to 20 percent of Mauritians live in slavery; most of those enslaved are Afro-Mauritians like Sao, who lack legal status as citizens. ‘Issa is in Mauritania,’ said Lynn Tramonte, an advocate for Sao and his family and director of Ohio Immigrant Alliance.” Tramonte “said Sao and other Mauritians were flown on a charter flight by U.S. Immigration and Customs Enforcement (ICE),” and “spokesman Khaalid Walls in ICE’s Detroit regional office said such flights are consistent with ‘agency protocols, which focus on the safety and [security] of detainees.’”

## **Criminal Investigations:**

**COLORADO MASSEUR ACCUSED OF ATTEMPTED CHILD SEXUAL ASSAULT.** The [Denver Post](#) (10/17, Nicholson, 666K) reports, “A Loveland man, who runs a massage business, has been arrested on suspicion of attempted sexual assault on a child, among other charges.” Mark Thomas Brinkman, 54, “was arrested Wednesday after a four-month investigation, the Larimer County Sheriff’s Office said.” In June, “investigators were alerted about alleged suspicious activity involving Brinkman and his business,

Mark's Leisure Massage, according to a news release." Brinkman "allegedly was advertising illegal massage services involving sexual acts," and "during the investigation, a U.S. Department of Homeland Security agent contacted Brinkman, who allegedly agreed to perform illegal sex acts on the agent and a fictitious minor."

**US CHARGES NEW YORK MAN WITH DRUG POSSESSION.** The [Times of Trenton \(NJ\)](#) (10/17, 1.27M) reports, "A man faces multiple federal drug crimes for quantities of heroin and a chemical used to make fentanyl that authorities found in Mercer County, and at his apartment in Spring Valley, New York." David Valle Campos, 45, "appeared in federal court in Trenton Tuesday and was detained without bail, the U.S. Attorney's Office in New Jersey announced." Campos is charged "with possessing with intent to distribute heroin and 4-anilino-n-phenethyl-4-piperidine (ANPP), a controlled substance used to make fentanyl." The Times adds, "Federal customs agents arrested Campos Monday at the Hamilton Marketplace shopping center off Route 130 after receiving a tip from a law enforcement source that a man would be there and have either fentanyl or heroin, or both, for sale." The Times adds, "The U.S. Immigration and Customs Enforcement's (ICE) Homeland Security Investigations unit in Cherry Hill continues to investigate Campos."

**FEDERAL OFFICIALS SAY METH TRAFFICKERS HID SHIPMENTS IN AZTEC REPLICAS.** The [New York Post](#) (10/17, Miller, 4.25M) reports, "Nine suspected drug traffickers allegedly disguised large amounts of methamphetamine as decorative Aztec calendars and statues in shipments to Hawaii, federal authorities said." According to the Post, "Eight defendants named in a seven-count grand jury indictment last week were arrested Tuesday in Southern California in connection with a conspiracy to distribute methamphetamine, including an attempted shipment of nearly 25 pounds of pure meth from a post office in Garden Grove to the Aloha State in July, the US Attorney's Office for the Central District of California announced Tuesday." The drugs "were part of a nearly 90-pound package that appeared to be colorful decorative items, including replicas of a 500-year-old Aztec calendar stone." The arrests "were conducted with assistance from agents with US Immigration and Customs Enforcement's Homeland Security Investigations, officials said. 'Methamphetamine – no matter how it's packaged – is a powerful drug that devastates our communities,' Mark Zito, assistant special agent in charge for HSI Los Angeles, said in a statement."

## **Secret Service:**

**FIRST LADY'S PLANE RETURNED TO DC AFTER SMOKE-FILLED CABIN.** [Breitbart](#) (10/17, Spiering, 1.34M) reports that the First Lady's plane returned to Washington after the cabin filled with smoke. Reporters traveling with her to Philadelphia "reported that 15 minutes after the plane took off smoke was spotted in the cabin and filled with a burning smell." A statement from the First Lady's communications director Stephanie Grisham said the cause of the smoke was a "minor mechanical issue. ... Everything is fine and everyone is safe."

David Kerley reported on [ABC World News Tonight](#) (10/17, story 2, 1:20, Muir, 8.01M) that according to the Air Force "it was some communications equipment that overheated, causing that smoke. That equipment was shut down and the smoke cleared, but the pilots wanted to come back...as a precaution." The [CBS Evening News](#) (10/17, story 3, 1:40, Glor, 5.6M) also reported on the incident.

**SECRET SERVICE INVESTIGATING INCIDENT OF AGENT BLOCKING REPORTER QUESTIONING KUSHNER.** The [Washington Post](#) (10/17, Sonmez, 12.5M) reports the Secret Services is investigating an incident in which an agent blocked CBS News correspondent Erroll Barnett "from questioning White House senior adviser Jared Kushner aboard a plane." Barnett posted a video to [Twitter](#) Tuesday night in which he "can be seen attempting to ask Kushner a question as he makes his way off the plane, before a Secret Service agent appears to block his way." When Barnett shows his CBS and White House press credentials to one of the agents, the agent responds, "I don't give a damn who you are, there's a time and a place."

[The Hill](#) (10/17, Samuels, 3.31M) reports, "The Secret Service said Wednesday that an agent who blocked a reporter attempting to question senior White House adviser Jared Kushner was reacting to 'an



abrupt movement.’ ‘The actions of the special agent in this incident were in no way intended to impede those rights or the media’s access to a Secret Service protectee,’ the Secret Service said in a statement. ‘The actions were taken solely in response to an abrupt movement by an unknown individual who later identified themselves as a member of the media,’ the agency added.”

## **Emergency Response:**

**TRUMP: CALIFORNIA ‘BETTER GET THEIR ACT TOGETHER’ ON WILDFIRES.** [The Hill](#) (10/17, Cama, 3.31M) reports President Trump yesterday “seemed to threaten to withhold funding to fight wildfires in California if the state doesn’t remove more ‘old trees’ from forests.” Trump said during a Cabinet meeting, “California’s a mess. We’re giving billions and billions of dollars for forest fires in California. ... They are leaving them dirty,” Trump said of California’s forests. “Old trees are sitting there, rotting and drying. And instead of cleaning it up, they don’t touch them, they leave them. And we end up with these massive fires that we’re paying hundreds of billions of dollars for to fix, and the destruction is incredible.” Added Trump, “It’s hurting our budget, it’s hurting our country. And they just better get their act together.”

Also reporting is the [Sacramento \(CA\) Bee](#) (10/17, Kasler, 465K).

**WPOST ANALYSIS: HOMES SPARED DAMAGE BY MICHAEL HAD LOW-COST REINFORCEMENTS.** The [Washington Post](#) (10/17, Sullivan, Sellers, Wax-Thibodeaux, 12.5M) reports that the “houses still standing in the storm-ravaged neighborhoods of Florida’s Panhandle” were mostly saved “by additional strategically placed nails, some small metal connectors and window shutters that created a sealed package — low-cost reinforcements.” After Hurricane Andrew hit Florida in 1992, the state “instituted a stricter building code in the early 2000s that required new buildings to use tougher nails and have more puncture-resistant walls, among other changes. But industry experts say that homeowners can go further in strengthening their homes without spending tens of thousands of dollars.”

**NYTIMES ANALYSIS: MICHAEL EXPOSED CLIMATE THREAT TO COASTAL MILITARY BASES.** The [New York Times](#) (10/17, Philipps, 16.73M) reports that “when Hurricane Michael wrecked much of Tyndall Air Force Base near Panama City, Fla., last week, the storm exposed a significant military vulnerability.” Most of Tyndall’s 55 F-22s were flown away to safety before the storm hit, “but 17 of the aircraft had been grounded for maintenance and could not be made airworthy in time. Those jets, worth about \$5.8 billion – more than three times what it would cost to rebuild the entire base from scratch – had to be left behind, and many were damaged.” While the Air Force “played down the harm this week,” the Times notes that the military has “more than a dozen air bases right on the coast in storm-prone southern states, where scientists predict that hurricanes will grow more intense and more frequent because of global warming.”

**MICHAEL CAUSED EXTENSIVE DAMAGE TO GEORGIA PECAN, COTTON CROPS.** The [Wall Street Journal](#) (10/17, McWhirter, Subscription Publication, 6.33M) reports Hurricane Michael causes extensive damage to Georgia’s pecan and cotton crops.

## **Cyber News:**

**TWITTER RELEASING ACCOUNTS, POSTS RELATED TO RUSSIAN, IRANIAN INFLUENCE OPERATIONS.** The [AP](#) (10/17, Ortutay) reports, “Twitter is releasing all known accounts and posts related to ‘information operations’ dating back to 2016.” Twitter “already disclosed the account numbers, but is now releasing the actual tweets, images, video and other information so that outside researchers can study them.”

[Reuters](#) (10/17, Bing, Stubbs) reports that Twitter “identified 3,841 accounts affiliated with the St. Petersburg-based Internet Research Agency,” and “another 770 Twitter accounts that it traced back to Iran.”

***House Democrats: President, Vice President “Irresponsibly” Comparing Russian, Chinese***

**Election Influence Operations.** The [Washington Times](#) (10/17, Boylan, 520K) reports, “Leading House Democrats lashed out at President Trump and Vice President Mike Pence for ‘irresponsibly’ comparing Russian and Chinese attempts to influence U.S. elections, saying the Department of Homeland Security does not support that claim.”

[NPR](#) (10/17, Ewing, 3.15M) reports, “The minority leaders of a number of key committees said they’ve received a briefing from the Department of Homeland Security that they said makes clear President Trump and Vice President Pence are wrongly lumping Chinese influence operations in with the better-known ‘active measures’ waged by Russia.”

**DNC Cybersecurity Efforts Discussed.** [Politico](#) (10/17, Geller, 4.03M) reports, “The Democratic National Committee has spent 14 months staffing up with tech talent from Silicon Valley, training staff to spot suspicious emails and giving the FBI someone to talk to if it spots signs of hackers targeting the party.” The midterms offer “the first concrete sign of success” in this effort, but DNC CTO Raffi Krikorian “is already pointing to one significant accomplishment – what he calls a massive overhaul of digital security at the committee and its sister organizations.”

**Idaho Voter Records Reportedly On Sale On Dark Web.** The [Idaho Statesman](#) (10/17, Brown, 233K) reports, “The Idaho Secretary of State’s Office followed up on claims this week that someone on the dark web...has offered voter records for sale from Idaho and several other states.” According to investigators, the Idaho data contains only publicly available information, and no indication exists so far that state voter records were compromised.

**Vermont Notifies DHS Of Apparent Voter Registration Database Vulnerabilities Scan.** [VTDigger \(VT\)](#) (10/17, Landen) reports, “The Vermont Secretary of State’s Office notified the Department of Homeland Security in August that a computer with a Russian IP address had been attempting to search for vulnerabilities in the state’s voter registration database.” According to Vermont’s secretary of state, Jim Condos, the apparent effort, like others, was unsuccessful. VTDigger adds, “While such attempts are frequent, it was the first such effort to target Vermont’s election computers that the state reported to the Department of Homeland Security, Condos said.”

**Washington Officials Bolstering Election Security.** The [AP](#) (10/17) reports, “Election officials in Washington continue to bolster the state’s elections systems against cyber threats that could disrupt voting or cause citizens to lose faith in the results.” Washington Secretary of State Kim Wyman “said she isn’t aware of any threats beyond what elections offices normally receive, but officials are nonetheless prepared.”

**Survey: Most Believe US Voting System Insecure.** [MarketWatch](#) (10/17, Paul, 1.24M) reports, “More than half of voters are concerned about their personal data following the 2016 elections, but more than 30% have not adjusted security habits following those hacks, a survey from Pleasanton, Calif.-based security protocol provider OpenVPN concluded.” The survey “found 60% of people do not believe the U.S. voting system is secure and 63% think the U.S. has not done enough to protect the voting system for future elections.”

**Experts Said To Fear Russians Have Already Compromised US Election System.** [Newsweek](#) (10/17, Freedman, 2.89M) reports, “The 2018 midterms offer a compelling target: a patchwork of 3,000 or so county governments that administer elections, often on a shoestring budget, many of them with outdated electronic voting machines vulnerable to manipulation. With Democrats on track to take control of the U.S. House of Representatives and perhaps even the Senate, the political stakes are high.” Cyber experts “fear that the Russians may have already made inroads into the U.S. election system...States and counties have reacted so slowly to the threat that secure voting machines aren’t going to be in place until 2020, giving the Russians an incentive to strike in 2018, while they can.”

**Experts Concerned About AI, Automated Attacks On Election Systems.** [CBS News](#) (10/17, Patterson, 4.39M) reports, “Cybersecurity experts are concerned that emerging technology like artificial intelligence and automation powered by big data and the Internet of Things is helping hackers attack election systems faster than officials can keep up.” Google security and privacy product management

director Mark Risher is quoted saying, "What I'm scared by is that there is this attacker-defender asymmetry. ... We need to make sure every door, every window, every little portal is securely closed. But the attackers only need to find one."

**HACKERS ACCUSED OF INFILTRATING ENERGY, TRANSPORT COMPANIES IN EASTERN EUROPE.** [Reuters](#) (10/17, Stubbs) reports, "Hackers have infected three energy and transport companies in Ukraine and Poland with sophisticated new malware and may be planning destructive cyber attacks, a software security firm said on Wednesday." The firm, ESET, "did not attribute the hacking activity...to any specific country but blamed it on a group that has been accused by Britain of having links to Russian military intelligence."

[The Hill](#) (10/17, Thomsen, Breland, Neidig, Beavers, 3.31M) reports, "Researchers at ESET say they have uncovered a new cyber-espionage group named GreyEnergy, which allegedly infected three unidentified energy and transport companies in Ukraine and Poland. The firm warns that this activity could be an early indicator that the hacking group is preparing to launch more damaging attacks in the future."

**DHS, FDA PARTNER TO ADDRESS MEDICAL SYSTEMS CYBERSECURITY.** [ExecutiveGov](#) (10/17, Jackson) reports that DHS and the FDA "have partnered to resolve cybersecurity issues in medical systems to maintain patient safety." The FDA "said Tuesday its Center for Devices and Radiological Health and the DHS' Office of Cybersecurity and Communications will coordinate with each other and initiate discussions with medical device manufacturers and researchers about cyber vulnerabilities and threats to health care technologies."

**FDA Embracing Ethical Hackers To Help Discover Medical Device Vulnerabilities.** The [Washington Post](#) (10/17, Hawkins, 12.5M) reports the FDA "is turning to ethical hackers to help regulators and manufacturers root out vulnerabilities on machines that could put patients' lives at risk." Medical device manufacturers have "pushed back against" ethical hackers, "and the FDA has typically tried to stay neutral in the debate. But now agency officials say they're embracing the 'white hat' hacking community – and are stepping up efforts to collaborate."

**FACEBOOK REPORTEDLY CONCLUDES SPAMMERS, NOT A NATION-STATE, WERE BEHIND DATA BREACH.** [USA Today](#) (10/17, Guynn, 11.57M) reports, "Facebook believes spammers, not a nation state, were behind the data breach of 30 million accounts, according to a published report." According to USA Today, "The spammers aimed to make money through deceptive advertising and masqueraded as a digital marketing company, people familiar with the company's internal investigation told the Wall Street Journal." Facebook "has declined to say who was behind the hack, which was the worst security breach in its history."

[Reuters](#) (10/18) reports, "The people behind the attack were a group of Facebook and Instagram spammers that present themselves as a digital marketing company, and whose activities were previously known to Facebook's security team, the Journal reported, citing people familiar with the company's internal investigation." Reuters adds, "Last week, Facebook said that cyber attackers had stolen data from 29 million Facebook accounts using an automated program that moved from one friend to the next, adding that the data theft had hit fewer than the 50 million profiles it initially reported."

**REPORT: GLOBAL CYBER WORKFORCE SHORTAGE NEARLY 3 MILLION.** [MeriTalk](#) (10/17) reports that a International Information System Security Certification Consortium report "found a global cybersecurity workforce shortage of 2.93 million people as of August 2018." MeriTalk says, "North America came in second with a shortage of roughly 500,000 workers, trailing the Asia Pacific region which had a shortage of roughly 2.14 million." The authors of the report say the results demonstrate a "widening of the global cybersecurity workforce gap."

[NextGov](#) (10/17, Marks) reports, "Those figures echo a cyber workforce shortage in the federal government that has bedeviled agencies struggling to improve the security of their networks."

**DELETED DATA SAID TO BE RECOVERABLE FROM INFOTAINMENT SYSTEMS.** [Forbes](#) (10/17,

Brewster, 9.88M) reports, "American cops and cybersecurity researchers say it's easy to dig up supposedly deleted data from most infotainment systems on the market." Forbes adds, "A recent investigation saw the feds exhume data from two distinct vehicular car entertainment hardware units, one made by LG, the other by Bosch. That's according to a search warrant unearthed by Forbes detailing the case, which focused on narcotics and firearms trafficking crimes."

**DHS REPORTS GREATER DMARC COMPLIANCE.** [ExecutiveGov](#) (10/17, Petersen) reports, "Thomas McDermott, the Department of Homeland Security's deputy assistant secretary for cyber policy, recently said that more and more federal agencies are complying with the requirements of Binding Operational Directive 18-01, Federal News Network reported Tuesday."

**DOD TARGETING YOUNG CYBER TALENT TO REVERSE DEMOGRAPHIC TREND.** [NextGov](#) (10/17, Konkel) reports that OPM data "indicates the Defense Department has approximately 6.6 IT professionals over the age of 60 for every one under the age of 30." NextGov says, "Reversing the trend won't happen by accident, and the Pentagon's top tech official, Chief Information Officer Dana Deasy, is addressing the challenge directly." NextGov adds, "For starters, the Pentagon is beginning to target young tech talent in ways that more closely resemble how universities recruit elite athletes than government's traditional hands-off hiring method."

**COMPANIES ANNOUNCE CONNECTED DEVICE SECURITY PARTNERSHIP.** The [Wall Street Journal](#) (10/17, Martin, Subscription Publication, 6.33M) reports on a partnership announced Wednesday between UK-based Arm and Boston-based Cybereason; the Journal identifies both as affiliated with SoftBank Corp. The partnership's purpose is to protect internet-connected devices.

**CURRENT, FORMER OFFICIALS: US NOT "AGGRESSIVE ENOUGH" IN CYBER "HYBRID WAR."** [Inside Cybersecurity](#) (10/17) reports, "Current and former senior federal cybersecurity officials said Tuesday that the U.S. is engaged in a 'hybrid war' in cyberspace with nation-state foes such as Russia and China, with Defense Intelligence Agency Director Robert Ashley adding that the U.S. is not 'aggressive enough' in cyberspace against adversaries."

**ANTHEM TO SETTLE 2015 DATA BREACH ISSUES FOR \$16 MILLION.** [SC Magazine](#) (10/17, Abel) reports, "Anthem will pay a record \$16 million to settle potential privacy violations stemming from its massive data breach 2015 data breach." The amount "is reportedly three times larger than the previous record amount paid to the governments in privacy cases."

**SMALL BUSINESSES SEEN AS "INCREDIBLY VULNERABLE" TO CYBERATTACKS.** Attorney Steve Strauss writes in [USA Today](#) (10/17, Strauss, Today, 11.57M), "Whether their owners know it or not, most small businesses are incredibly vulnerable to a cyberhack and they have a lot to lose: customer lists and records, social security and credit card numbers, intellectual property and much more." Strauss advises small-business owners to use two-factor authentication, educate themselves about phishing, and install cybersecurity software.

**EX-VIRGINIA HIGH SCHOOL TEACHER CHARGED IN 2014 "CELEBGATE" HACKING.** The [AP](#) (10/17, Lavoie) reports former Virginia high school teacher Christopher Brannan "is the fifth person charged in an investigation into the 2014 'celebgate' scandal in which hackers obtained nude photographs and other private information from more than 200 people, including celebrities." According to federal court documents, Brannan, 30, "has agreed to plead guilty to charges of aggravated identity theft and unauthorized access to a protected computer." Chris Whitley, a Hanover County Public Schools spokesman, "told the Richmond Times-Dispatch that Brannan was immediately put on administrative leave in January 2015 after school officials were notified by the FBI of an investigation." Court documents "say Brannan has also admitted hacking or trying to hack accounts of current and former teachers and students at the high school."

**CREATOR OF REMOTE ACCESS SPYWARE TOOL SENTENCED TO 30 MONTHS IN PRISON.** [ZDNet](#) (10/17, Osborne, 219K) reports Colton Grubbs, 21, of Stanford, Kentucky, "has been sentenced to 30 months in prison after pleading guilty to developing and selling LuminosityLink, a popular remote access tool (RAT) in the criminal underground." The LuminosityLink RAT "was created by Grubbs for the

purpose of remotely accessing and controlling systems.” The spyware “was able to act as a keylogger, secretly turn on cameras and microphones to spy on victims, and both view and download files on an infected system.” Security experts “believe the software has been used to compromise tens of thousands of computers across 78 countries worldwide.” The case “was investigated by the FBI, Palo Alto Networks Unit 42, and the UK’s Southwest Regional Cyber Crime Unit.”

## **Terrorism Investigations:**

**FBI RAIDS CHICAGO HOME IN TERRORISM INVESTIGATION.** The [Chicago Tribune](#) (10/17, Meisner, Sobol, 2.96M) reports that the FBI raided a North Side Chicago home on Wednesday “in connection with a terrorism-related investigation.” A search warrant “was executed around 9 a.m. in the 5200 block of North Virginia Avenue in the Budlong Woods neighborhood,” and “a man who lives in the two-story brick apartment building was arrested at another location on charges that remain under seal.” The Tribune adds, “Details of the investigation were not immediately available, but a source described the probe as a matter of national security.”

**PENNSYLVANIA OFFICIALS WARN RESIDENTS TO BE ALERT FOR HIDDEN BOMBS.** [NBC Nightly News](#) (10/17, story 3, 1:30, Holt, 7.55M) reported that Pennsylvania authorities “are warning people to be on alert for hidden bombs” after “a series of explosions shook a community.” NBC (Allen) added that in Bucks County, Pennsylvania “everyone thought the danger was over. The terrifying string of explosions, as many as 30, rattled this community last spring.” But now, officials are warning that “more bombs may be out there.” David Sermon Jr. was arrested and “booked on a series of charges in connection to the blasts” in June, and his girlfriend, Tina May Smith, “was arrested as a co-conspirator.” While investigators “say no bombs have exploded since Sermon’s arrest in June,” he and Smith “are free on bail,” and the community is “on edge again.”

**SOMALI OFFICIALS: US AIRSTRIKE KILLED MORE THAN 75 SHABAB MILITANTS.** Citing “Somali intelligence officials,” the [AP](#) (10/17, Guled) reports “the largest US military airstrike against al-Shabab extremists in Somalia in nearly a year largely destroyed a training camp where recruits were preparing to graduate and killed more fighters than the US announced. ... Some of the freshly trained al-Shabab recruits were ‘burnt beyond recognition’ and the death toll exceeds 75, one official said.” On Tuesday, the US Africa Command announced that “about 60 extremists had been killed.” According to the AP, the military “said the strike was meant to deny the al-Qaida-linked extremist group, the deadliest in sub-Saharan Africa, the ability to reconsolidate.”

## **National Security News:**

**RESEARCHERS DEMONSTRATE THE RISK OF A SMALL DRONE COLLIDING WITH A PLANE’S WING.** [NBC Nightly News](#) (10/17, story 7, 1:30, Holt, 7.55M) reported that “researchers found significant damage when they fired a small drone into a plane’s wing to show what could happen in a mid-air collision.” NBC Nightly News showed a video of a two-pound drone being “test fired into a single engine aircraft wing to mimic a mid-air collision at 238 miles per hour” causing significant damage to the plane’s wing. Kevin Poormon of the University of Dayton Research Institute is quoted as saying, “If you have a significantly heavier drone, absolutely there is a threat of the aircraft being lost.” NBC News said drones are “required to stay at least five miles away from an airport,” but this year alone “pilots have reported 2,000 drone sightings.”

[USA Today](#) (10/17, May, 11.57M) reports that a study by the FAA research center “made similar findings last year, saying drones’ more rigid materials allow them to cause greater damage than birds.” The research team “evaluated potential impacts of two quadcopters and two fixed-wing drones on a single-aisle commercial transport jet and a business jet.” FAA studies “have proposed manufacturers adopt ‘detect and avoid’ or ‘geo-fencing’ technology to avoid collisions.” Poormon, the Dayton engineer, “suggests drones that are manufactured to shatter on impact to avoid deep damage.”

The story was reported similarly by [CNBC](#) (10/17, Petrova, 4.05M) and the [Orlando \(FL\) Sentinel](#) (10/17, Martin, 606K).

## **Other DHS News:**

**ICE SUBPOENAS IMMIGRATION ATTORNEY IN LEAK PROBE.** The [San Francisco Chronicle](#) (10/17, Swan, 3.2M) reports, “The Trump administration has subpoenaed an immigration attorney in an attempt to determine who leaked an internal memo that laid out how Immigration and Customs Enforcement should implement Attorney General Jeff Sessions’ decision to restrict political asylum for victims of domestic violence and gang crimes.” The attorney “said he doesn’t intend to reveal his sources or any other information about how he obtained the memo.” According to the Chronicle, “The subpoena was sent to Colorado-based immigration attorney Daniel Kowalski, who is also the editor of Bender’s Immigration Bulletin, an immigration law journal published by LexisNexis,” and “it demands that Kowalski hand over ‘all information’ related to the memo he posted in July, including when, how and where he got it.” The Chronicle adds, “At issue is a July 11 memo written by ICE principal legal adviser Tracy Short about Sessions’ decision in June to reinterpret asylum law in such a way that most victims of domestic and gang violence wouldn’t qualify.”

**SPOKANE, WA CITY COUNCIL MULLS LIMITS ON BORDER PATROL.** The [AP](#) (10/17) reports from Spokane, Washington, “The Spokane City Council is considering whether to limit federal agents from looking for people in non-public areas of city property who are living in the country illegally.” According to the AP, “The ordinance would bar searches at non-public parts of the city’s bus depot unless agents have a warrant,” and “restricted areas could include any city property marked as private or a place where patrons must purchase a ticket to access.” The Spokane Border Patrol Sector “says the agency has apprehended about 30 people this year at the Intermodal Center, which houses the Greyhound bus station.”

## **Global Media:**

**SOUTH KOREA DENIES REFUGEE STATUS TO HUNDREDS OF YEMENI ASYLUM-SEEKERS.** [Reuters](#) (10/17, Smith) reports, “South Korea has denied refugee status but granted temporary stay permits to hundreds of Yemeni asylum seekers who arrived on the southern island of Jeju this year, the Ministry of Justice announced on Wednesday.” According to Reuters, “More than 500 Yemenis sought refugee in South Korea between January and May, having fled the war that has engulfed their homeland,” and “the influx of asylum seekers to South Korea – which has only granted refugee status to 839 of 40,470 applicants from various countries since 1994, not including defectors from North Korea – sparked a backlash and led to the government tightening immigration laws in June.” Reuters adds, “A total of 481 Yemenis have applied for asylum, with 362 granted temporary humanitarian stay permits, the ministry said in a statement,” and “another 34 applications were rejected with no permits issued because officials determined they had criminal records or were seeking asylum for economic reasons, the ministry said.”

*To keep the email to a manageable size, the national news summary is available on the [website](#).*

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at (703) 483-6100.

**From:** [Gizmag Emerging Technology Magazine](#)  
**To:** [William Smith](#)  
**Subject:** The hungry little bacterium that could hold the key to the world's plastic waste problem  
**Date:** Friday, March 11, 2016 10:09:30 AM

---



ENVIRONMENT

## The hungry little bacterium that could hold the key to the world's plastic waste problem



Efforts to deal with our huge amount of plastic waste may soon receive a much-needed boost, with Japanese scientists discovering a new bacterium with the ability to completely break down PET plastics in a relatively short space of time. [read more](#)

ENVIRONMENT

## Stepping back in time to protect the future of the Great Barrier Reef



In the first study of its kind, a team of scientists has altered the seawater chemistry in a natural section of the Great Barrier Reef to mimic pre-industrial conditions, observing just how well the coral was able to grow before we came along and altered the landscape. [read more](#)

GOOD THINKING

## Project will bring life-saving tech to conflict zones



A new cooperation between the Red Cross and the Swiss Federal Institute of Technology will develop technological solutions that can be applied in conflict zones. The first project is an automated prosthetic foot. [read more](#)

ARCHITECTURE

## Home is where the Hub is: Self-contained module turns empty spaces into living spaces





Bringing disused buildings back to life typically requires a lot of work, but architecture and design firm Kraaijvanger is seeking to eliminate a chunk of that work with its Hub modular kitchen and bathroom block. [read more](#)

AUTOMOTIVE

## 707-hp Jeep Trailcat prepped for 50th Easter Safari



Jeep never holds back when it comes time to stretch its imagination and create some crazy concepts. This year at the 50th Annual Easter Safari, the American off-roading brand has taken things to the next level with seven concepts, including a 707-hp Hellcat-powered Wrangler. [read more](#)

MILITARY

## Solid lubricant smooths the way for reduced weapon maintenance



The US Army Research, Development, and Engineering Center (ARDEC) is developing a Durable Solid Lubricant (DSL) for rifles that replaces the more conventional wet lubricants and cuts down on required weapon maintenance. [read more](#)

MEDICAL

## Brown cell-booster flicks the fat switch



In search of such a trigger to turn bad fat into good, scientists have uncovered a switch in the fat cells of mice that helps them shed the extra pounds. The good news? That very same switch is present in humans. [read more](#)

AUTOMOTIVE

## Italdesign gets modular and electric with GTZero concept



Italdesign Giugiaro has had a very nice string of Geneva show cars – last year's GEA autonomous concept, 2014's Clipper electric MPV, and 2013's Parcour off-road sports coupe. This year, it adds the GTZero, a modular, all-electric grand tourer packed with innovation. [read more](#)

## TELECOMMUNICATIONS

### Shooting planes with lasers makes for better comms



Aircraft can prove to be a valuable "eye in the sky" for data-hungry ground crews. Their radio signals can be jammed or intercepted, however. That's why scientists are now using lasers instead. [read more](#)

## ENVIRONMENT

### Sin City going green: Las Vegas to use solar and pedestrian power for street lights



A recently announced partnership with a New York City-based start-up is set to bolster Las Vegas' commitment to renewable energy sources. Soon enough, some of "Sin City's" sidewalks will be illuminated by EnGoPLANET's innovative, sun- and people-powered street lights. [read more](#)

## ARCHITECTURE

### Shipping container-based housing comes to South Texas



A new housing development comprising seven shipping container-based apartments was recently installed in Encinal, Texas. The project consists of one and two bedroom units that feature a focus on energy efficiency and affordability. [read more](#)

## MEDICAL

### Fresh approach to "organ-on-a-chip" tech adds a third dimension, may eventually replace test animals



Finding a workable alternative to animal testing is one of the most important efforts under way in the medical world. Now, researchers have created a new platform called AngioChip, which provides a complex structure on which tissue can be grown that mimics functions of the human body. [read more](#)

## HEALTH & WELLBEING

## Vaccine delays nicotine effects in mice brains – could it help humans kick the habit?



The health benefits of quitting smoking are huge, but actually doing so can be extremely difficult. Recently, scientists have been working to develop vaccines to help people in the effort, and it's looking fairly promising, with a new treatment proving effective in tests on laboratory mice. [read more](#)

### AROUND THE HOME

## Nest products get smarter by tracking everyone in the family



When Nest launched its first thermostat in 2011, its aim was for the device to learn the rhythm of a user's household so it could automate heating. Now a new software update is seeking to take the next step in automation, with family accounts and geofencing. [read more](#)

### ARCHITECTURE

## Austrian building looks like its namesake – a loaf of bread



It's not every day that an architectural firm gets to design a building that closely represents a company's end product. But that's exactly what Austrian firm Coop Himmleb(l)au did with the design of a new building appropriately titled "House of Bread" for international baking brand Backaldrin. [read more](#)

### AUTOMOTIVE

## Honda injects more power and comfort into 2016 Civic Coupe



This latest iteration of the Honda Civic Coupe incorporates some of the engine, suspension and interior upgrades Honda gave the Sedan, but with some further styling cues more in keeping with the sportier coupe. [read more](#)

### MOBILE TECHNOLOGY

## A modular invasion? Innovative LG G5 hits US shores in early April

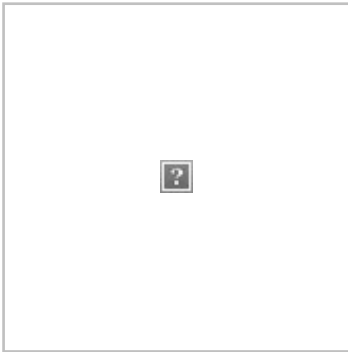
We don't yet know if the LG G5 will provide as good an all-around experience as Samsung's new flagships, but



the company did have the single most innovative smartphone feature at MWC 2016, with its modular add-ons. If you live in the US, you'll only have about a month to find out. [read more](#)

SPECIAL PROMOTION FOR GIZMAG READERS

## **Pay What You Want on 10 Cross-Platform Games Development Courses**



If you love gaming, why not spend all day immersed in a world of combat and fantasy? This bundle will teach you everything you need to know to build your own games from scratch, and it may even turn game coding into your full-time career. [read more](#)

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**From:** Gaggle, a partner of Tech & Learning  
**To:** Val Ramirez  
**Subject:** The K-12 Website Success Handbook  
**Date:** Wednesday, December 16, 2015 8:03:42 AM

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# Create an Award-Winning Website

The K—12 Website Success Handbook is for anyone responsible for managing a school website. Whether you're looking for a new provider or want to re-energize your current website, this ebook will convince you that it's easier than you think to get the website your school needs.



[GET YOUR FREE COPY NOW](#)

- Tips to assess the state of your current website
- How to fix the most common website problems
- Why responsive design matters
- A website provider checklist
- Case studies, including the award-winning Rowan-Salisbury Schools
- And much more



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**From:** [Krystal Michele Emery](#)  
**To:** [Adriana L. Garza](#)  
**Subject:** Fwd: Geofencing/Geoframing/Geotargeting Info Needed  
**Date:** Tuesday, December 3, 2019 10:32:08 AM

---

-Krystal Emery  
Assistant Director of Marketing | Marketing & Communications  
Office: 361-593-4143  
Email: [krystal.emery@tamuk.edu](mailto:krystal.emery@tamuk.edu)

---

**From:** Emily Branson <[emilyb@ampersandagency.com](mailto:emilyb@ampersandagency.com)>  
**Sent:** Tuesday, December 3, 2019 10:30:54 AM  
**To:** Krystal Michele Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)>; Melissa Hilgendorf <[melissah@ampersandagency.com](mailto:melissah@ampersandagency.com)>  
**Cc:** Jeff Montgomery <[jeffm@ampersandagency.com](mailto:jeffm@ampersandagency.com)>  
**Subject:** Re: Geofencing/Geoframing/Geotargeting Info Needed

Hi Krystal,

We are targeting all 16-18 year olds in our geoframing campaigns with all the high schools in the state on Dr. Croft's list.

Additionally, we are targeting 16-18 year olds in all our campaigns on social. However, with all our programmatic campaigns, we use data lists of people within a certain age group with an interest in attending college. The data lists for programmatic advertising will not allow you to use a data list of anyone under the age of 18.

So, we are targeting 16-18 year olds in both our geoframing campaigns and all our social campaigns. Almost all programmatic vendors restrict adding anyone under the age of 18 to a data list, which is why we implement the geoframing campaigns.

If you have any questions about geoframing vs. geotargeting, I'm more than happy to help.

Best,  
Emily

---

**From:** Krystal Michele Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)>  
**Date:** Tuesday, December 3, 2019 at 10:06 AM  
**To:** Emily Branson <[emilyb@ampersandagency.com](mailto:emilyb@ampersandagency.com)>, Melissa Hilgendorf <[melissah@ampersandagency.com](mailto:melissah@ampersandagency.com)>  
**Cc:** Jeff Montgomery <[jeffm@ampersandagency.com](mailto:jeffm@ampersandagency.com)>  
**Subject:** Re: Geofencing/Geoframing/Geotargeting Info Needed

We had one question about geotargeting - we had thought that one was targeting the younger

16-18 crowd as well? May I get the reasoning on why we aren't.

-Krystal Emery

Assistant Director of Marketing | Marketing & Communications

Office: 361-593-4143

Email: [krystal.emery@tamuk.edu](mailto:krystal.emery@tamuk.edu)

---

**From:** Krystal Michele Emery

**Sent:** Tuesday, December 3, 2019 8:02:10 AM

**To:** Emily Branson <[emilyb@ampersandagency.com](mailto:emilyb@ampersandagency.com)>; Melissa Hilgendorf <[melissah@ampersandagency.com](mailto:melissah@ampersandagency.com)>

**Cc:** Jeff Montgomery <[jeffm@ampersandagency.com](mailto:jeffm@ampersandagency.com)>

**Subject:** RE: Geofencing/Geoframing/Geotargeting Info Needed

Thanks Emily – this is what we needed!

Krystal Emery

Assistant Director of Marketing

Marketing & Communications

Texas A&M University – Kingsville

Phone: 361.593.4143

Email: [krystal.emery@tamuk.edu](mailto:krystal.emery@tamuk.edu)

---

**From:** Emily Branson <[emilyb@ampersandagency.com](mailto:emilyb@ampersandagency.com)>

**Sent:** Monday, December 2, 2019 8:14 PM

**To:** Krystal Michele Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)>; Melissa Hilgendorf <[melissah@ampersandagency.com](mailto:melissah@ampersandagency.com)>

**Cc:** Jeff Montgomery <[jeffm@ampersandagency.com](mailto:jeffm@ampersandagency.com)>

**Subject:** Re: Geofencing/Geoframing/Geotargeting Info Needed

Hi Krystal,

Below is a bit more information about all the different targeting methods we're currently utilizing in your digital and social campaigns. Please feel free to send me an email if you have any questions about this.

**Geoframing (Device ID Targeting):**

- We have geoframed all the high schools from Dr. Croft's list of high schools to target and we only target people ages 16-25 within these geoframed areas
- We also geoframed all the community colleges on Dr. Croft's list of community colleges to target and we only target people ages 18-25 in these areas

**Geotargeting:**

- We also separately target different DMAs in Texas in addition to our geoframing campaigns
- RGV, Laredo and Corpus Christi Media Markets: targeting age groups of 18-25 and 34-52
- San Antonio Media Market: targeting all of the counties outside of Bexar County as well as the schools that Dr. Croft is wanting to specifically target within Bexar County (age groups 18-25)

and 34-52)

- Houston Media Market: targeting all of the counties outside of Harris County as well as the schools that Dr. Croft is wanting to specifically target in Harris County (age groups 18-25 and 34-52)
- AWDL: Austin, Waco Dallas and Lufkin zip codes provided by Dr. Croft (ages 18-25 and 34-52)

**IP Targeting:**

- From the list of applicants that Cheri has sent over, we are targeting the households of these applicants using IP targeting

Best,  
Emily

---

**From:** Krystal Michele Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)>

**Date:** Monday, December 2, 2019 at 2:54 PM

**To:** Emily Branson <[emilyb@ampersandagency.com](mailto:emilyb@ampersandagency.com)>, Melissa Hilgendorf <[melissah@ampersandagency.com](mailto:melissah@ampersandagency.com)>

**Subject:** RE: Geofencing/Geoframing/Geotargeting Info Needed

Could I get it by 9 am?

Krystal Emery  
Assistant Director of Marketing  
Marketing & Communications  
Texas A&M University – Kingsville  
Phone: 361.593.4143  
Email: [krystal.emery@tamuk.edu](mailto:krystal.emery@tamuk.edu)

---

**From:** Emily Branson <[emilyb@ampersandagency.com](mailto:emilyb@ampersandagency.com)>

**Sent:** Monday, December 2, 2019 2:42 PM

**To:** Krystal Michele Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)>; Melissa Hilgendorf <[melissah@ampersandagency.com](mailto:melissah@ampersandagency.com)>

**Subject:** Re: Geofencing/Geoframing/Geotargeting Info Needed

Hi Krystal,

Coming off of a holiday week, we are really backed up today getting a couple of campaigns up and running. I will do my very best to get something to you by end of the business day today, but I realistically will not be able to send something over until tonight.

Best,  
Emily

---

**From:** Krystal Michele Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)>



**Date:** Monday, December 2, 2019 at 12:10 PM

**To:** Emily Branson <[emilyb@ampersandagency.com](mailto:emilyb@ampersandagency.com)>, Melissa Hilgendorf  
<[melissah@ampersandagency.com](mailto:melissah@ampersandagency.com)>

**Subject:** Geofencing/Geoframing/Geotargeting Info Needed

Apologizes for the short fuse:

We have to give a presentation tomorrow on how we are utilizing geofencing/geoframing/geotargeting. Can I get some info by end of business today?

-Krystal Emery

Assistant Director of Marketing | Marketing & Communications

Office: 361-593-4143

Email: [krystal.emery@tamuk.edu](mailto:krystal.emery@tamuk.edu)

**From:** [Krystal Emery](#)  
**To:** [Jake Ryan Gonzalez](#)  
**Date:** Tuesday, May 4, 2021 9:38:18 AM

---

Ok Jesse said for you to stay for this run but can you circle back on the grad filter for Commencement Day? geofenced to the campus or just the stadium (cost difference?) and then we'll just need the size for Ashley/Jesse for creation

**From:** [Robert O Paulson](#)  
**To:** [Lee Moore](#); [Lonnie C. Nagel](#)  
**Subject:** Microsoft Tues 2:30  
**Date:** Saturday, September 15, 2018 11:55:10 AM

---

I have a Terisa budget meeting Mon afternoon and will miss the Microsoft web conference at 2:30. Please bring a laptop to my office and get hooked up/dial in before.

This is on their MFA product – they don't have comparison to DUO so we need to ask questions to see what this product has that is good about Duo (what are options for verifying (phone call, text, app, email). I remember we liked the geo-fencing. I think it asks for secondary verification if from a different computer or IP than normal.

Also they are supposed to show Intune to perform patches on computers anywhere on internet. This would solve problem of mobile devices that currently don't get updates. Does this only do Microsoft updates or can it do Java, flash, etc. ?

Robert Paulson  
AVP Technology/CIO  
Texas A&M University – Kingsville  
[Robert.paulson@tamuk.edu](mailto:Robert.paulson@tamuk.edu)  
361-593-5002

**From:** [Krystal Michele Emery](#)  
**To:** [Krystal Michele Emery](#)  
**Subject:** Non traditional  
**Date:** Tuesday, January 14, 2020 11:04:26 AM

---

What are they called  
How to market to them  
Alumni?  
Schedules

High Schools:  
Brownsville  
McAllen  
Harlingen

Geofence: Google Ad  
Mercedes Livestock show  
March 12-22nd

-Krystal Emery  
Assistant Director of Marketing | Marketing & Communications  
Office: 361-593-4143  
Email: [krystal.emery@tamuk.edu](mailto:krystal.emery@tamuk.edu)

**From:** [Krystal Emery](#)  
**To:** [Adriana L Garza](#)  
**Subject:** Re: Geofencing  
**Date:** Monday, February 24, 2020 9:05:32 PM

---

Sounds good! I have that form from Melissa too.

-Krystal Emery  
Assistant Director of Marketing | Marketing & Communications  
Office: 361-593-4143  
Email: [krystal.emery@tamuk.edu](mailto:krystal.emery@tamuk.edu)

---

**From:** Adriana L Garza <[adriana.garza@tamuk.edu](mailto:adriana.garza@tamuk.edu)>  
**Sent:** Monday, February 24, 2020 8:36:37 PM  
**To:** Krystal Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)>  
**Subject:** Geofencing

Let's talk about it tomorrow afternoon, please. Thanks!

AGF

From: Adriana L. Garza  
To: Shelby Lynn Purdy  
Subject: RE: Geofilter for Dec 9, 2016 to Dec 9, 2016 Rejected (Graduation 16)  
Date: Thursday, December 8, 2016 11:35:56 AM

I guess we should try one more time

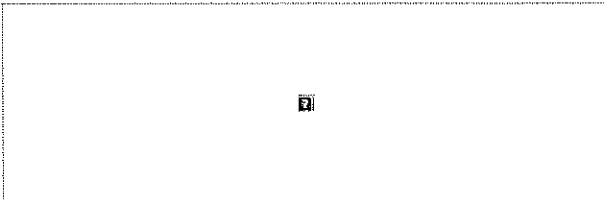
From: Shelby Lynn Purdy  
Sent: Thursday, December 08, 2016 11:35 AM  
To: Adriana L. Garza  
Subject: Re: Geofilter for Dec 9, 2016 to Dec 9, 2016 Rejected (Graduation16)

I guess Should I try again or just leave it?

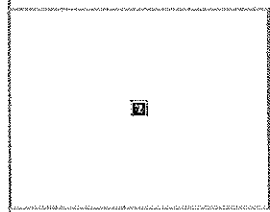
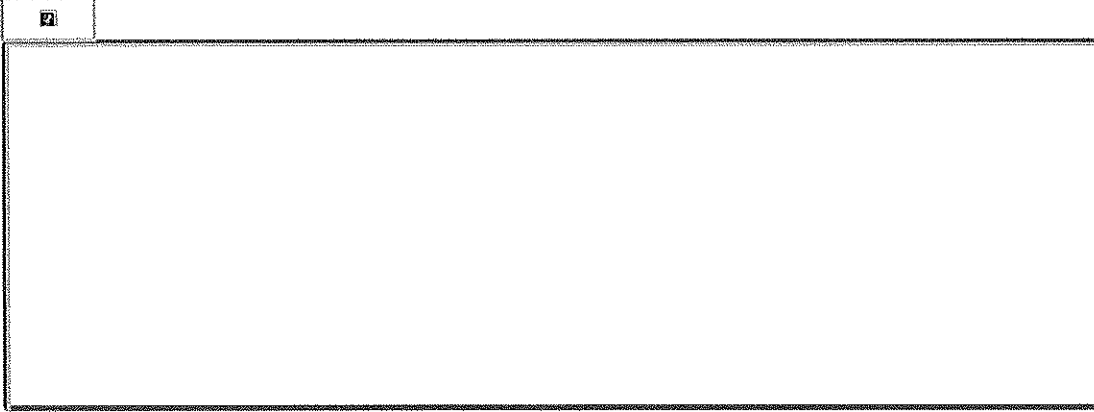
From: Adriana L. Garza <adriana.garza@tamuk.edu>  
Date: Thursday, December 8, 2016 at 11:26 AM  
To: Shelby Lynn Purdy <Shelby.Purdy@tamuk.edu>  
Subject: FW: Geofilter for Dec 9, 2016 to Dec 9, 2016 Rejected (Graduation16)

Is this why?

From: Snapchat On Demand Geofilters [mailto:geofilter-purchase@snapchat.com]  
Sent: Wednesday, December 07, 2016 10:27 AM  
To: Adriana L. Garza  
Subject: Geofilter for Dec 9, 2016 to Dec 9, 2016 Rejected (Graduation16)



Your Geofilter is not approved!



Hi javelinanation,

Geo filters rely on geolocation technology. Unfortunately, sometimes geolocation data isn't exact, so it's important to create a geofence that doesn't use too many points or thin areas. To increase the potential for success with your filter, we recommend drawing a geofence that covers your desired location, and a little area outside of that.

Your method of payment will not be charged for this submission.

If you have any questions, please feel free to reach out by replying to this email.

Best,  
Team Snapchat



**From:** [Alberto Ruiz](#)  
**To:** [Adriana L Garza](#)  
**Subject:** RE: Mandatory Meeting on We Teach Texas  
**Date:** Thursday, December 20, 2018 10:49:34 AM

---

A,

Let's meet after break.

A

---

**From:** Adriana L Garza  
**Sent:** Wednesday, December 19, 2018 3:57 PM  
**To:** Alberto Ruiz <[alberto.ruiz@tamuk.edu](mailto:alberto.ruiz@tamuk.edu)>  
**Subject:** Fwd: Mandatory Meeting on We Teach Texas

Can we get together first thing after the break?  
Thanks!

Adriana  
Sent from my iPhone

Begin forwarded message:

**From:** "Copelin, Laylan" <[lcopelin@tamus.edu](mailto:lcopelin@tamus.edu)>  
**Date:** December 19, 2018 at 3:14:11 PM CST  
**To:** Adriana L Garza <[adriana.garza@tamuk.edu](mailto:adriana.garza@tamuk.edu)>, Candace Johnson <[cjohnson@PVAMU.EDU](mailto:cjohnson@PVAMU.EDU)>, Cecilia Jacobs <[CJACOBS@tarleton.edu](mailto:CJACOBS@tarleton.edu)>, Cheryl Cain <[Cheryl.Cain@tamucc.edu](mailto:Cheryl.Cain@tamucc.edu)>, "Clos, Karen L" <[karen.clos@tamuct.edu](mailto:karen.clos@tamuct.edu)>, "David Perryman" <[David.Perryman@tamusa.edu](mailto:David.Perryman@tamusa.edu)>, "Harmon, Steve K." <[harmon@tamiu.edu](mailto:harmon@tamiu.edu)>, John Bunch <[jbunch@tamut.edu](mailto:jbunch@tamut.edu)>, LaMarriol Smith <[msmith@tamusa.edu](mailto:msmith@tamusa.edu)>, "McDonald, Rana" <[rmcdonald@wtamu.edu](mailto:rmcdonald@wtamu.edu)>, "Mika S. Akikuni" <[makikuni@tamiu.edu](mailto:makikuni@tamiu.edu)>, Noah Nelson <[Noah.Nelson@tamuc.edu](mailto:Noah.Nelson@tamuc.edu)>, Scott Cason <[Scott.Cason@tamuc.edu](mailto:Scott.Cason@tamuc.edu)>, "Underwood, Ann" <[aunderwood@wtamu.edu](mailto:aunderwood@wtamu.edu)>, "Bevill, Yolanda" <[ydbevill@pvamu.edu](mailto:ydbevill@pvamu.edu)>  
**Cc:** "Suydam, James" <[jsuydam@tamus.edu](mailto:jsuydam@tamus.edu)>, "Gibson, Shonda" <[sgibson@tamus.edu](mailto:sgibson@tamus.edu)>, "Copelin, Laylan" <[lcopelin@tamus.edu](mailto:lcopelin@tamus.edu)>  
**Subject:** Mandatory Meeting on We Teach Texas

The System Academics & MarComm folks are going to host this Webinar with your Deans of Education to help get the We Teach Texas ad campaign off high-center.

I have obtained some funding and am in the process of contracting for digital

advertising with the Texas Tribune that will allow us target our message by geo-fencing your individual recruitment areas.

As I understand it, if someone clicks on our ad, we can direct them to your content, depending on where the viewer's ISP is. In other words, a viewer in Laredo would be driven to International's content while a viewer in East Texas would be driven to either Commerce or Texarkana.

The key is content. You should have already reached out to your Deans to determine what the story is you want to tell about your teacher preparation program.

Since these are digital ads, I would recommend your first content be a video, whether it highlights an A&M System teacher, a principal who prefers to hire A&M System teachers because they are better prepared, a Teacher of the Year, etc.

Be creative. It's your campus' story.

I know WT and Laredo take great pride in providing a large number of the public school teachers in their respective areas of the state. They could highlight that.

I anticipate a mid-February deadline for submitting your content. I am going to be the Quality Control.

If you don't have a videographer, there are freelancers. Or I can dispatch the System videographer, Chad Cockrum, to help. Stay in touch with me and don't hesitate to ask questions – even before the Jan. 8 Webinar.

Public Education will be a hot topic in the Legislative Session and our ads can be tagged to stories about public education. Also, the Texas Tribune is planning a day-and-half conference on Public Education in Austin in early April. We can do some advertising around that event as well.

Our only limitation will be the amount and quality of our content.

Please meet with your Deans and begin work ASAP.

Thanks,

Laylan Copelin



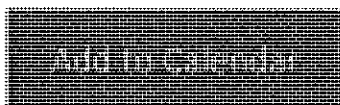
## **We Teach Texas**

Tuesday, January 8, 2019

2:00 pm | Central Standard Time (Chicago, GMT-06:00) | 1 hr

Meeting number (access code):

Meeting password: education



When it's time, [join the meeting](#).

### **Join from a video system or application**

Dial

You can also dial \_\_\_\_\_ and enter your meeting number.

### **Join by phone**

[+1-855-282-6330](#) US TOLL FREE

[+1-415-655-0003](#) US TOLL

[Toll-free calling restrictions](#)

[Can't join the meeting?](#)

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**Laylan Copelin | Vice Chancellor of Marketing and Communications**

Office of Marketing and Communications

[LCopelin@tamus.edu](mailto:LCopelin@tamus.edu)

1122 TAMU | College Station, TX 77840-7896  
Tel. 979.458.6425 | Cell 512.289.2782 | [www.tamus.edu](http://www.tamus.edu)

THE TEXAS A&M UNIVERSITY SYSTEM

**From:** [Emily Branson](#)  
**To:** [Krystal Emery](#); [James P Pollock](#)  
**Cc:** [Melissa Hilgendorf](#)  
**Subject:** Re: Meeting Request  
**Date:** Thursday, February 13, 2020 4:54:47 PM  
**Attachments:** [brief\\_template.docx](#)

---

Hi Krystal,

Just a heads up - if you'd like to incorporate another campaign into the mix, you will need to fill out a brief for us. I've attached an example brief for you. I'll be out of the office tomorrow, but if you have any questions, please feel free to reach out to Melissa.

Best,  
Emily

Emily Branson | Media Manager, Digital & Social

**AMPERSAND AGENCY**

2901 Via Fortuna Suite 185  
Austin, TX 78746

c | 775.412.3692  
[ampersandagency.com](http://ampersandagency.com)

---

**From:** Emily Branson <[emilyb@ampersandagency.com](mailto:emilyb@ampersandagency.com)>  
**Sent:** Thursday, February 13, 2020 9:01 AM  
**To:** Krystal Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)>; James P Pollock <[James.Pollock@tamuk.edu](mailto:James.Pollock@tamuk.edu)>  
**Subject:** Re: Meeting Request

Hi Krystal,

Sounds good. I am free between 10 and 11 am or 12 and 2 pm on Monday or any time after 2 pm on Tuesday. Let me know what works best for you!

Best,  
Emily

---

**From:** Krystal Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)>  
**Sent:** Wednesday, February 12, 2020 4:47 PM  
**To:** Emily Branson <[emilyb@ampersandagency.com](mailto:emilyb@ampersandagency.com)>; James P Pollock <[James.Pollock@tamuk.edu](mailto:James.Pollock@tamuk.edu)>  
**Subject:** RE: Meeting Request

Yes please. And I'll connect with Melissa on the additional campaign.

Krystal Emery  
Assistant Director of Marketing, Office of Marketing & Communications  
Texas A&M University-Kingsville  
Phone: 361.593.4143  
Email: [krystal.emery@tamuk.edu](mailto:krystal.emery@tamuk.edu)

---

**From:** Emily Branson <[emilyb@ampersandagency.com](mailto:emilyb@ampersandagency.com)>  
**Sent:** Wednesday, February 12, 2020 1:22 PM  
**To:** Krystal Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)>; James P Pollock <[James.Pollock@tamuk.edu](mailto:James.Pollock@tamuk.edu)>  
**Subject:** Re: Meeting Request

Hi Krystal,

I apologize for the delay. We have been incredibly swamped over here with a couple of different campaigns for a couple of clients launching this week. I don't have much availability today and tomorrow then I am out of the office on Friday. Could we set up some time to touch base early next week?

Thank you!  
Emily

---

**From:** Krystal Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)>  
**Sent:** Wednesday, February 12, 2020 10:40 AM  
**To:** Emily Branson <[emilyb@ampersandagency.com](mailto:emilyb@ampersandagency.com)>; James P Pollock <[James.Pollock@tamuk.edu](mailto:James.Pollock@tamuk.edu)>  
**Subject:** Meeting Request

Emily,

Instead of calling my office now, may we please schedule a phone meeting with James soon.

Topics to cover: additional geofencing campaign & additional images for pixel

Krystal Emery  
Assistant Director of Marketing, Office of Marketing & Communications  
Texas A&M University-Kingsville  
Phone: 361.593.4143  
Email: [krystal.emery@tamuk.edu](mailto:krystal.emery@tamuk.edu)

**From:** [Stanley D. Anderson](#)  
**To:** [Robert O Paulson](#); [Lee Moore](#); [Lonnie C. Nagel](#); [Jesus Hernandez](#)  
**Subject:** RE: Opening Available - Payroll Clerk Job Available  
**Date:** Monday, October 22, 2018 10:10:29 AM

---

- Once the A3 license counts are straightened out, we also need to assign them.
- I don't think we need training on the admin side. I will look and see if MS has any training resources for users.
- I very strongly urge that we make MFA mandatory for all users. The only people that will opt in are those who are cautious enough that they probably won't be caught by a phish anyway. What is the point of going to all the work to set it all up and then just let people choose whether they want to use it or not?
- Waiting to force people to use it until after they have been compromised is kind of like leaving your doors unlocked and then starting to lock them after you've already been burglarized.

**Stan Anderson**  
Sr. Systems Engineer  
iTech  
x2462  
[Texas A&M University-Kingsville](#)

---

**From:** Robert O Paulson  
**Sent:** Saturday, October 20, 2018 2:31 PM  
**To:** Lee Moore <[lee.moore@tamuk.edu](mailto:lee.moore@tamuk.edu)>; Lonnie C. Nagel <[Lonnie.Nagel@tamuk.edu](mailto:Lonnie.Nagel@tamuk.edu)>; Stanley D. Anderson <[stan.anderson@tamuk.edu](mailto:stan.anderson@tamuk.edu)>; Jesus Hernandez <[Jesus.Hernandez@tamuk.edu](mailto:Jesus.Hernandez@tamuk.edu)>  
**Subject:** FW: Opening Available - Payroll Clerk Job Available  
**Importance:** High

To look at Microsoft MFA, what do we need to do?

- Get A3 licenses straightened out
- Any training?
- Must be some configuration to set geo-fence and options
- Test MFA as opt-in
- As part of our process, those who are compromised need to register for MFA
- Campaign to use MFA to protect yourself

Normally student email is the last system to get MFA. I think the System policy is to protect

confidential and sensitive information.

----- Original message -----

From: "Terisa C. Riley" <[terisa.riley@tamuk.edu](mailto:terisa.riley@tamuk.edu)>

Date: 10/18/18 5:57 PM (GMT-06:00)

To: "Lonnie C. Nagel" <[Lonnie.Nagel@tamuk.edu](mailto:Lonnie.Nagel@tamuk.edu)>

Subject: RE: Opening Available - Payroll Clerk Job Available

This is completely understandable as to how they are gaining this level of access.

I agree on using the Microsoft product versus duo. Bob and I have talked about it. My kids have MFA on their emails at other schools. I have to use Duo to get into anything of Kate's since I'm logging in from off campus (even with her username and password, not as a proxy). I'm in favor if it limits this risk. Do we have the time and staff to do this on top of everything else??

Terisa

---

**From:** Lonnie C. Nagel

**Sent:** Thursday, October 18, 2018 5:53 PM

**To:** Terisa C. Riley

**Subject:** RE: Opening Available - Payroll Clerk Job Available

Probably just as well – I know more this evening than I knew this morning

This one has kind of been a mess - I'm not sure if you noticed or not that all of these emails (dog walker, etc) are originating from our students (@students.tamuk.edu) and being sent to other TAMUK users (@tamuk.edu or @students.tamuk.edu)

We have a situation where several student accounts have, at some point, been compromised – I am assuming through a previous phishing attack. It is common practice for scammers to collect and save compromised credentials until they have however many they think they will need to do an extended attack. In an extended attack they rotate out the senders as we catch and shut down each of the mini attacks. They will use one account until it is shut down, then they will switch to another account, then another, and so on. It is likely that the compromised credentials they are using were not harvested recently.

We have had 4 compromised student accounts in the last couple of days. Since the attacks are coming from internal accounts to internal accounts, the emails do not go through much of our mail filtering systems as the mail never leaves the campus and therefore does not pass thru our edge Security Systems. Even if they did go through all of our filters these particular emails are simply text with an invitation to contact the sender and then a link that opens your mail client. The other one today was an email with a text invitation and a link to a JotForm page where the user was asked to fill out the "job" application. Jotforms are quite common in regular business use. The only way to detect these would be if the number of emails coming in were to hit some large count over a short period of time

I met with Stan and Jesus earlier today to discuss what our options are for reducing our exposure going forward. We discussed the following 2 items. We will be implementing the 1<sup>st</sup> and need to discuss the 2<sup>nd</sup>. Both of these options are included with our Microsoft Campus Agreement that we renewed in September so there is no appreciable cost. (when was the last time you heard me say that).

- 1.) **MS Internal URL rewriting.** When emails contain links to websites, the links are rewritten so that they go through a security check. If the site is unsafe, then the link is blocked. If it is safe, then the web page opens in the user's browser. The security check

also tracks which users click on a link so that if a link is found to be unsafe after users have already clicked on it, we know which users may have gone to the site and can follow up with them individually.

Note that this option probably would not have caught the "Dog Walker" but it will catch many others that get through due to internal to internal mailings.

- 2.) **MS Multi Factor Authentication (MFA)** with conditional access. This allows students and employees to logon with just their username and password from on campus or from a trusted device, but if they try to log on from another location and device, then they will need to enter another security code that is sent to their phone. This would help a lot with phishing attacks as even though the scammer would have the student username and password, they would not have access to the trusted device (phone) to receive the code.

Couple of things on #2:

I know of no other A&M campus that has implemented 2 factor authentication for their students.

Would only affect students if they were logging in to their email from somewhere that they normally don't. (Once you validate a PC with the code – you won't be asked again).

Could be set up as "optional" for each student. I would suggest that if we do "optional" that we make it mandatory for students that get phished.

At some point (in the near future) iTech will need to implement and all Faculty & Staff will be required to use 2 Factor Authentication for logon. The System is pushing a product called DUO. Microsoft could be a replacement for that and it is already included in our Campus Agreement.

Let me know what you think on this

---

**From:** Terisa C. Riley  
**Sent:** Thursday, October 18, 2018 8:58 AM  
**To:** Lonnie C. Nagel <[Lonnie.Nagel@tamuk.edu](mailto:Lonnie.Nagel@tamuk.edu)>  
**Subject:** FW: Opening Available - Payroll Clerk Job Available  
More spam...Any idea what is going on with our filters?

---

**From:** Abram Salazar  
**Sent:** Thursday, October 18, 2018 8:53 AM  
**Subject:** Opening Available - Payroll Clerk Job Available

Hello,

There is an opening available giving students chance to learn \$20/hr. Working from Home.

Interested Applicants should

[Apply Today](#)

Regards.

**From:** Krystal Emery  
**To:** Adriana L Garza  
**Subject:** RE: Other priorities for the week  
**Date:** Tuesday, August 11, 2020 11:21:29 AM

---

- 1: Emailed James/Monica/Shelby for dialog on how to best present <https://www.tamuk.edu/finance/financial-services/business-services/student/guaranteed-tuition-and-fees.html>
- 2: Definitely a good conversation with the new ad agency too. No one has had any suggestions yet in my higher ed marketing group
- 3: Shelby will pull the content/analytics for stuff we've posted and I'll pull content/analytics in social listening where we are referenced. We'll have it ready Friday so you have it Monday.
- 4: I've asked for their schedule of postings and asked them to make sure to post frequently referencing <https://www.tamuk.edu/return/facecoveringsfaq.html> and a tidbit from the FAQ with a photo from Monica.
- 5: Facilities page created at <https://www.tamuk.edu/return/facilities.html>



## Krystal Emery

Assistant Director of Marketing

Texas A&M University-Kingsville®  
Office of Marketing & Communications  
700 University Blvd. MSC 114  
Kingsville, TX 78363 | Ph: 361-593-4143

---

**From:** Adriana L Garza <adriana.garza@tamuk.edu>  
**Sent:** Monday, August 10, 2020 5:14 PM  
**To:** Krystal Emery <Krystal.Emery@tamuk.edu>  
**Subject:** Other priorities for the week

- 1.) Tuition/Fee table and website suggestions.
- 2.) Research / report on targeted marketing initiatives in the "new normal". If we don't have name buys and can geofence, what are our best options?
- 3.) Please work with Shelby to develop a running report of COVID-19 / Return to Campus social content and corresponding analytics. I will need this information by next Monday (8/17).
- 4.) Also, where are we with the social campaign showing face covering use on campus? (The one Monica shot last week).

Thanks,  
AGF



**From:** [Ashley Jannett Navarro](#)  
**To:** [Erika E. Garcia](#)  
**Subject:** Re: Snapchat filter  
**Date:** Thursday, September 12, 2019 9:55:10 AM  
**Attachments:** [image001.png](#)  
[image003.png](#)

---

<https://create.snapchat.com/org/guest/purchase/filter/upload-asset>

Ashley N.

---

**From:** "Erika E. Garcia" <[Erika.Garcia2@tamuk.edu](mailto:Erika.Garcia2@tamuk.edu)>  
**Date:** Wednesday, September 11, 2019 at 4:50 PM  
**To:** Jesse G Carreon <[Jesse.Carreon@tamuk.edu](mailto:Jesse.Carreon@tamuk.edu)>  
**Cc:** Ashley Jannett Navarro <[Ashley.Navarro@tamuk.edu](mailto:Ashley.Navarro@tamuk.edu)>  
**Subject:** RE: Snapchat filter

Thank you!

**Erika Garcia**  
Administrative Associate  
Dual Enrollment Program  
361-593-2279 office



---

**From:** Jesse G Carreon <[Jesse.Carreon@tamuk.edu](mailto:Jesse.Carreon@tamuk.edu)>  
**Sent:** Wednesday, September 11, 2019 4:36 PM  
**To:** Erika E. Garcia <[Erika.Garcia2@tamuk.edu](mailto:Erika.Garcia2@tamuk.edu)>  
**Cc:** Ashley Jannett Navarro <[Ashley.Navarro@tamuk.edu](mailto:Ashley.Navarro@tamuk.edu)>  
**Subject:** Re: Snapchat filter

Hey Erika

Yes , we can help with that.

Ashley will get in touch with you.

Thanks

Jesse



**Jesse Garza Carreón**  
Design and Brand Manager

University Branding | Trademarks & Licensing  
Texas A&M University-Kingsville®  
Office of Marketing & Communications  
700 University Blvd. MSC 114  
Kingsville, TX 78363 | Ph: 361-593-2067

**Graphic Standards**  
**Project Request Form**  
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**From:** "Erika E. Garcia" <Erika.Garcia2@tamuk.edu>  
**Date:** Wednesday, September 11, 2019 at 4:25 PM  
**To:** Jesse G Carreon <Jesse.Carreon@tamuk.edu>  
**Subject:** Snapchat filter

Jesse,

Not sure if you can help me with this, how can I create a snapchat filter for our event? Their website says community geofences are free. Lol sorry I have never created one. Oh and thank you for the png's!

Thank you,

**Erika Garcia**  
Administrative Associate  
Dual Enrollment Program  
361-593-2279 office



**From:** [Katie Dickerson](#)  
**To:** [Krystal Emery](#)  
**Subject:** Re: TAMUK Proposal?  
**Date:** Friday, September 11, 2020 4:08:00 PM  
**Attachments:** [Choozle - TX A&M Kingsville Proposal 2020.xlsx](#)

---

Hey Krystal,

My apologies for the delay here I just got approval to send this your way! As we discussed, I have attached the proposal estimate that I hope can give you an idea of estimated CPMs, reach, impressions, and tactic ideas to drive more applicants to TAMUK. I added in multiple display tactics within the main proposal and then I added another tab with video, CTV/OTT, and Audio options if you end up wanting to run with those creatives. We can change this up as needed at any time. Below I have a few things I would need from you for the campaign, sign up details, and other items we discussed.

- *More information on Tactics we discussed:*
  - Data Targeting - [HERE](#) - Custom Data Targeting - [HERE](#)
  - Search Retargeting - [HERE](#)
  - Contextual Keyword Targeting - [HERE](#)
  - CTV/OTT Targeting - [HERE](#)
  - Geo-fencing/framing - [HERE](#)

*Once you are ready to sign up here are the Next steps:*

- **Signing up with Choozle** - You should have received a registration link to sign up on the platform, here is the code to waive the fee. - **Master Account Promo Code: STRAT-2019**
- *Once you sign up:*
  - If you could fill out this [Credit Authorization Form](#) for invoicing approval. Once approved we will switch your full account to invoicing and you will be good to go!
  - You will also need to add TAMUK as an advertiser account attached to your master TAMUK account (this is because we work with agencies as well as brand direct clients) - Guide [HERE](#)
  - Adding users to your account - Guide [HERE](#)
  - Implement the tags on your site – Guide [HERE](#)
  - Creative Specs – [HERE](#)
  - Send us your keyword list for search retargeting and contextual keyword. Also, send us your site list for site conquering
  - Send us your landing pages, conversion funnel, and target geolocations

I am looking forward to continuing our conversation and let me know if you have any questions in the meantime. Have a wonderful weekend and talk to you next week!

Cheers,  
Katie

On Fri, Sep 11, 2020 at 10:24 AM Krystal Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)> wrote:

Let's go heavier on display because we don't have much for audio and video that's current right

now so it will be harder for us to turn that creative around quickly

Also no worries – I was afraid your email got stuck in our spam. I'm having a meeting right now on our marketing strategies.



## Krystal Emery

Assistant Director of Marketing

Texas A&M University-Kingsville®  
Office of Marketing & Communications  
700 University Blvd. MSC 114  
Kingsville, TX 78363 | Ph: 361-593-4143

**From:** Katie Dickerson <[katied@choozle.com](mailto:katied@choozle.com)>  
**Sent:** Friday, September 11, 2020 10:19 AM  
**To:** Krystal Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)>  
**Subject:** Re: TAMUK Proposal?

Hey Krystal,

It was great to connect and meet you yesterday! I am still working on it and will get it over to you with all the other follow up materials later today. I am just waiting on a couple of items to be approved then I can finish it up and get it over to you.

One quick question, I put Audio, Display and Video within the proposal did you want all three creative types or what creatives will you have available for the campaign? I know you are still working on that part so we can always change it later if you don't know the answer yet.

Happy Friday!

Katie

On Fri, Sep 11, 2020 at 10:08 AM Krystal Emery <[Krystal.Emery@tamuk.edu](mailto:Krystal.Emery@tamuk.edu)> wrote:

Hey Katie!

Do you have the proposal for us yet?



## Krystal Emery

Assistant Director of Marketing

Texas A&M University-Kingsville®  
Office of Marketing & Communications  
700 University Blvd. MSC 114  
Kingsville, TX 78363 | Ph: 361-593-4143

--  
**katie dickerson**  
sales director - south central



cell: 615-948-2203 | [\*Interested? Book a demo!\*](#)



--  
**katie dickerson**  
sales director - south central



cell: 615-948-2203 | [\*Interested? Book a demo!\*](#)



**From:** [Newsletter at B&H](#)  
**To:** [William Smith](#)  
**Subject:** The Latest Gear + News, Tips & Reviews: Wednesday August 19, 2020  
**Date:** Wednesday, August 19, 2020 1:44:22 PM

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# B&H Weekly Newsletter

The latest information on new products, technologies and brands, plus hands-on reviews by our staff professionals.

**Photography**



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Panasonic

## Sony Payboo promotion banner



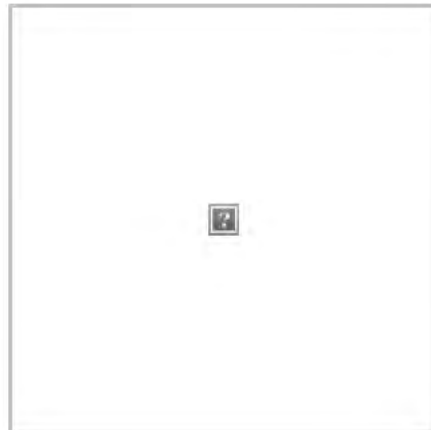
### Manfrotto Announces Befree 3-Way Live Head and Advanced Tripod

Manfrotto's latest addition to its flagship tripod line is being billed as the world's first travel tripod and 3-way fluid head kit specifically designed to address the dual-purpose needs of budding photographers, videographers, vloggers, and travel enthusiasts seeking a single, lightweight tripod for capturing stills and video.

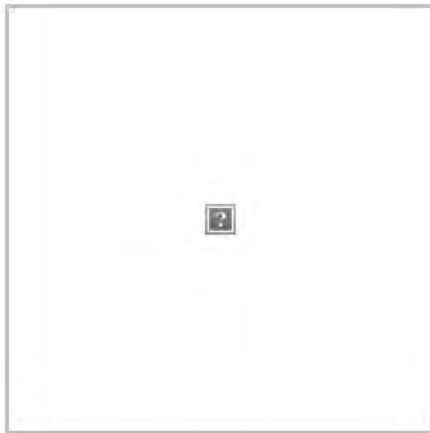
**\$139.99 - \$279.99**

[Learn More](#)

[View Items](#)







### **Voigtlander Releases 40mm f/1.2 and 50mm f/1.2 Aspherical SE Lenses for Sony E: Preorder Now.**

**\$899.00**

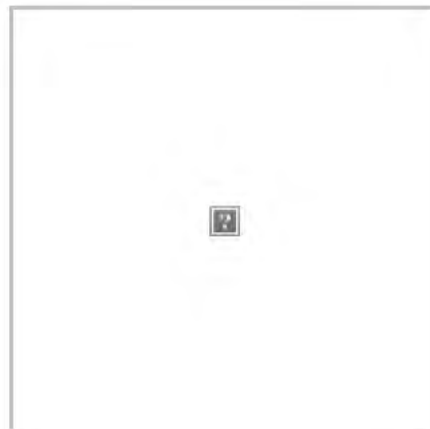
[View Items](#)

### **4 New Rokinon T1.5 DSX High-Speed Cine Lenses for Canon (EF, RF), Sony E, and MFT Mounts**

The weather-sealed lenses feature a T1.5 Aperture with a 9-Blade Iris and a Multilayer Coating to Reduce Flare. The lenses feature focus markings on both sides.

**\$449.00 - \$749.00**

[View Items](#)



### **FUJIFILM X-T4 Dedicated L-Bracket and Plate**

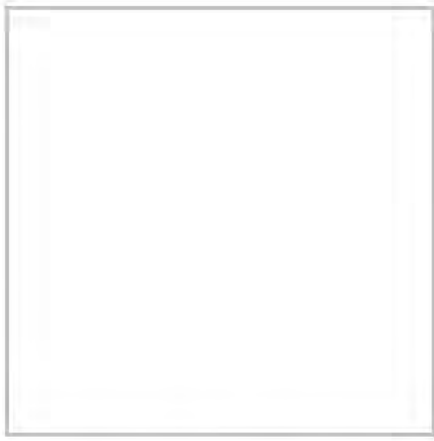
Kirk's quick release L-Bracket for FUJIFILM X-T4 Digital Camera has sensor centering lines and built-in anti-twist flanges that prevent the camera from moving within the bracket. Its matching Camera Plate is Arca-type compatible.

[Read More>](#)

**\$55.00 - \$145.00**

[View Items](#)





## How to Mask in Photoshop



[View all Photography »](#)

Video



Unsubscribe from Video

## Canon Cinema Banner



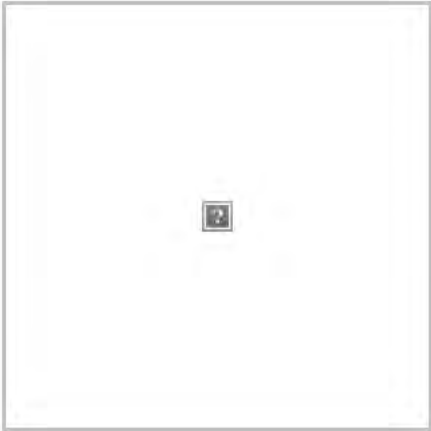
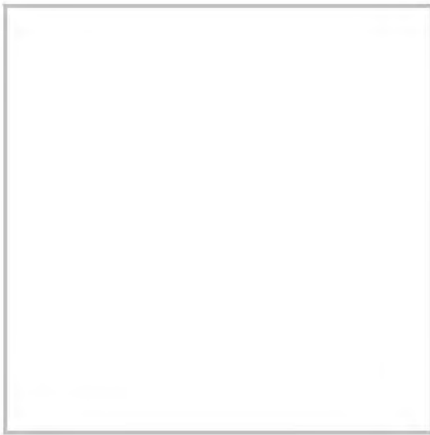
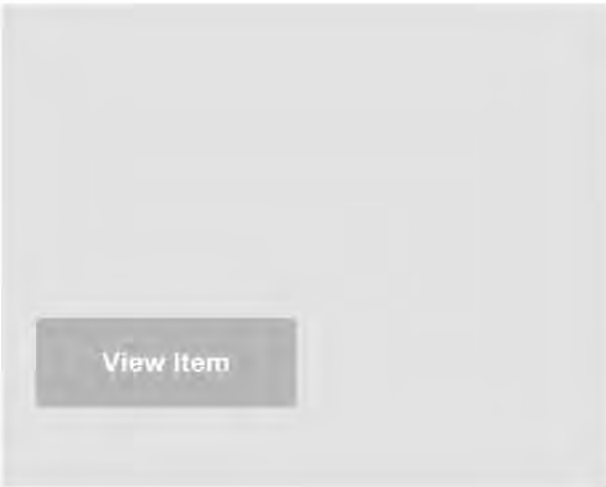
### **Orbit PTZ HD 3G-SDI/HDMI Wireless Transmitter/Receiver Kit**



Wirelessly transmit up to 1080p60 video from your PTZ camera with the Orbit PTZ 4K 3G-SDI/HDMI Wireless Transmitter/Receiver Kit from Teradek.

[\*\*Read More>\*\*](#)

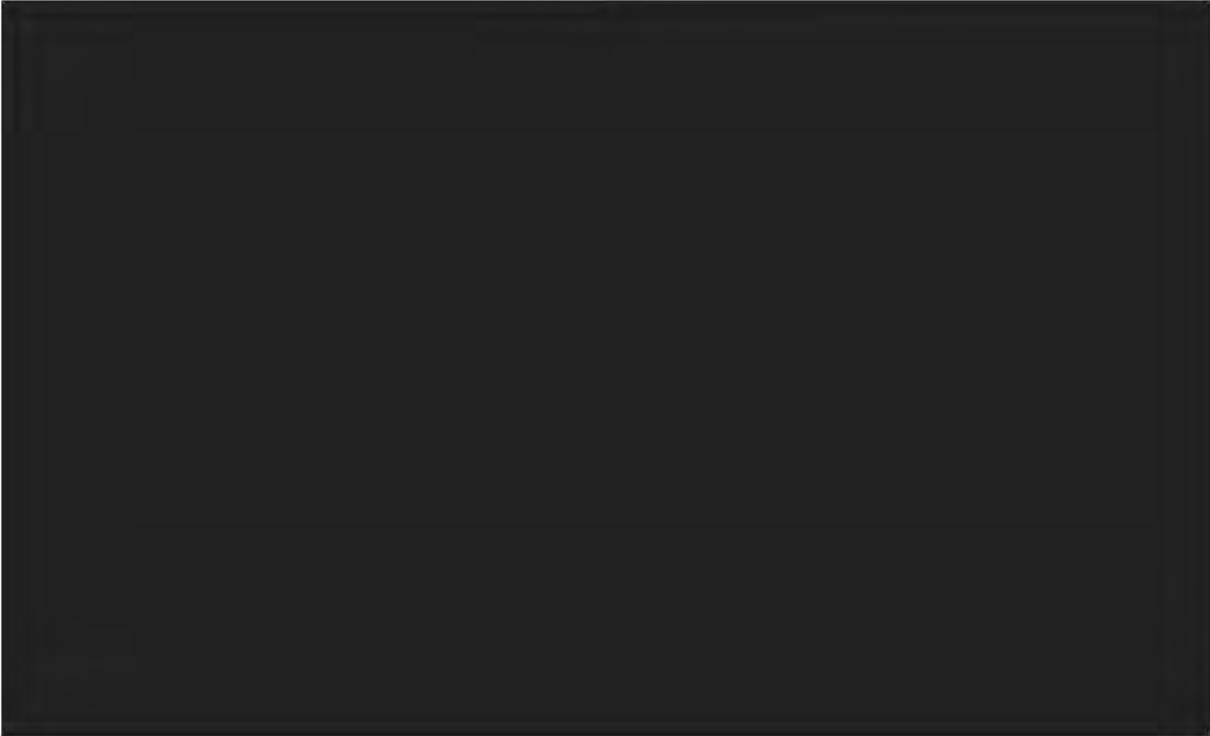
**\$3,990.00**



### **SP510 Foldable 1080p GPS Drone**

An ideal drone for new pilots, the SP510 2.7K Foldable Drone from Snaptain features a beginner's mode that allows you to customize a geofence to limit how far you can fly the SP510. [\*\*Read More>\*\*](#)

**\$159.99**



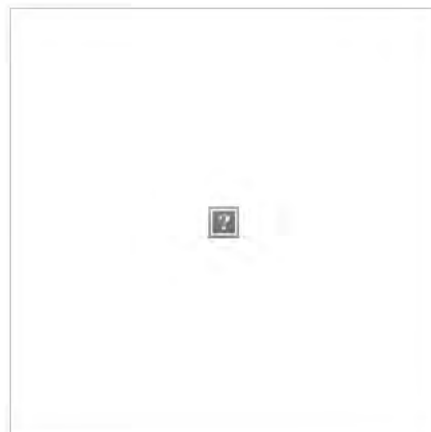
## Canon EOS C3 Mark III Banner

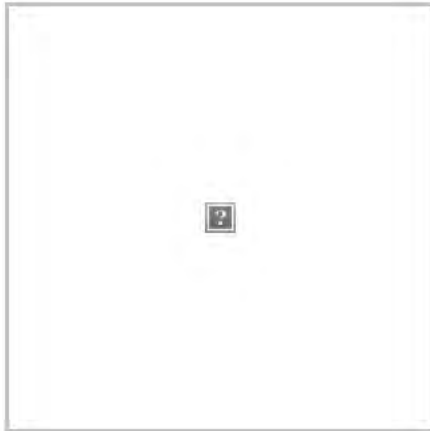
### Cinema Series 5-Filter Shutter Pack for DJI Inspire 2

The PolarPro Cinema Series 5-Filter Shutter Pack for DJI Inspire 2 includes ND4, ND8, ND16, ND32, and ND64 filters and a compact modular storage case. The filters can be attached to either the Zenmuse X7, X5s, or X5 camera that the Inspire 2 drone supports. [Read More>](#)

**\$219.99**

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### Mini-P 3-Axis Motorized Gimbal Stabilizer

The Moza Mini-P is an ultracompact 3-axis motorized gimbal stabilizer for cameras, smartphones, and action cams weighing between 0.3 and 2 lb. A smartphone adapter is included that supports phones measuring 2.3 to 3.5" wide. [Read More>](#)

\$199.00

[View Item](#)

[View all Video >>](#)

## Pro Audio



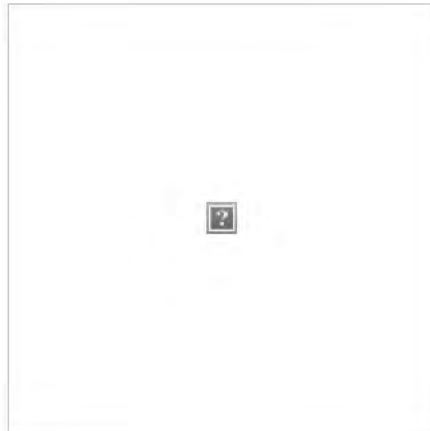
[Unsubscribe from Pro Audio](#)

### Digital Wireless Ear Set Microphone Systems

Lightweight, easy to set up, and sonically crystal clear, the Shure SLXD14/153T digital wireless mic systems feature visually discreet tan omnidirectional subminiature ear set microphones for presenters, instructors, clergy, and performers. [Read More>](#)

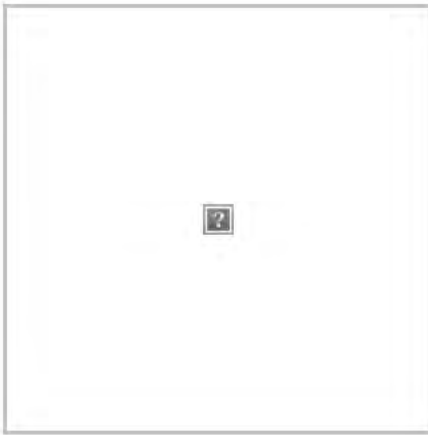
\$859.00

[View Items](#)



### Warm Audio Announces Its First Guitar Pedals, New Omni Capsules, and Microphone Flight Cases

Warm Audio has been heartily lauded for its ability to produce outboard gear and studio microphones that deliver high-end



tone akin to popular classics at an ultra-competitive price point, so its entry into the realm of stompbox-style guitar effects with the Foxy Tone Box and the Jet Phaser starts a tantalizing new chapter, not only for the company,

**\$99.00 - \$199.00**

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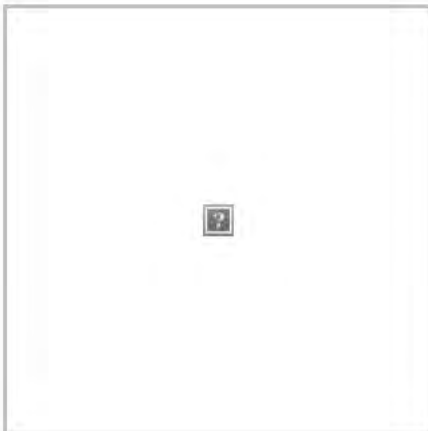
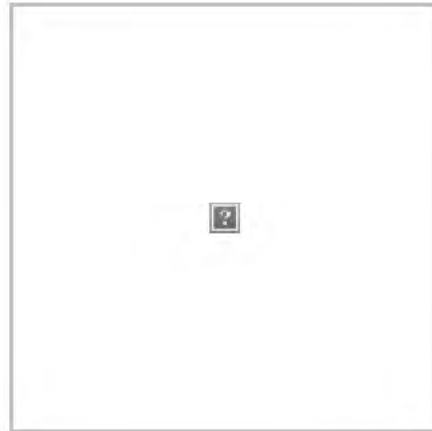
### Limited Edition Audio-Technica Microphones and Headphones

Whether you podcast, produce vlogs or tutorials, or shoot pics and video of your recording sessions, you should pay attention to your on-screen appearance as well as your audio quality.

**\$149.00 - \$199.00**

[Learn More](#)

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### Pioneer XDJ-XZ Black Label Low-Profile Case with Wheels

The black Pioneer XDJ-XZ Black Label Low-Profile Case with Wheels from Odyssey is designed for the Pioneer XDJ-XZ all-in-one DJ system controller. [Read More>](#)

**\$289.99**

[View Item](#)

## DJ Twelve MKII 12" Vinyl Motorized DJ Control System

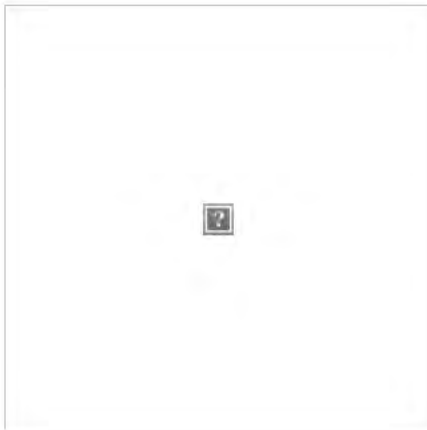
Building upon the success of the original TWELVE, the RANE DJ TWELVE MKII is an advanced 12" vinyl motorized control turntable and DJ control system designed to work with Serato DJ Pro software. [Read More>](#)

**\$899.00**

[View Item](#)



DJ Twelve MKII 12



## Apollo Solo Desktop 2x4 Thunderbolt 3 Audio Interface with Real-Time UAD Processing

For a while, Universal Audio has been on a mission: to give serious musicians and engineers access to the sound of classic tube, transistor, and transformer-based gear—and now the company has done it again with its new Apollo Solo interfaces, available in USB and Thunderbolt™ 3 configurations.

**\$499.00**

[Learn More](#)

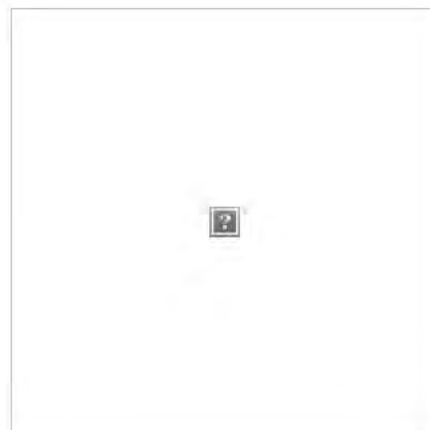
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## OM 5E OM Series Cartridge and Stylus

The Ortofon OM 5E is a low-mass moving magnet cartridge with an elliptical stylus, well suited for music lovers and Hi-Fi enthusiasts. [Read More>](#)

**\$69.99**

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Lighting



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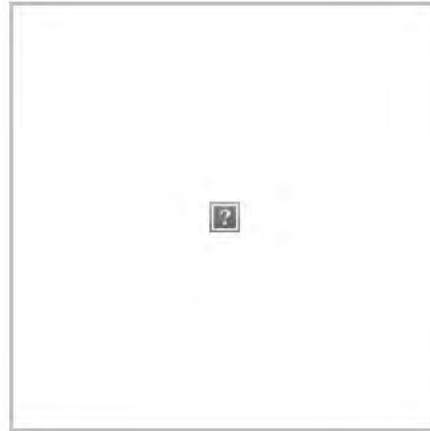
### New C-Stand Lineup Gives You a Good Grip on Photo and Media Shoots

Like a kid in a candy store, it's time to hustle up to the front of the counter and try Lowel's new lineup of C-stands and grip accessories—a veritable erector set for photographers and filmmakers.

\$37.00 - \$179.99

[Learn More](#)

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### Light Seeker Remote



### Light Seeker Remote

Designed for the Genaray Powerhouse, PortaBright, and Endeavor LED monolights, the Light Seeker Remote transmits on the 2.4 GHz radio frequency that allows it to reach the fixtures without line-of-sight at distances up to 100'. [Read More>](#)

\$39.95

[View Item](#)

### Selfie Starlite Stix Vlog Light Kit with Light Stand

The ultimate setup for social media, vlogging, and networking, the Selfie Starlite Stix Vlog Light Kit with Light Stand from Fotodiox allows you to create your own studio at home or at a friend's. [Read](#)



[More>](#)

\$99.95

[View Item](#)



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**Computers**



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### 23.6" Aspire C 24 Series All-In-One Desktop Computer

The 23.6" Aspire C 24 Series All-In-One Desktop Computer from Acer features a slim, compact design and can tilt between -5 to 25° for your viewing comfort. [Read More>](#)

\$749.99

[View Item](#)



23.6





### 1SEE 1080p USB 2.0 Webcam



## 1SEE 1080p USB 2.0 Webcam

The 1SEE 1080p USB 2.0 Webcam from VDO360 is a compact 1080p USB 2.0 webcam with an integrated USB 2.0 Type-A port to help you expand your setup with a mic, headset, or other compatible device.

[Read More>](#)

**\$74.99**

[View Item](#)

## IPS Monitors from Dell

Have you been looking to upgrade your existing display or add a second display to your setup? With so many of us working from home, a good display has become more valuable than ever. Dell has always offered a solid monitor lineup, and the following three—the UltraSharp U2520D 25", UltraSharp U2719D 27", and P2719HE 27"—are no exception. [Read More>](#)

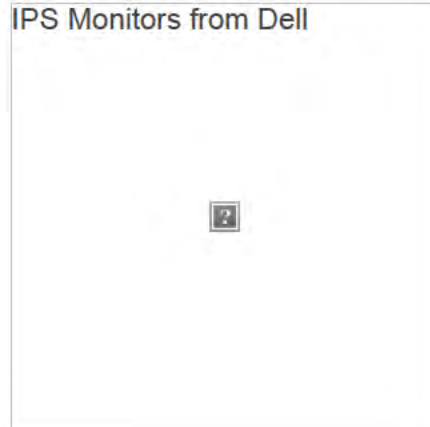
**\$339.99 - \$403.87**

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### IPS Monitors from Dell



## 11.0 Pro+ Wireless Backlit Keyboard with Trackpad for iPad Pro 11"

Transform your iPad Pro into a laptop with the space gray Brydge 11.0 Pro+ Wireless Backlit Keyboard with Trackpad for iPad Pro 11". [Read More>](#)

**\$199.99**

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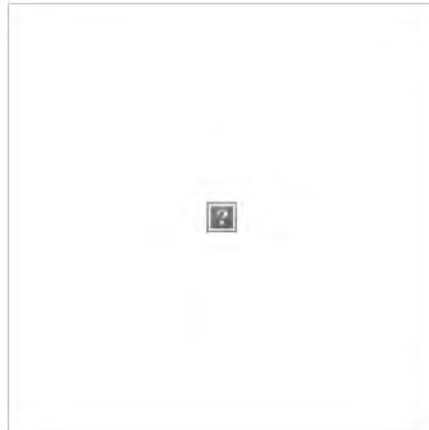


## Increase Productivity with Wired or Wireless Jabra Evolve2 Headsets

If you work from home or have the “joy” of an open office space, you can shield yourself with one of Jabra’s Evolve2 headsets. Choose the Evolve2 40 in mono and stereo designs, the wireless Evolve2 65 that lets you converse while away from your desk, and the wireless Evolve2 85 with active noise cancellation to provide true isolation. [Read More>](#)

**\$70.00 - \$499.00**

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1TB 870 QVO 2.5



## 1TB 870 QVO 2.5" SATA III Internal SSD

The Samsung 1TB 870 QVO 2.5" SATA III Internal SSD is their 2nd generation QLC SSD for PC and laptop use. It has a 2.5" form factor and utilizes the SATA III interface to achieve sequential read and write speeds up to 560 and 530 Mb/s respectively. [Read More>](#)

**\$119.99**

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## 128GB Aegis Secure Key 3NXC Encrypted USB Type-C Flash Drive

Keep data safe with the 128GB Aegis Secure Key 3NXC Encrypted USB Type-C Flash Drive from Apricorn. [Read More>](#)

**\$164.50**



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Odor Grabber Air Purifier



### **Odor Grabber Air Purifier**

Keep your surroundings smelling fresh with the Odor Grabber Air Purifier from Holmes.

[Read More>](#)

**\$39.99**

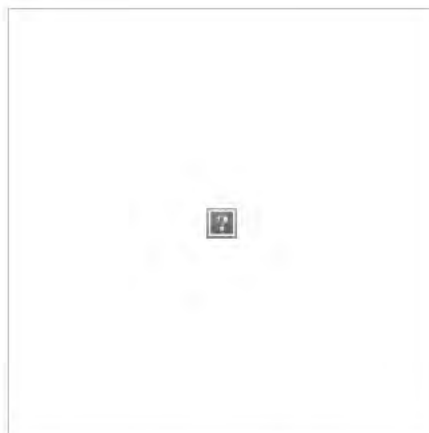
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### **Mini Portable UVC Sanitizer Plug-In Light**

Keep the items you use safe and clean to touch with this Mini Portable UVC Sanitizer Plug-In Light from CASEPH. [Read More>](#)

**\$24.99**

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## Home Entertainment



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### Aurora 65" Class 4K UHD Partial Sun Outdoor LED TV

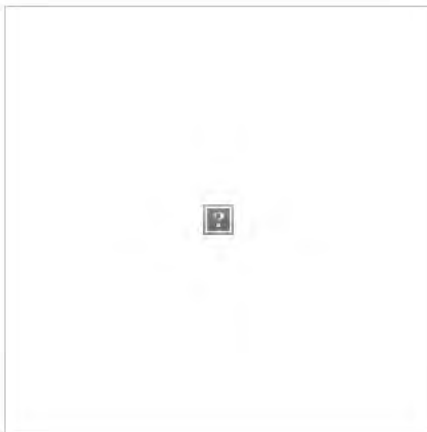
Enjoy your favorite HDR 4K UHD content in outdoor areas with partial sunlight with the Furrion Aurora 65" Class 4K UHD Partial Sun Outdoor LED TV. [Read More>](#)

**\$2,999.99**

[View Item](#)



Aurora 65



### JBL Bar 9.1 820W 5.1.4-Channel Soundbar System

Achieve enhanced sound compared to your display's speakers wirelessly with the JBL Bar 9.1 820W 5.1.4-Channel Soundbar System. [Read More>](#)

**\$999.95**

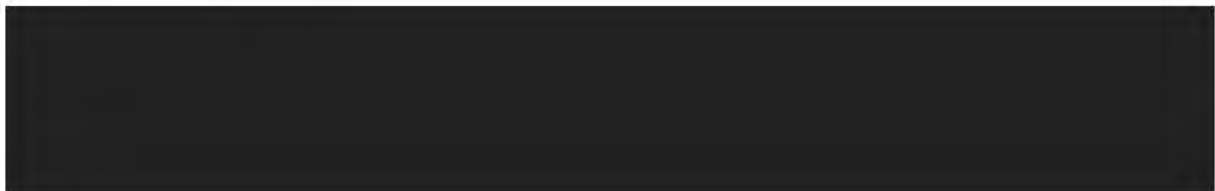
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## Mobile



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## Sony Payboo promotion banner



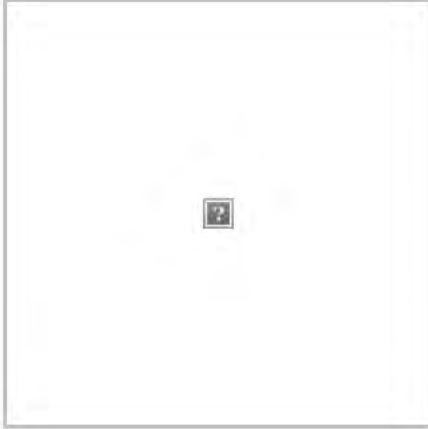
### Electric Scooters and Accessories from Segway

Newly and proudly added to the ever-expanding inventory at B&H, Segway's protean lineup of electric scooters and accessories is sure to provide a personal transportation solution for every commuter. Trying to avoid the subway and bus on your way to work? Prefer to dash over to your favorite meeting place while getting some sun and still saving time? There's a Segway e-scooter for you. [Read More>](#)

**\$19.99 - \$799.99**



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### Galaxy A71 128GB 5G Smartphone

Experience fast online speeds and a wide array of mobile camera possibilities with the Galaxy A71 128GB 5G Smartphone from Samsung. [Read More>](#)

**\$599.99**

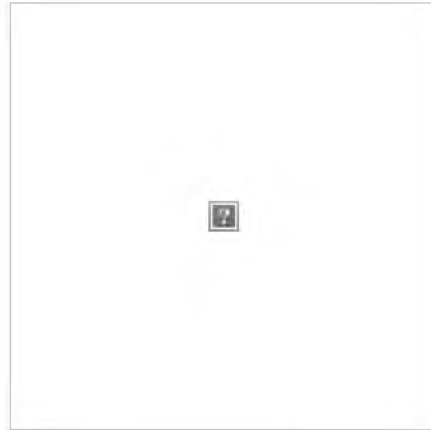
[View Item](#)

### TrueConnect 2 True Wireless In-Ear Headphones

Enjoy clear and immersive audio all day with the TrueConnect 2 True Wireless In-Ear Headphones from RHA. [Read More>](#)

**\$149.95**

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**A/V Presentation**



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### UHD 4K LCD Displays

The Planar Systems SL5064K features 4K UHD resolution and versatile input options,





including USB for multimedia playback. The SL6564K adds an OPS slot for optional computer functionality, and the QE7550 supports up to four sources at once. [Read More>](#)

\$862.43 - \$6,570.70

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## UHD 4K LCD Displays



[View all A/V Presentation >>](#)

## Optics



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### AZ-GTe GoTo AZ Mount

Ideal for small- to medium-aperture refractors and catadioptrics, the Sky-Watcher AZ-GTe GoTo AZ Mount features an integrated WiFi module that generates its own local network signal to allow wireless control via a smartphone running their free SynScan Pro app for Android and iOS devices. [Read More>](#)

\$340.00

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### AZ-GTe GoTo AZ Mount



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## Surveillance



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### UNVR UniFi Protect NVR

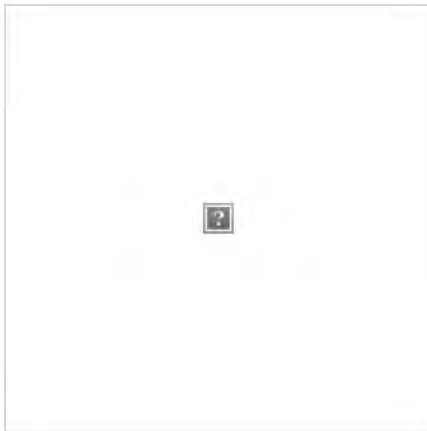


Delivering enterprise-class data protection and scalable storage, the UNVR UniFi Protect NVR from Ubiquiti Networks provides a seamless plug-and-play surveillance solution. [Read More>](#)

**\$299.00**

[View Item](#)

### UNVR UniFi Protect NVR



### FD9166-HN 2MP Network Dome Camera with Night Vision & 3.6mm Lens

Monitor your space with the FD9166-HN 2MP Network Dome Camera from Vivotek. [Read More>](#)

**\$370.00**

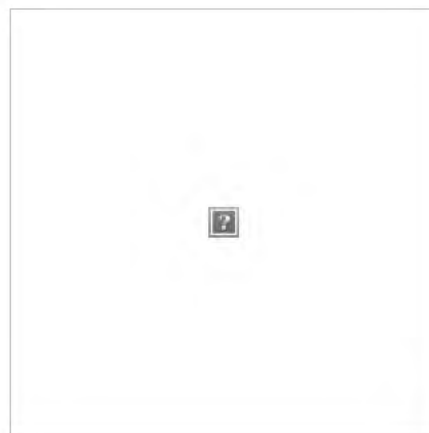
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### MEGApix DWC-MBT4WI28 4MP Outdoor Network Bullet Camera with Night Vision

Monitor an outdoor area with the MEGApix DWC-MBT4WI28 4MP Outdoor Network Bullet Camera from Digital Watchdog. This unit uses a 1/3" CMOS sensor to capture 2592 x 1520 resolution video at 30 fps. IR LEDs provide up to 100' of night vision. [Read More>](#)

**\$236.80**

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**LTE)**

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**Movo Photo GH800**  
**Carbon Fiber**  
**Professional Gimbal**  
**Tripod Head**

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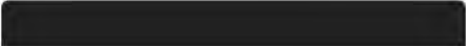
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**Case with Six 4" Lens**  
**Cups (Gray)**

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**Subject:** The Promise and Perils of Data Mining  
**Date:** Monday, August 8, 2016 10:13:06 AM

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Securing New Ground



October 19–20, 2016 • New York City

### Data Mining: Using Information to Anticipate or Prevent Disaster

Data mining holds the promise of being able to affordably analyze enormous volumes of data for increased revenue, cost savings, reduced risk and the improved customer experiences. The flip side of warehoused data creates new risks, including data breaches and the stealing of business secrets and profits.

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*— Pat Comunale, Anixter*

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**Date:** Friday, May 6, 2016 1:43:34 PM

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May 06, 2016



## FEATURED



### Social media monitoring grades are incomplete

By **Joel Griffin**

Security benefits of technology butt heads with privacy concerns on school campuses

## THIS WEEKS HIGHLIGHTS



### AlliedBarton to merge with Universal Services of America

Combined company to operate under the AlliedUniversal brand



### Home security system capabilities to evolve with the IoT

Increasing connectivity of devices will fundamentally transform residential security tech

## MEDIA CENTER





### Video: How to pick the risk framework that is right for you

KSU's Herb Mattord chats with SIW about the hesitancy of CSOs and CISOs to adopt various frameworks

## QUOTE OF THE WEEK

"From the early days of our nation and state, colleges have been treated as sanctuaries of learning where firearms have not been allowed. To depart from such time honored protections should require overwhelming justification. I do not find that such justification exists."

-- Georgia Gov. Nathan Deal discussing why he decided to veto a bill that would have allowed college students to carry concealed guns onto campuses across the state

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### PSA-TEC 2016



### PSA-TEC 2016

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Westminster, CO, US

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Marketers used to rely on customer surveys and media coverage to track buzz surrounding their company. But now, social media has turned the whole world into a huge, always-on focus group, making social media monitoring tools essential for any marketer.



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**To:** [William Smith](#)  
**Subject:** The Social Marketing Buzz: Tips and Tricks  
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## **The Social Marketing Buzz: Tips and Tricks**

***Learn How to Manage and Track Social Buzz for Your Campaigns...***

Marketers used to rely on customer surveys and media coverage to track buzz surrounding their company. But now, social media has turned the whole world into a huge, always-on focus group, making social media monitoring tools essential for any marketer.

By tracking how your brand is discussed in social, you



can measure the success of your campaigns, or adapt your strategy on the fly in response to live feedback from your audiences.

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**Date:** Monday, February 11, 2019 12:44:28 PM



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**From:** [Marketing Knowledge Cloud](#)  
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**Date:** Friday, January 25, 2019 9:27:14 AM



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**Subject:** The Social Marketing Buzz: Tips and Tricks  
**Date:** Friday, January 25, 2019 9:27:03 AM



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**Date:** Wednesday, November 14, 2018 12:13:07 PM



## **The Social Marketing Buzz: Tips and Tricks**

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**From:** [Marketing Knowledge Cloud](#)  
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## **The Social Marketing Buzz: Tips and Tricks**

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**Date:** Wednesday, November 7, 2018 11:19:21 AM



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**From:** [Marketing Knowledge Cloud](#)  
**To:** [Christopher Rey Ambriz](#)  
**Subject:** The Social Marketing Buzz: Tips and Tricks  
**Date:** Monday, October 8, 2018 11:42:49 AM



## **The Social Marketing Buzz: Tips and Tricks**

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**To:** [William Smith](#)  
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**Date:** Tuesday, October 15, 2019 1:52:02 PM



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**From:** Everbridge  
**To:** Adriana L. Garza  
**Subject:** Today | Return to Campus: Preparing for the Spring Semester  
**Date:** Wednesday, November 18, 2020 8:08:39 AM



## Live Webinar

*Return to Campus:  
Preparing for the Spring Semester*

Wednesday, November 18, 2020  
2:00 pm est

**Today** is your last chance to register for *Return to Campus: Preparing for the Spring Semester*. Hear from **Ronnell Higgins**, Chief of Yale Police & Director of Public Safety at Yale, and **Dan Pascale**, Executive Vice President of Margolis Healy, for a live webinar on how schools can optimize the health of their students and the community at large during the Spring semester of 2021.

During the webinar Dan and Ronnell will discuss:

- How higher educational institutions planned their Fall semesters
- What we have learned from Fall semester experience
- What schools are anticipating for Spring semester
- How schools are adjusting their plans
- Recommendations you can take to mitigate harm and maintain a safer learning environment

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**To:** [Val Ramirez](#)  
**Subject:** Today | Return to Campus: Preparing for the Spring Semester  
**Date:** Wednesday, November 18, 2020 8:09:16 AM



## Live Webinar

*Return to Campus:  
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Wednesday, November 18, 2020  
2:00 pm est

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**To:** [Val Ramirez](#)  
**Subject:** Today's T&L News: Retweet Tuesday  
**Date:** Tuesday, February 23, 2016 11:17:12 AM

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**Retweet Tuesday—Edtech Insights fresh from the Tech&Learning Twitter feed!**

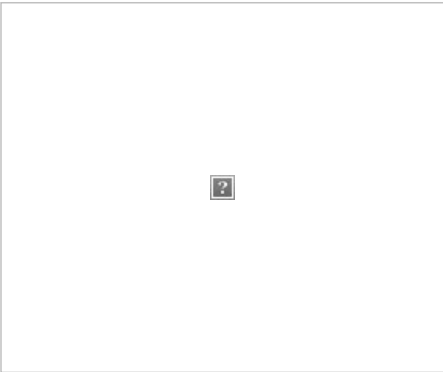
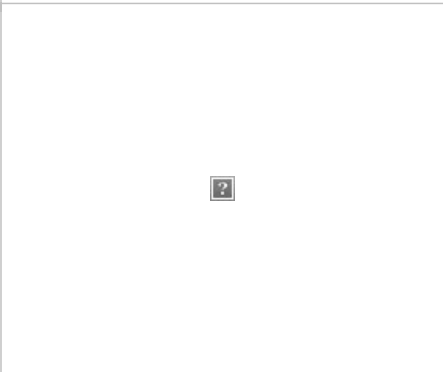
 **Josh Allen @j\_allen** Just blew some 3rd graders minds by introducing them to the italics button in Google Docs. All in a day's work.

**Katrina Keene @teachintechgal** 6 tips for creating a more engaging classroom: <http://bit.ly/1T2zHqJ>

**Margaret A Powers @mpowers3** Wood Shop Enters the Age of High-Tech <http://ow.ly/YyOy4> via @nytimes Are we helping to nurture doers & makers of all ages?

**Gaggle @Gaggle\_K12** Here are 6 ways that your school website can fall victim to a hacker: <https://www.gaggle.net/speaks/prevent-school-website-getting-hacked/> ...

**Gavin Smart @gavinsmart** DIGITAL PARENTING: WHY CHILDREN'S USERNAMES AND AVATARS MATTER <http://ourpact.com/digital-parenting-childrens-usernames-avatars/> ...



### Top Stories from [techlearning.com](http://techlearning.com) and from around the Web

- Review of Chris Lehmann's Building School 2.0: How to Create the Schools We Need
- The Death of the Digital Native
- Bloom's Taxonomy for a Digital Age
- Bridging a Digital Divide That Leaves Schoolchildren Behind
- Philosophy and Technical Support
- It's Time To Co-Design Assessments With Students
- GoGuardian Announces Google Classroom Integration
- How Long Will We Wait to Give Students Choice?
- Class Tech Tips: Comprehensive Advanced Placement Program to Support AP® Success
- Parenting in a Digital World

### Poll Question of the Week

• Do your schools offer blended learning? [Click here to vote.](#)

### Blog Quote of The Day

The 'digital native' is a generational metaphor. It's a linguistic metaphor. It's a ridiculous metaphor. It's the notion that there is a particular generation of people who are fundamentally unknowable and incomprehensible. - **Donna Lanclos**

### Tech & Learning Live

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- Atlanta -- February 26, 2016
- Boston -- April 29, 2016
- Chicago -- May 6, 2016

## Additional Resources

- **LocknCharge Unveils New Species from the Outback Travel from the bush to the classroom with the latest advancement in mobile device storage from LocknCharge.**
- **Wi-Fi Woes: How Mediocre Wi-Fi Interferes with Instruction**
- **New eBook: Redefining Learning: The 4 Pillars of Tech-enabled Learning**
- **How to Solve K-12's New Mobility Power Requirements**
- **Improving Student Performance at Reduced Costs:Tennessee Schools Turn to the Cloud**
- **Upcoming Webinar: Redefining Learning to Achieve More**
- **EBook: Intel-Based Chromebooks in Schools**
- **5 Things to Know About How IoE Will Effect K-12**
- **Navigating The Digital School**

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From: Don K. Grote  
Subject: TXOPS BOSA; BSM; Insight CRIME; TRT Events; Risk to L.E. Escalating; TXOPS Cartel Counter-Intell; Gang Human Trafficking INTSUM; El Paso Weekly; NCTC; Sec. Daily Brief; Border Daily; Money Laundering; Border Security Alert; SOUTHCOM Bulletins;  
Date: Friday, July 31, 2020 5:03:46 PM  
Attachments: jmag001.doc  
jmag003.doc  
jmag004.doc

Don K. Grote  
Texas Law Enforcement Coordinator  
Regional Organized Crime Information Center

**BULLETINS OF INTEREST FOR THIS WEEK:** *Note: Multiple topics within each link - a brief single topic synopsis is highlighted for quick reference*

**Texas Department of Public Safety- Border Operations Sector Assessment- 31 July 2020:** *Texas DPS*  
[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EVAV3u-f05pEmUEgjmKZ8MBM8CYb8sf-7KAsbBQxabbpg7e-Whm005](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EVAV3u-f05pEmUEgjmKZ8MBM8CYb8sf-7KAsbBQxabbpg7e-Whm005)

**TRT Encounters at US POEs- 29 July 2020:** *U.S. Customs and Border Protection- Office of Intelligence*

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EUAWMYyidEN0lyHT3H-PLZMB029KHk4BkC-Z0JHfZG5g?e\\_rimgWC](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EUAWMYyidEN0lyHT3H-PLZMB029KHk4BkC-Z0JHfZG5g?e_rimgWC)

**Significant Tactical Terrorism Response Team Encounters at U.S. Ports of Entry**

**Brooks Bowden Moore LLC- Weekly Congressional Updates- 31 July 2020:** *BBM LLC*

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EWb5KIAFDdDucKMA331f6YBSyEJNaarLIQPOkxKAv?e\\_armgdo](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EWb5KIAFDdDucKMA331f6YBSyEJNaarLIQPOkxKAv?e_armgdo)

#### ARTICLES OF INTEREST:

The latest edition of *RISS Equals Results* is now available, and features *NESPIN's* assistance in providing a surveillance van for several drug and organized crime investigations. The investigation resulted in the arrest of 22 people and the seizure of drugs and weapons. Full report within.

*July RISS Insider - The latest RISS Insider is now available, and features all the services available that RISS provides to aid an agency during an investigation.* RISS can help an officer query intelligence databases, retrieve information from investigative systems, solicit assistance from research staff, utilize surveillance equipment, receive training, and use analytical staff to help apprehend, prosecute, and convict criminals. Full report within.

**Police Requests for Google Users' Location Histories Face New Scrutiny:**

Police use of a type of warrant to monitor Google users' locations en masse is stirring down its first legal and political challenges as scrutiny of law enforcement tactics grows. Criminal defendants in Virginia and San Francisco are disputing "geofence" warrants, which authorities can use to scan geographic areas and time periods for suspects through user location histories stored by technology companies. As these motions await arguments and potential decisions as soon as August, New York lawmakers are pushing legislation to ban the practice. Police turned in both cases to Alphabet Inc.'s Google, which says the number of such requests grew 1,500% from 2017 to 2018, and an additional 500% from 2018 to 2019. The search and advertising giant created a special process to fulfill the warrants but has raised concerns that the demands made by law enforcement invade privacy. Privacy advocates fear that compliance by Google could lead authorities to seek similar data from fitness trackers, ride-share apps and other companies if more of those businesses begin to store users' granular location histories to hone their products and services.

**DHS Secretary Daily Brief- 31 July 2020:** *U.S. Department of Homeland Security- Office of Public Affairs*

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EFK0FntrRHSy\\_3jtkCtwBkEN65dFEFTGPzOWl4tUQ?e\\_4hnm5](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EFK0FntrRHSy_3jtkCtwBkEN65dFEFTGPzOWl4tUQ?e_4hnm5)

**CBP Updates- Mexico- 31 July 2020:** *U.S. Customs and Border Protection*

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Mexican Drug Trafficking Organizations (DTOs) have maintained success in the cross-border smuggling of fentanyl-laced, blue M-30 pills into Arizona despite increased border crossing restrictions. DTOs have mitigated the effects of the attrition of other drugs during cross border operations into Arizona by establishing alternate supply lines from the San Diego area. DTOs preferred traveling along interstate 10, believing the increase vehicular traffic insulated them from detection/interdiction risks.

**INSIGHT Crime Weekly Summary- 31 July 2020:** *INSIGHT Crime Research (Multiple Topics of Interest)*

[https://mailchi.mp/insightcrime/weekly-insight-in-defense-of-press-freedoms?e\\_07e74896cb](https://mailchi.mp/insightcrime/weekly-insight-in-defense-of-press-freedoms?e_07e74896cb)

**Mexican Navy May Accept Alleged Role in 2018 Border Kidnappings**

**Cuban Migrants Un-Deterred:** *U.S. Customs and Border Protection*

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Despite the implementation of travel restrictions and Title 42 expulsions, Cuban migrants have remained steadfast in illegally entering the United States along the Southwest Land Border (SWLB). CBP assesses with moderate confidence this flow is likely comprised of migrants who were en-route to the United States prior to border closures in Latin America and were able to exploit Nicaragua's lack of air travel restrictions.

**Increased Officer Risks- Austin, Texas- 30 July 2020:** *ARIC- US CBP*

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The current situation in Austin, TX has escalated to a potentially dangerous level for Law Enforcement Officers as violence between protesters/non-protesters continue to clash. On July 25, 2020, Garret Foster was shot and killed during a Black Lives Matter protest in Austin by a man who drove his car into a crowd of protesters and then opened fire striking and killing Foster. Foster himself was armed at the time of the shooting.

According to the Austin Regional Intelligence Center, on 27 July 2020, a private social media group called "11Bravos" posted a comment in reference to the Garret Foster incident. 11Bravos is a reference to the Army Infantry Military Occupational Specialty (MOS). The private group has moderators which require Branch of Service and Years of Service input for thread group authorization.

**Violent Opportunists Adopting Black Bloc- Hong Kong Tactics:** *Joint Regional Intelligence Center*

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**Texas DPS- Human Trafficking INTSUM- 30 July 2020:** *Texas DPS*

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/Ecx0MSTYnkBGuslv5iIRIBGY9xqjxVpLVBzDAWRB1vbw?e\\_Sm9g64](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/Ecx0MSTYnkBGuslv5iIRIBGY9xqjxVpLVBzDAWRB1vbw?e_Sm9g64)

The Human Trafficking Intelligence Summary for NOV-2019-June 2020 highlights significant information and intelligence about human trafficking developed through all-source collection and analysis. The purpose of this report is to provide summaries of recent human trafficking information, on a quarterly basis to law enforcement personnel for situational awareness.

**Texas DPS Gang INTSUM- 30 July 2020:** *Texas DPS*

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The Gang Intelligence Summary highlights significant gang information and intelligence developed through all-source collection and analysis. The purpose of this report is to provide summaries of recent gang-related information on a monthly basis to law enforcement personnel for situational awareness.

**Texas DPS Cartel INTSUM- 30 July 2020:** *Texas DPS*

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EX23YXQv2kdlnk5sJZf5MQBidNcmoCeiF6di8S0xU8Q?e\\_Uo1z8k](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EX23YXQv2kdlnk5sJZf5MQBidNcmoCeiF6di8S0xU8Q?e_Uo1z8k)

The *Cartel Intelligence Summary* highlights significant information and intelligence about cartels and smuggling organizations developed through all-source collection and analysis. The purpose of this report is to provide summaries of recent cartel and smuggling organizations information on a monthly basis to law enforcement personnel for situational awareness.

**Texas DPS- Criminal Counter Intelligence INTSUM- 30 July 2020:** Texas DPS

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EdImQBxxy6p4iHa8TOk784qBQHPxjRWnQcAbCFMd\\_ZntdA?e=1NX2Xm](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EdImQBxxy6p4iHa8TOk784qBQHPxjRWnQcAbCFMd_ZntdA?e=1NX2Xm)

The *Criminal Counterintelligence Intelligence Summary* highlights significant information and intelligence about the criminal use of counterintelligence against law enforcement developed through all-source collection and analysis. The purpose of this report is to provide summaries of recent criminal counterintelligence information, including but not limited to information gathered or activities conducted to identify, deceive, exploit, disrupt, or protect against law enforcement interference in criminal activity, on a monthly basis to law enforcement personnel and partners for situational awareness.

**CBP Indicators and Warning- 30 July 2020:** U.S. Customs and Border Protection

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EQ\\_VSY3gzdPnUyWb0P5qdaBA8ahqBQCXWRTSf0cNk\\_6V2Q?e=hk01en](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EQ_VSY3gzdPnUyWb0P5qdaBA8ahqBQCXWRTSf0cNk_6V2Q?e=hk01en)

A new video released by ISIS terrorists urges followers in America to begin a campaign of arson attacks. The four minute-long video is the first new marching orders in a long time from ISIS' propaganda wing, pushing followers to fight fire with fire, literally. The animated tightly-produced video is entitled "Incite the Believers" and many of the scenes are engulfed in flames and, as with previous terrorist "message" videos, it encourages violent criminal acts against Western civilization. This time, ISIS is encouraging followers to start fires for maximum damage and carnage. In Arabic, the narrator encourages followers to use cigarette lighters, matches and gasoline to start fires in places where they won't be detected in retribution for U.S. combat operations in Iraq and Afghanistan the past nearly two decades.

**Home Land Security Intelligence Brief- 30 July 2020:** DHS- Office of Intelligence

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EXEUZu5F\\_7Au25tCmytHEB8C8c8z1W-aR74GyMwda7e\\_UhJEpi](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EXEUZu5F_7Au25tCmytHEB8C8c8z1W-aR74GyMwda7e_UhJEpi)

Attached is an unclassified version of the **HINT (Homeland Intelligence)**

**CBP Updates- Mexico- 30 July 2020:** U.S. Customs and Border Protection

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EahV04dCU0BPiM9GvZHQv0BaPMYj840EuCU9E0f2j90iQ?e=DiDnXg](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EahV04dCU0BPiM9GvZHQv0BaPMYj840EuCU9E0f2j90iQ?e=DiDnXg)

Mexico's Drug Cartel Chief 'El Mencho' Shows His Might – Confirmed as authentic by the government, experts say recent cartel videos can be read as a warning – confront the CING at your peril – or a bid to rebuild the cartel's mystique after the failed Mexico City attack.

Either way, the evident financial and military firepower underscored the cartel's menace. While not unprecedented, intelligence and anti-narcotics agents were shocked by their slickness and swagger. Under the leadership of Mr Oseguera, the CING has gone from upstart to cartel powerhouse and has expanded aggressively into 31 of Mexico's 32 states. The US has placed a \$10m bounty on Mr Oseguera, but he is rumored to be suffering from kidney problems and reportedly built his own hospital. He could face a nascent challenge to his leadership from two key lieutenants: Juan Carlos González, known as "03", who the government says founded the elite group last year, and Ricardo Ruiz Velasco, or "Double R", its leader in the state of Michoacán.

**China's Grand Strategy- RAND Global Report:** RAND Corporation

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/ETJy6AqDk5Hs6YxOu\\_x-hUR66Yw50RgDs\\_gz0HfCpyA7e\\_xm1W0c](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/ETJy6AqDk5Hs6YxOu_x-hUR66Yw50RgDs_gz0HfCpyA7e_xm1W0c)

This report documents research and analysis conducted as part of a project entitled U.S.-China Long-Term Competition sponsored by the Deputy Chief of Staff, G-3/S7, U.S. Army. The purpose of the project was to help the U.S. Army understand the shifting relative capabilities of the U.S. and Chinese militaries over the next 35 years. This report should be of interest to anyone in the national security community, especially planners and strategists.

**CBP Border Intelligence Daily- 30 July 2020:** U.S. Customs and Border Protection- Office of Intelligence

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EdmUAISfVWVAn0mW6Q\\_3XjUBVykna\\_rmpUecl5K0H2Nw7e\\_5C1S3](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EdmUAISfVWVAn0mW6Q_3XjUBVykna_rmpUecl5K0H2Nw7e_5C1S3)

Mexican drug trafficking organizations (DTOs) are possibly increasing their illicit air capacity by recruiting commercial airline pilots through social media to transport narcotics. Multiple Latin American airline companies have filed for Chapter 11 bankruptcy which may lead to an increase in unemployed commercial airline pilots or pilots who are forced to take unpaid leave. Mexican DTOs may try to capitalize on the recent financial struggles of these airlines to recruit commercial airline pilots to transport narcotics. Mexico DTOs have been known to use social media to identify commercial airline pilots and place advertisements. Additionally, the Mexican military recently intercepted two possible Mexican DTO aircrafts, which illicitly trafficked large shipments of narcotics.

**FEMA Daily Ops Brief- 30 July 2020:** Federal Emergency Management Agency

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EepXqpxvaopJrLDSiCLB1BSPcTwmI-gYxb0Y6Z2PUED7e\\_DXX1Nk](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EepXqpxvaopJrLDSiCLB1BSPcTwmI-gYxb0Y6Z2PUED7e_DXX1Nk)

**National Current Operations and Monitoring- Weather Updates**

**DHS Secretary Daily Brief- 30 July 2020:** U.S. Department of Home Land Security- Office of Public Affairs

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EajIkeC88mkVimeamoux4IE0B80rSffP7DuLm7G1ODUvE?e=qPW1ma](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EajIkeC88mkVimeamoux4IE0B80rSffP7DuLm7G1ODUvE?e=qPW1ma)

**El Paso Weekly- 29 July 2020:** Texas DPS- El Paso JOIC

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/ERCc4jaIBNImCO3gKaeIU8TDIuf\\_aNxm8z6dV130okw?e=JcomEa](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/ERCc4jaIBNImCO3gKaeIU8TDIuf_aNxm8z6dV130okw?e=JcomEa)

**Violence and Usages of IEDs Increasing- FBI Report- 29 July 2020:**

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EOVSKbsDAJmZYMIjSx3UBSgGH3PIMeEtIGS05R9fSA?e=aSQK0w](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EOVSKbsDAJmZYMIjSx3UBSgGH3PIMeEtIGS05R9fSA?e=aSQK0w)

The President of the United States issued an Executive Order protecting monuments, memorials, and statues and combating criminal activity, in response to the recent violence in the northwest. On 1 July, the Acting DHS Secretary, issued a memorandum, "DHS Support to Protect Federal Facilities and Property" directing the pre-positioning of Rapid Deployment Teams (RD), to Portland, OR; Seattle, WA; and the District of Columbia, to be used in a reserve force role. Since that time, CBP personnel in response to violent protests, have deployed to several Federal facilities, including the Federal Courthouse, in Portland, OR, where violent protests occur almost nightly. Despite law enforcement presence, violent opportunists continually attempt to breach the courthouse fence, using power tools (angle grinders/saws) and sledge hammers. CBP and other law enforcement partners have been assaulted with colored lasers, bottles, rocks, commercial grade fireworks and other improvised weapons. Additionally, law enforcement cellular and radio communications in Portland were intermittently disrupted between 19 and 22 July. On 20 July, violent actors were seen wearing backpacks with four antennae protruding from them, assessed to be radio jamming devices.

**NCTC CT Digest- 29 July 2020:** National Counter-Terrorism Center

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EYShKl-BeZ9fmlaAgkr06k8j9wshv3pxwBf4e5m9NSCA?e=Zk7Inp](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EYShKl-BeZ9fmlaAgkr06k8j9wshv3pxwBf4e5m9NSCA?e=Zk7Inp)

**NCTC CT Weekly- 29 July 2020:** National Counter-Terrorism Center

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/ehjY-nEwPWlCjx\\_MyDACPMD8ka0gEKYVBG0d8nxB0a1ka7e\\_WSeVHy](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/ehjY-nEwPWlCjx_MyDACPMD8ka0gEKYVBG0d8nxB0a1ka7e_WSeVHy)

**DHS Secretary Daily Brief- 29 July 2020:** U.S. Department of Home Land Security- Office of Public Affairs

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/Eh4DI47Fbn1MseAWCPVzUr8Bzq8mO70DuNDtXRILgAMUw?e=mckfZc](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/Eh4DI47Fbn1MseAWCPVzUr8Bzq8mO70DuNDtXRILgAMUw?e=mckfZc)

**FEMA Daily Ops Brief- 29 July 2020:** Federal Emergency Management Agency

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EU46lbikdEhLnpJ2AbKhuABH09i\\_ZVNFEdqPso6VODQ?e=z1NzXn](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EU46lbikdEhLnpJ2AbKhuABH09i_ZVNFEdqPso6VODQ?e=z1NzXn)

**National Current Operations and Monitoring- Weather Updates**

**Security Considerations for LEOS:** JRIC Roll Call Brief

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/Ed030a7kbCF696uLo7aYd0BILAXepWpGfExpM4D7XNcG0?e=rEhkd](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/Ed030a7kbCF696uLo7aYd0BILAXepWpGfExpM4D7XNcG0?e=rEhkd)

Protests in response to the Black Lives Matter movement continue across the country with Portland, Oregon and Seattle, Washington receiving the most violence. Violent opportunists (VOs) are targeting government buildings, police stations, law enforcement personnel and their families. VOs have released names, addresses and photos of LEOs to designate targets of violence. VOs are using a variety of projectiles such as frozen water bottles and canned food to attack law enforcement personnel. Tactics such as using smoke lights and lasers to blind law enforcement are also being used. Weapons such as crudely made IEDs and Molotov cocktails are used to target LEOs and federal buildings.

**CBP Mexico Updates- 29 July 2020:** U.S. Customs and Border Protection

[https://riss-my.sharepoint.com/:w/g/personal/dgrote\\_rocic\\_riss\\_net/ESMkQCceFoRHU1ITD21L2Cck5Y8\\_p6jYfnPPfWNePNuW?e=RWaxAA](https://riss-my.sharepoint.com/:w/g/personal/dgrote_rocic_riss_net/ESMkQCceFoRHU1ITD21L2Cck5Y8_p6jYfnPPfWNePNuW?e=RWaxAA)

**Top Mexican Drug Kingpin El Mencho Reportedly Builds Own Private Hospital – One of Mexico's most wanted drug lords, El Mencho, is reported to have built his own private hospital in the western state of Jalisco. This week, fresh claims about the head of Mexico's Jalisco New Generation (CNG) cartel emerged, alleging he had bankrolled the construction of a hospital. Citing intelligence reports, the El Universal newspaper said the 54-year-old drug lord had built the clinic in El Alchuantl, a village about 250km south-west of Jalisco's capital, Guadalajara. Latin American gangsters often keep medical professionals on the payroll in order to avoid official hospitals in the event of being shot by security forces. But El Mencho's decision to build his own hospital reportedly stems from his reluctance to venture out of his network of rural hideouts – of which El Alchuantl is supposedly one – to seek treatment for kidney disease. The newspaper said the drug lord's employees and locals also used the clinic.**

**SEMAR and SEDENA Increase Executive Confidence – In recent days, the Mexican President Andrés Manuel López Obrador announced the decision to grant the Mexican Armed Forces control of customs and the Navy to control ports. Given this situation, Javier Jiménez Espriú resigned from the position of Secretary of Communications and Transportation, because, substantially, he did not agree with the decision made by the President of the Republic, given the economic and political consequences that this may bring in the future.**

**Money-Laundering Facilitators- FBI Spear- 29 July 2020:** Federal Bureau of Investigation

[https://riss-my.sharepoint.com/:b/g/personal/dgrote\\_rocic\\_riss\\_net/ECo7hXVRidIQvXf4nU4-bURFP2V-mjq51rnq4cWcmkz?e=cjzab](https://riss-my.sharepoint.com/:b/g/personal/dgrote_rocic_riss_net/ECo7hXVRidIQvXf4nU4-bURFP2V-mjq51rnq4cWcmkz?e=cjzab)

**Work From Home Schemes Profiling- FBI**

**CBP Border Intelligence Daily- 29 July 2020:** U.S. Customs and Border Protection

[https://riss-my.sharepoint.com/:b/g/personal/dgrote\\_rocic\\_riss\\_net/ET\\_sktjmljLrEOONQgkRWp8SR7AkCmG8PJPtRrOjLlO2g?e=ador5m](https://riss-my.sharepoint.com/:b/g/personal/dgrote_rocic_riss_net/ET_sktjmljLrEOONQgkRWp8SR7AkCmG8PJPtRrOjLlO2g?e=ador5m)

**Human Trafficking Updates- Exploitation of Women Selling their Fertility in the U.S.**

**Home Land Security Intelligence Brief- 28 July 2020:** DHS- Office of Intelligence

[https://riss-my.sharepoint.com/:b/g/personal/dgrote\\_rocic\\_riss\\_net/EZDQvjs7IBtOhLiTiktEQuQBR6vWWM35\\_Rhw05L6d\\_Hmw?e=1fWkKw](https://riss-my.sharepoint.com/:b/g/personal/dgrote_rocic_riss_net/EZDQvjs7IBtOhLiTiktEQuQBR6vWWM35_Rhw05L6d_Hmw?e=1fWkKw)

**Attached is an unclassified version of the HINT (Homeland Intelligence)**

**FEMA Daily Ops Brief- 28 July 2020:** Federal Emergency Management Agency

[https://riss-my.sharepoint.com/:b/g/personal/dgrote\\_rocic\\_riss\\_net/EcqlYwX08YBMkVcfmxi-XkIBRK\\_utPshhVEXY3nZFuYDg?e=Dsqf6E](https://riss-my.sharepoint.com/:b/g/personal/dgrote_rocic_riss_net/EcqlYwX08YBMkVcfmxi-XkIBRK_utPshhVEXY3nZFuYDg?e=Dsqf6E)

**National Current Operations and Monitoring- Weather Updates**

**DHS Secretary Daily Brief- 28 July 2020:** U.S. Department of Homeland Security- Office of Public Affairs

[https://riss-my.sharepoint.com/:b/g/personal/dgrote\\_rocic\\_riss\\_net/ETH-cb8-eEHPMcAdAbPxnIRNkrC1fHrd4aIPD5nwZfA?e=AgZESb](https://riss-my.sharepoint.com/:b/g/personal/dgrote_rocic_riss_net/ETH-cb8-eEHPMcAdAbPxnIRNkrC1fHrd4aIPD5nwZfA?e=AgZESb)

**CBP Indicators and Warning Brief- 28 July 2020:** U.S. Customs and Border Protection

[https://riss-my.sharepoint.com/:b/g/personal/dgrote\\_rocic\\_riss\\_net/EeG-JRLPYmSCf9G5-jDTSBtDUL-Exdp3XsjMSccOLA?e=qmfM71](https://riss-my.sharepoint.com/:b/g/personal/dgrote_rocic_riss_net/EeG-JRLPYmSCf9G5-jDTSBtDUL-Exdp3XsjMSccOLA?e=qmfM71)

**Homeland Security Special Agents Arrest Three Men in Laredo, Texas- Takes 107 Immigrants Into Custody – Three men have been arrested in connection with the human smuggling attempt of more than 100 immigrants who had crossed the border illegally. Homeland Security Investigations (HSI) special agents received information regarding a suspicious tractor-trailer parked at the end of a cul-de-sac off Killam Industrial Boulevard in Laredo. Special agents learned that several vehicles would approach the back of the trailer and then depart. The 18-wheeler made its way to the Interstate 35 checkpoint, authorities then discovered 58 people in the back of the trailer. All were immigrants from Mexico, Guatemala, Honduras and El Salvador who had crossed the border illegally. Interviews of the material witnesses led to the identification of a human stash house where the immigrants were staying prior to being loaded into the tractor-trailer. HSI, Border Patrol and Laredo police set up surveillance at the stash house, which was a small apartment behind a main residence in the 2700 block of Mier Street. A green 2003 Chevrolet Avalanche associated with the stash house departed from the residence. Police identified the driver as Jesus Orozco-Rojo and the front seat passenger as Luis Salvador Hernandez-Hernandez. Both were immigrants from Mexico who had crossed the border illegally. Authorities said Orozco-Rojo and Hernandez-Hernandez were transporting three women who were determined to be immigrants who were in the country illegally from Mexico and Guatemala. Overall, federal authorities detained 46 people who were at the home. In total, authorities took custody of 107 immigrants, including five juveniles, from the traffic stop on the Avalanche, the stash house and the tractor-trailer at the checkpoint.**

**CBP Border Intelligence Daily- 28 July 2020:** U.S. Customs and Border Protection

[https://riss-my.sharepoint.com/:b/g/personal/dgrote\\_rocic\\_riss\\_net/EZF1976aX5NC4ze7\\_kQhr0BEswt67H\\_FalsdNUWt0EwIA?e=WtjWaf](https://riss-my.sharepoint.com/:b/g/personal/dgrote_rocic_riss_net/EZF1976aX5NC4ze7_kQhr0BEswt67H_FalsdNUWt0EwIA?e=WtjWaf)

**Rival Sinaloa Cartel factions are very likely trying to force Los Chubetas out of the Altar-Sasabe Plaza, as prominent members have gone into hiding due to recent assaults against the organization. Los Chubetas is a Sinaloa Cartel-affiliated criminal organization (TCO) in Sonora, Mexico, that is aligned with Los Chapitos and Los Salazares TCOs. Los Chubetas leader and Altar-Sasabe Plaza boss, Jesus Humberto Limon Lopez (also known as "Chubeto"), has gone into hiding following assaults against his organization in June and July 2020. The assaults were probably supported by rival elements of the Sinaloa Cartel, like Los Paez TCO in the Caborca Plaza and Sergio Valenzuela-Valenzuela "El Gio" in the East Nogales Plaza.**

**Home Land Security Intelligence Brief- 27 July 2020:** DHS- Office of Intelligence

[https://riss-my.sharepoint.com/:b/g/personal/dgrote\\_rocic\\_riss\\_net/ERJG-B6zQetck05F7inB8itwBQHvYhZYe\\_7FVqjPvUjUjG2g?e=GS8Kct](https://riss-my.sharepoint.com/:b/g/personal/dgrote_rocic_riss_net/ERJG-B6zQetck05F7inB8itwBQHvYhZYe_7FVqjPvUjUjG2g?e=GS8Kct)

**Updates on current civil unrest and related events- Homeland Security HINT Brief**

**CBP Border Intelligence Daily- 27 July 2020:** U.S. Customs and Border Protection

[https://riss-my.sharepoint.com/:b/g/personal/dgrote\\_rocic\\_riss\\_net/ESxjK-gKvUjL5Qp0Fncr0sBh06VWRlQARyYownOMCawad?e=b7CpEO](https://riss-my.sharepoint.com/:b/g/personal/dgrote_rocic_riss_net/ESxjK-gKvUjL5Qp0Fncr0sBh06VWRlQARyYownOMCawad?e=b7CpEO)

**Narcotics Smuggling: The CBP San Diego, El Paso, and Laredo Field Offices will likely continue to see a surge in tramadol seizures in their areas of responsibility (AOR). During Fiscal Year (FY) 2020 quarter three (Q3), the San Diego, El Paso, and Laredo Field Offices observed a significant spike in tramadol seizures consisting of 86, 73, and 48 incidents, respectively. This is a marked increase compared to these field offices seizures during FY20 Q2, which involved 26, 11, and 22 reported total seizures, respectively [see Figure 1]. Additionally, the amount of tramadol seized by the San Diego and Laredo Field Offices increased from FY20 Q2 to FY20 Q3 by 19.95 kg (over a 400 percent increase) and 10.92 kg (over a 300 percent increase), respectively. The El Paso Field Office, despite having 62 more seizures, had a comparably smaller increase of 0.26 kg more tramadol over this same period. Since FY17 Q1, the majority of tramadol seizures have consisted of fewer than 200 tablets per seizure and were typically found on body carriers. However, recently there have been several commercial quantities seized within personally owned vehicles (POVs) in these AORs, according to CBP data. The recent spike in tramadol events and the increase in load size is possibly due to U.S. and China efforts to combat fentanyl related substances being used as an alternative opioid. Alternatively, the spike could be the result of a higher demand for the narcotics, as the reduction of routine and non-emergency medical appointments continues in the United States. Access to these services limits legal prescriptions for individuals needing pain medication, which are now likely obtained from illicit supply chains in Mexico. It is possible that individuals who typically consume more expensive narcotics are probably no longer able to afford them due to unemployment and other factors, which is forcing them to resort to less expensive means to meet their addiction. Finally, the supply chain disruption of the narcotics flow due to CBP operational changes resulting from Title 42, state and local curfews, and business closures have limited areas for narcotic transactions.**

**CBP Indicators and Warnings- 27 July 2020:** U.S. Customs and Border Protection

[https://riss-my.sharepoint.com/:b/g/personal/dgrote\\_rocic\\_riss\\_net/EdmvpvYjE1Mm8xBSp4ZARWMI0HSNj9iq\\_KgFis6DODHg?e=actyfk](https://riss-my.sharepoint.com/:b/g/personal/dgrote_rocic_riss_net/EdmvpvYjE1Mm8xBSp4ZARWMI0HSNj9iq_KgFis6DODHg?e=actyfk)

**Record seizures of contraband of all types have been occurring over the past few months and are puzzling, since they suggest that such activities are increasing. The trade in illicit and legitimate goods are usually closely connected, with traffickers and smugglers often using legitimate goods to conceal their commodities. Yet the global trade in legitimate goods has declined sharply and is forecast to be down 10% year on year in 2020. To some extent, illicit traffic is more visible to authorities because legal trade flows have shrunk and there is additional checking at national borders. The seizures are also a sign of criminals taking greater risks because they can make higher returns on scarce goods. Counterfeiting and smuggling have been made easier by the more dispersed supply chains in our globalized world. Yet these networks are likely to shrink after the pandemic as multinationals bring some manufacturing nearer home to be less vulnerable to the kind of trade restrictions seen in 2020. Even if shorter supply chains make a big difference to the illicit trade, it may just motivate**

criminals to come up with new ways to meet demand.

**FEMA Daily Ops Brief- 27 July 2020:** Federal Emergency Management Agency

[https://riss-my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EqYhs9BERFAkp7Utblug50B\\_dpP\\_D0I30cWzIPgsX07f0?e\\_RMKkbf](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EqYhs9BERFAkp7Utblug50B_dpP_D0I30cWzIPgsX07f0?e_RMKkbf)

**Hurricane and Tropical Storm Updates- Weather Updates**

**CBP Mexico Updates- 27 July 2020:** U.S. Customs and Border Protection

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[my.sharepoint.com/:b:/g/personal/dgrote\\_rocic\\_riss\\_net/EORC2Odb6F8EmjsV6zbpN0B4uHHwY3jAGyG1-3PZB7A?e\\_jReVhY](https://riss-my.sharepoint.com/:b:/g/personal/dgrote_rocic_riss_net/EORC2Odb6F8EmjsV6zbpN0B4uHHwY3jAGyG1-3PZB7A?e_jReVhY)

**Mexico-** A group visiting the Pacific resort of Puerto Vallarta was apparently attacked by suspected members of an organized crime gang, and one was killed and the others have disappeared and may have been kidnapped, Jalisco state authorities reported. Jalisco state prosecutor Gerardo Octavio Solís said the incident happened 18 July in a residential area of the city. He said 13 or 14 people from Guanajuato had split up into two groups after arriving in Puerto Vallarta and then met up in the residential area, where they were confronted by attackers. Shots were fired and one person was left wounded, others managed to flee — some on foot, others in vehicles. The wounded person was pronounced dead at a hospital, and there has been no news about the others in the group. Several off-road vehicles are also missing. Solís said everything points to the attack being perpetrated by a "high-danger crime cell" linked to some organized crime group. The western state is the base of the Jalisco New Generation Cartel, which is one of the most violent crime organizations in Mexico and has been blamed for the recent failed attack on Mexico City's police chief. CJNG is engaged in a bloody fight over territory with other groups, including a local gang in neighboring Guanajuato known as the Santa Rosa de Lima cartel. The prosecutor said none of the attacked visitors was linked to any criminal activity, but added that fear of cartels might be why no witnesses have appeared.

**CBP Indicators and Warnings- 26 July 2020:** U.S. Customs and Border Protection

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**Mexico-** Tamaulipas Governor Expressed Confidence in The Armed Forces at Ports Helping Stop the Flow of Weapons and Smuggling – Governor Francisco Garcia Cabeza de Vaca, celebrated the Armed Forces' strength in security in the country's customs and ports to contain the trafficking of arms, money and drugs. At a press conference, the Tamaulipas governor assured actions taken would stop the flow of weapons trafficking from the United States to Mexico. The governor also announced the Council for Health Safety will evaluate the possibility of reopening some tourist areas in the state. The final decision will be made by the authorities and specialists that make up the Council.

**Border Security Alert- 26 July 2020:** Intelligence Analysis Center- Patrick Henry College of Strategic Studies

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The Border Security Alert (BSA) is a weekly collection of abstracted unclassified news items relating to national security issues on and around the US northern and southern borders, seaports, and airports. Produced by Patrick Henry College's Intelligence Analysis Center, the BSA highlights incidents involving security breaches, weapons and drug trafficking, illegal immigration, and Mexican cartel activity in an attempt to identify developing trends and locate vulnerable areas.

**SOUTHCOM Security Bulletin- 26 July 2020:** Intelligence Analysis Center- Patrick Henry College of Strategic Studies

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The SOUTHCOM Security Bulletin is a publication of Patrick Henry College's Strategic Intelligence program. The bulletin provides a weekly summary of open source intelligence and news reports on national security, organized crime, corruption, and drug-trafficking incidents within SOUTHCOM's Area of Responsibility.

Respectfully submitted,

Don K. Grote

Texas Law Enforcement Coordinator

Regional Organized Crime Information Center

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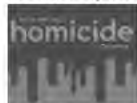
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**November 25, 2020**



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## BREAKING NEWS

### USPS spotlights workers in Spotify podcast ads

The US Postal Service, with Spotify's Studios and Creative Solutions, is running one-minute audio ads within Spotify podcasts that spotlight how its workers have gone above and beyond this year to deliver during the pandemic. Media placement was managed by UM, in partnership with Gimlet Media and Spotify, and the ads are running throughout the holiday season. **Full Story:** Ad Age (tiered subscription model) (11/24)





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## COMPANY NEWS

### Walmart lights up the sky with Holiday Drone Light Show



(BusinessWire/YouTube)

Walmart will host a Holiday Drone Light Show in eight markets during December that feature 1,000 Intel drones creating a festive light show to bring holiday music to life in the sky. The brand will livestream a show on Dec. 5 via TikTok, Facebook and Instagram, and a spot gives a glimpse of what can be

expected. **Full Story:** Marketing Dive (11/24)



### Heineken shows "Holiday Hacks" with Pinterest, Tastemade

Heineken USA, with Pinterest and Tastemade, created a six-episode "Holiday Hacks" video series that provides viewers with tips on how to transform Heineken, Dos Equis and Tecate bottles or cans into festive decorations. "With the pandemic causing more people to spend time in their spaces, holidays at home have taken on new meaning this year," said a Pinterest spokesperson. **Full Story:** Adweek (tiered subscription model) (11/24)



### New Report: U.S. Fall Video Benchmarks

Ready or not, 2020 has pushed us into the streaming-first era. CTV has reshaped the media landscape. What does this mean for advertisers who need to incorporate this growing channel into their omni-channel strategies? Learn critical trends, challenges, opportunities, and benchmarks to



navigate this new streaming-centric omni-channel world.  
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## MARKET TRENDS

### Mobile marketing requires creative targeting, empathy



(Mladen Antonov/Getty Images)

Marketers can capitalize on the popularity of mobile commerce by running personalized notifications highlighting special offers, using geofencing to localize promotions for various holidays and focusing on cross-channel engagement, writes MoEngage's Raviteja Dodda. He also urges marketers to be empathetic to individual challenges and to stay "focused on the needs and lifestyle changes of your customers" to boost engagement, conversions and revenue. **Full Story:** CustomerThink (11/24)



### Account verification returning to Twitter



(Twitter)

Twitter says it will relaunch its account verification system in early 2021 with a revised process, including the types of accounts it will verify and criteria for when the blue verified check mark may be removed. The social platform will accept public feedback until Dec. 8 and plans to release its final policy Dec. 17. **Full Story:** Reuters (11/24), BNN Bloomberg (Canada) (11/24), TheWrap (11/24)



### 5 ways to show gratitude to your employees

Listening, offering flexibility and acknowledging success are just a few simple ways leaders can show appreciation for employees, writes Cindy McGovern. "Allowing staff members to react according to their own consciences and then rewarding them when they



do can encourage more helpful behavior -- and get the company some positive publicity in the process," she writes. **Full Story:** ThoughtLeaders (11/23)



### Best practices for Black Friday

Black Friday and Cyber Monday will definitely be more socially distanced this year than ever before — which means we'll see more online traffic, less crowded frenzy. But everyone still loves a good deal, so it's time to get ready — check out these best practices for what to do before, during, and after Black Friday/Cyber Monday to nail your partnership sales.



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### Infographic: What is influencing travelers now?



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### A New View on Leisure Travel



Our recent Traveler Sentiment Study uncovered how travel shoppers are evaluating their destination, accommodation, and transportation options. Do you understand how the pandemic is influencing what shoppers are feeling and how they are behaving? **Read the post.**

## INTERACTIVE

### UM: 7 media innovation trends to watch

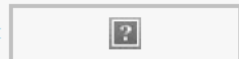
UM has identified seven media innovations that have experienced increased reach or maturity during the pandemic, including mobile augmented reality experiences due to new or updated tools from Snapchat, Amazon and other platforms. The surge in gaming's popularity has expanded the reach of the metaverse and live video has experienced an uplift in maturity as live content replaced in-person experiences during the pandemic. **Full Story:** Ad Age (tiered subscription model) (11/24)



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### SmartBrief will not publish Thursday and Friday

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John E. Kennedy, member, [Advertising Hall of Fame](#)



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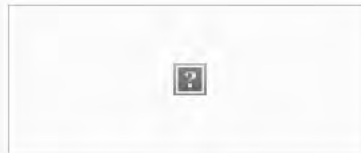


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**From:** Gaggle, a partner of Tech & Learning  
**To:** Val Ramirez  
**Subject:** Using Google Apps to Create a Safe 1:1 Learning Environment  
**Date:** Tuesday, March 29, 2016 10:22:20 AM

---

*Using Google Apps to Create a Safe 1:1 Learning Environment*



**Tuesday, April 12, 2016, 4:00 p.m. ET**

## **Using Google Apps to Create a Safe 1:1 Learning Environment**

You've mastered Google's management console to blacklist, whitelist or pre-install apps, extensions and URLs. Your web filter allows you to track further inappropriate content on websites students access. But how do you assure students are completely safe when using Chromebooks for collaboration and learning?

In this webcast, you will learn how to create new opportunities for teachers to engage students, build digital literacy and individualize instruction while creating a learning environment that facilitates critical thinking, creativity and collaboration.

### **Presenters:**

- *Seth Hemken, Director of Technology, Redding School District (CA)*
- *Tom Woods, Lead Google Apps Consultant, Amplified IT*



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**Subject:** UTM for Enterprises is Here  
**Date:** Tuesday, October 29, 2019 1:08:02 PM

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**PRODUCT**

**AirMap Brings UTM Services to Enterprises with  
Drone Operations Center**

Enterprise drone operators must abide by all public airspace regulations. They also need to follow the operational, security, and compliance rules set by their organization.

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August 11, 2016



## FEATURED



### Integrator Roundtable: School Security's Surge

By Paul Rothman

Peer insights, tips, strategies and more to help you capitalize on the fastest-growing vertical market in the...

## TOP NEWS

### Campus carry law takes effect in Texas

Open carry still prohibited on college campuses across the state

### Why guns and college campuses don't mix

UCF Police Chief Richard Beary weighs in on hot-button issue

### The Case for Gunshot Detection in Schools

The role of the security integrator is key when recommending these systems to education end-users

### K-12 Visitor Management

Sales tips, features, benefits and more

### Social media monitoring grades are incomplete

Security benefits of technology butt heads with privacy concerns on school campuses

### Is your school ready for the security ramifications of Education 3.0?

Ensuring a successful transition requires continual review of policy standards about proper conduct on connected...

## PRODUCT WATCH



**ScholarChip's One  
Card ID Manager  
Station**

**Axis Communications' P3707-PE and  
Q3708-PVE Multi-Sensor Cameras**

**Talkaphone VOIP-200 with Grandstream  
AVM-1 Integration**

**STI's Wire Guard Damage Stopper (STI-  
9729)**

## EVENT WATCH



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11/15/16 6:30 AM CT - 11/17/16 1:30 PM CT

Houston, TX, US

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**Date:** Friday, November 6, 2020 8:01:12 AM



higher-ed-student-with-mask.jpg



## Return to Campus: Preparing for the Spring Semester

Wednesday, November 18, 2020

2:00 pm est

As challenging Fall semester planning was, the Spring semester will be as challenging or worse. A combination of elevated COVID-19 cases, holiday travel and gatherings, and the arrival of flu season have increased fear and uncertainty of the public health environment that schools will be operating in as students return for the Spring semester. What can schools do to optimize the health of their students and the community at large during the Spring semester?

Join *Return to Campus: Preparing for the Spring Semester* to hear from **Ronnell Higgins**, Chief of Yale Police & Director of Public Safety at Yale, and **Dan Pascale**, Executive Vice President of Margolis Healy, one of the county's premier consultancy firms focusing on safety, security, emergency preparedness, and compliance for educational institutions.

During the webinar Dan and Ronnell will discuss:

- How higher educational institutions planned their Fall semesters
- What we have learned from Fall semester experience
- What schools are anticipating for Spring semester
- How schools are adjusting their plans
- Recommendations you can take to mitigate harm and maintain a safer learning

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## Creative Criminal Investigations Primer

**Instructor: Mark Kollar**

Date: June 18

Time: 2:00 pm - 4:00 pm EST

Price: \$75

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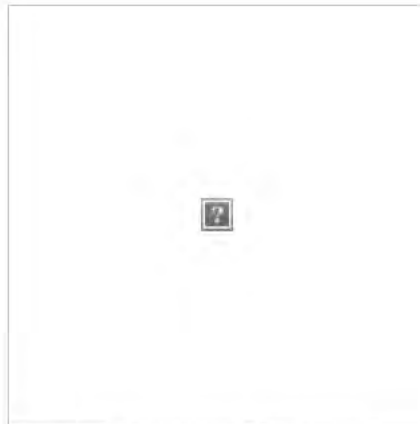
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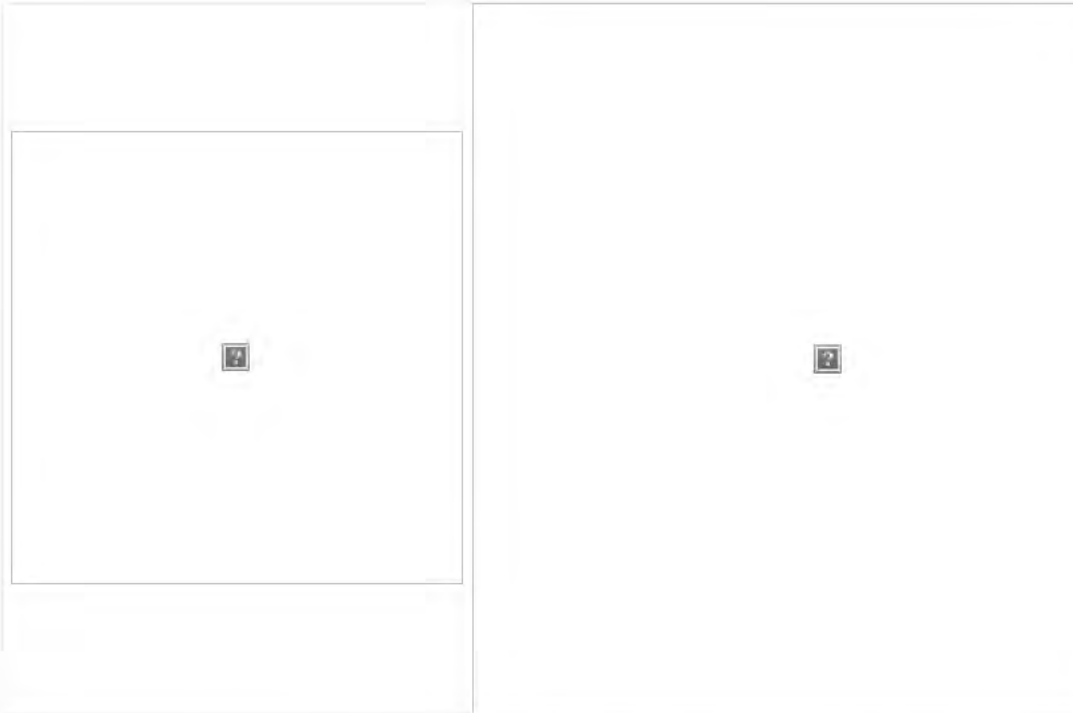


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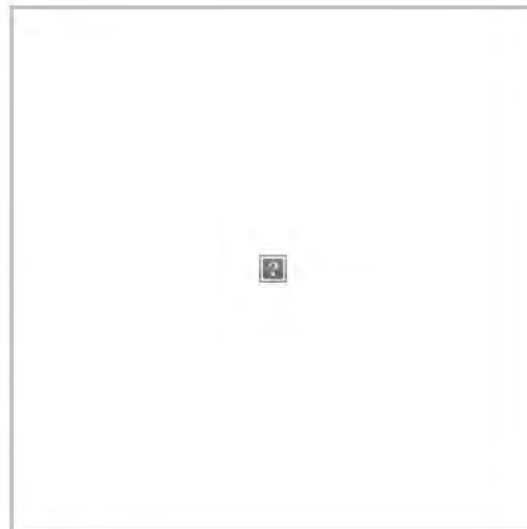


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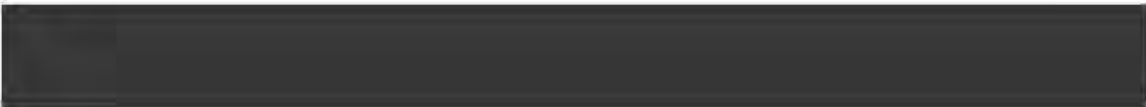
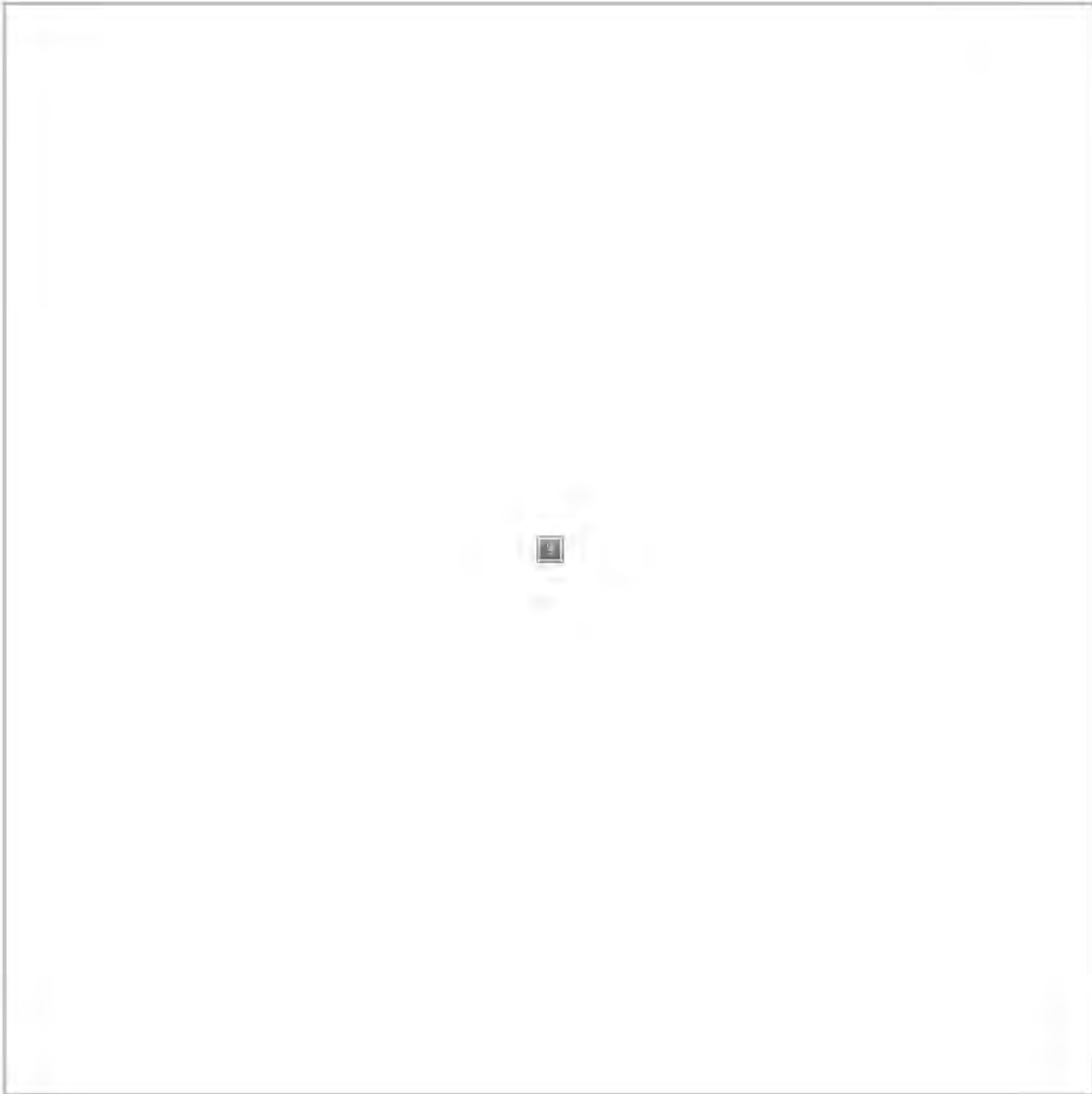
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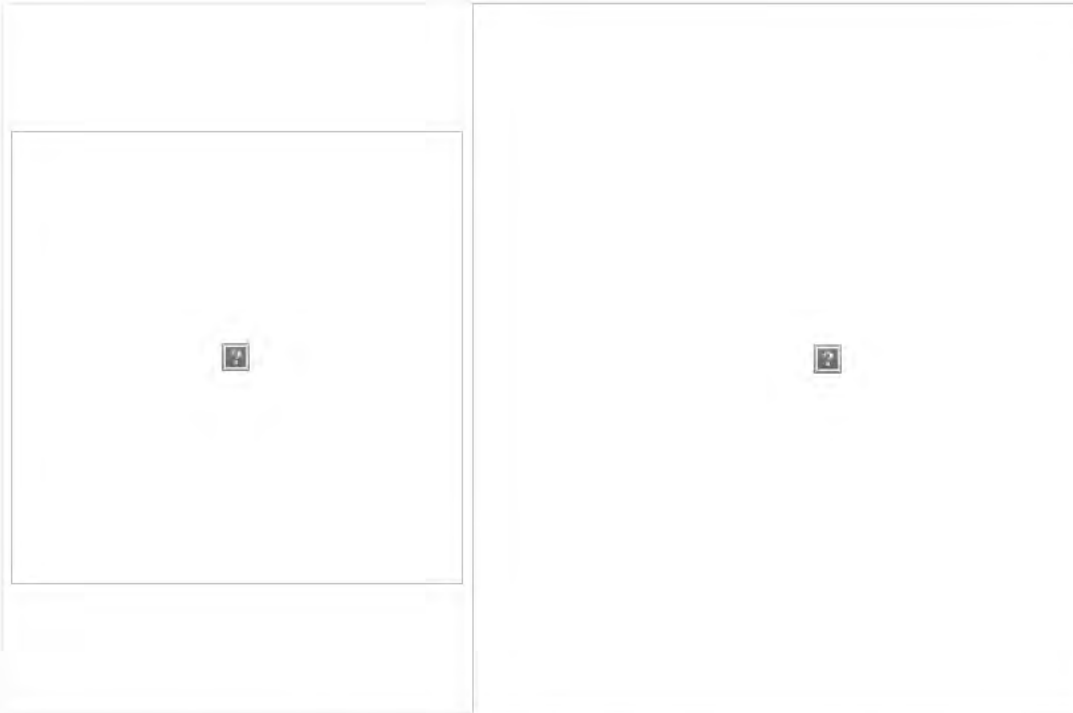
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Logins in last 30 days

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Discover how you can identify device risks with custom rules and get an exclusive preview of the geolocation capabilities coming in our April release.



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## Absolute in Your Image? Changes Coming April 1st

Have you used an imaging process to deploy Absolute in your environment? Did you follow the latest process guidelines outlined by Absolute? If not, as of April 1st your devices might fail to connect with the platform. To help you navigate this process, check out our [imaging requirements](#) or reach out to Absolute Technical Support for more information.

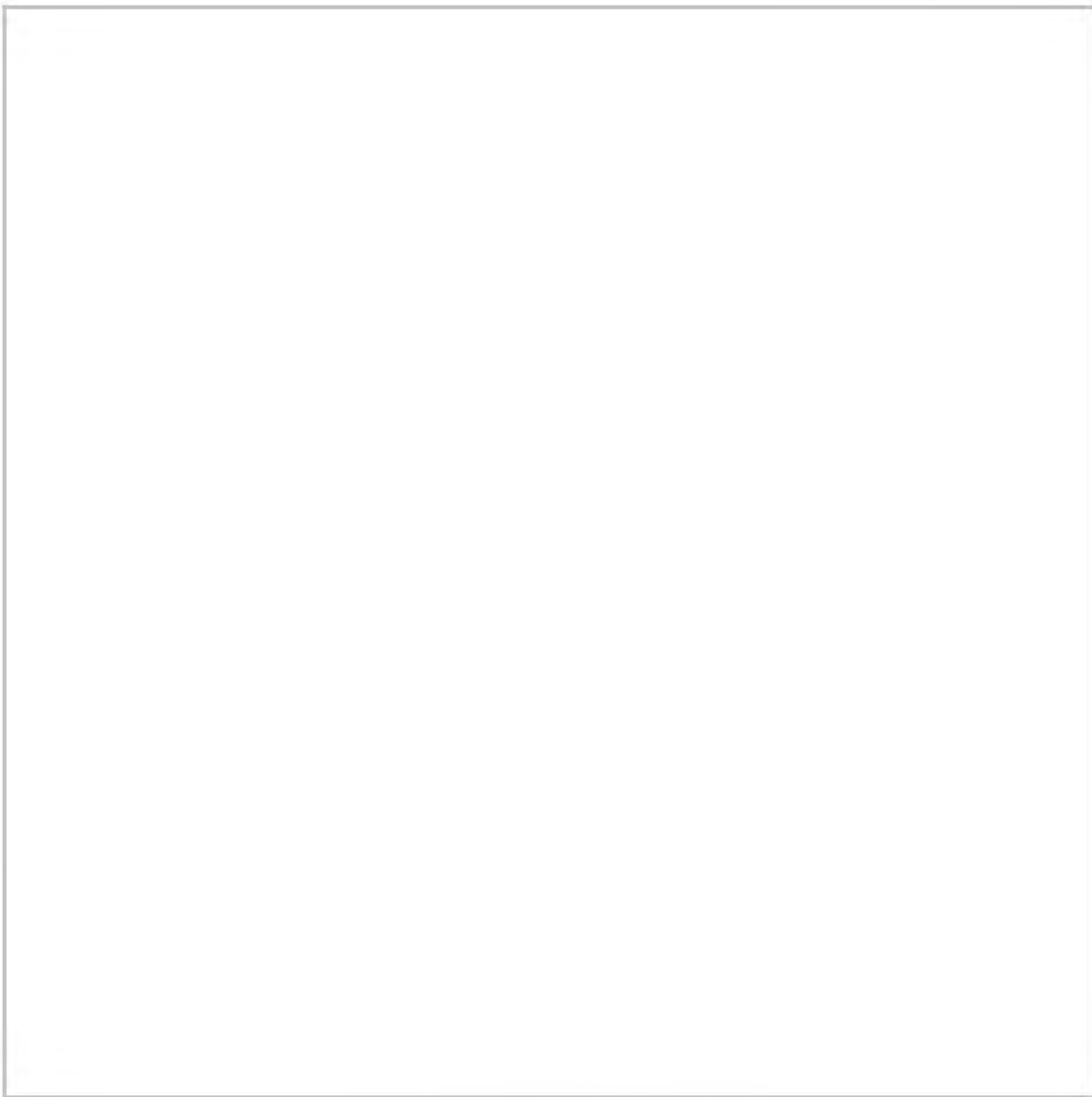
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If you have any questions or need assistance, just reach out - we're always here to help.

Your Absolute Team

Review Absolute Software on G2Crowd





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**From:** [Chris Fenlon](#)  
**To:** [David Tijerina](#)  
**Subject:** Your campus is more connected than ever... Are you in the loop?  
**Date:** Thursday, September 29, 2016 2:40:27 PM

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David,

We now live in a world of instant social communication. The days of "what happens in college stay in college" are long gone. Every day, students at your university are posting thoughts, pictures, videos, and communication publicly for the world to see. In fact, the Huffington Post argues that 98% of college students are active on social media, that's a 78% increase since 2005!

Similarly, the amount of violent crimes safety risks on college campuses has been on the rise. From kids threatening massive explosions to large gatherings of intoxicated students to widespread robbery stabbings, campuses in our country have been a hotspot for dangerous activity putting our next generation of leaders at risk.

Many large universities throughout the country rely on location based social media monitoring for situational awareness. In several instances, social media content can signal the occurrences of these types of events to Public Safety departments before the danger puts students' lives at risk.

We would welcome the opportunity to share with you our findings and experiences at Geofeedia in working with universities to protect the lives of students and faculty. If you are interested in learning more, don't hesitate to contact us for a personalized demonstration.

Please use the link below to book a time to connect on my calendar.  
[Schedule time on my calendar](#)

Best,  
Chris

Take a look at this [Public Safety Whitepaper](#) for more information on location based social media monitoring.

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**Chris Fenlon | Sales Development Representative**



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