ELECTRONICALLY FILED
COURT OF COMMON PLEAS
Monday, May 8, 2017 4:02:48 PM
CASE NUMBER: 2017 CV 00839 Docket ID: 30856501
GREGORY A BRUSH
CLERK OF COURTS MONTGOMERY COUNTY OHIO

IN THE MONTGOMERY COUNTY, OHIO, COURT OF COMMON PLEAS
CIVIL DIVISION

LARRY C. JAMES, *et al.,*	:	
	:	
Plaintiffs,	:	Case No. 2017 CV 00839
	:	
v.	:	
	:	
DAVID HOFFMAN, *et al.,*	:	Judge Timothy N. O'Connell
	:	
Defendants.	:	

AFFIDAVIT OF

RUSSELL NEWMAN

and

Exhibits A - K

In Support Of

**PLAINTIFFS' CONSOLIDATED MEMORANDUM IN OPPOSITION TO
DEFENDANTS' MOTIONS TO DISMISS FOR LACK OF PERSONAL JURISDICTION
AND FORUM NON CONVENIENS**

IN THE MONTGOMERY COUNTY, OHIO, COURT OF COMMON PLEAS
CIVIL DIVISION

LARRY C. JAMES, et. al.,	:	**CASE NO: 2017 CV 00839**
Plaintiffs,	:	**Judge Timothy N. O'Connell**
vs.	:	
DAVID HOFFMAN, et. al.,	:	
Defendants	:	

AFFIDAVIT OF RUSSELL NEWMAN

State of California	)
	) ss:
County of San Diego	)

1. I, Russell Newman, having been first duly cautioned and sworn, state the following based upon personal knowledge:

2. I was first contacted on February 26, 2015 by email by Dr. Nadine Kaslow, of the American Psychological Association (APA), and then by Mr. David Hoffman of the law firm Sidley Austin LLP on April 15, 2015 and asked to provide information in an ongoing independent review being conducted on behalf of the APA regarding the post-9/11 involvement of psychologists in detainee interrogations, the APA Ethics Code, and related APA ethics pronouncements including the Presidential Task Force (Task Force) for Psychological Ethics in National Security (PENS). I was interviewed in person by Mr. Hoffman in my office in San Diego, California on April 29, and then again by telephone on June 15, 2015.

3. Based on communications from both Dr. Kaslow and Mr. Hoffman in advance of being interviewed, I was led to expect that the review process being under taken would be an objective review, and that Mr. Hoffman was serving as an independent, neutral and objective third party in conducting the review. I was never advised that the review could be adverse to my interests. [Exhibit A]

4. After the PENS Task Force had been convened in April 2005 and the PENS listserv had been initiated, I was asked by the Task Force chair to serve as a non-voting observer owing to my role at the APA as Executive Director for Professional Practice, responsible for addressing professional practice issues on behalf of the Association's membership. I was never subscribed to the PENS listserv, either before or after the June 24-26, 2005

meeting of the Task Force, but did attend the in-person meeting of the Task Force. Because I was not a subject matter expert in the area of psychologist activities in national security, my role as an observer at the meeting was as a resource for the members of the Task Force. I was focused on general practice issues, APA governance procedures and helping the Task Force develop a clear and coherent response to the many questions being raised, both inside and outside of the Association, about psychologists' activities in the national security arena. I explained this to Mr. Hoffman during my interview, although the Report of the independent review mischaracterizes my involvement as, among other things, working to assure the Task Force would issue loose and high-level guidance to military psychologists engaged in interrogation support and being more concerned about the Association's public relations than the appropriate work of psychologists.

5. The APA Board (including Drs. Douce and Shulman from Ohio [Exhibit B]) did not provide me with an opportunity to review the Report before it was published, nor even give me notice that it was about to be released, despite the fact that the Board and the Council had received it prior to it being posted on the APA website. [Exhibit C] I actually first learned that the Report was published from the July 10, 2015 article by James Risen in *The New York Times (NYT)*, and initially read the Report on the *NYT* website. Even after the Report was released, I was given no opportunity to meaningfully respond to the allegations against me.

6. At the time the Report was published, I was Provost and Senior Vice President for Academic Affairs at Alliant International University (Alliant) based in San Diego, California. My boss, the President of Alliant, contacted me on July 12 after reading the Report and indicated that I was being placed on administrative leave pending a review by the Alliant Board of Trustees (Trustees). He specifically indicated the concern that the Report indicated that I had played a bigger role in the events being investigated than I had previously disclosed.

7. I had previously informed my employer about the ongoing review as it was described in the initial email to me from Nadine Kaslow—an independent review of the allegations made in James Risen's book, *"Pay Any Price: Greed, Power and Endless War,"* that the APA colluded with the Bush administration to support torture during the war on terror. I had also informed my employer of my participation as an observer on the Task Force, my belief that there had never been any such collusion, and that my wife, an Army Colonel at the time, had worked to provide interrogation support as a part of a behavioral science consultation team. However, I had been unaware that the scope of the independent review had expanded to cover more than initially described. Following an Alliant Trustees sub-committee review on July 13, I was told by my President that the Trustees would not second-guess the Report, and I was forced to resign my positions.

8. Despite the repeated allegations of "collusion" against me and others in the Report, when Mr. Hoffman met privately with the APA Council of Representatives (Council), he told the Council that "(b)ehind the scenes communication" would have been a more accurate description than collusion. [Exhibit D] Yet, the language used in the Report

followed from the actions and discourse that had been part of the APA critics' campaign for years.
https://www.democracynow.org/2014/12/23/weaponizing_health_workers_how_medical_professionals; http://www.hoffmanreportapa.com/resources/David%20Hoffman.pdf

9. Upon receipt of the Report, APA officials adopted the findings and communicated those findings to, among others, influential government officials, including Congress. http://www.apa.org/news/press/statements/senate-armed-services.pdf Media coverage and public discussion of the Report was considerable following distribution of the Report and in light of statements made to the press by officials of APA. http://www.newsr.in/video/20150713/3079902/Former-APA-President-Says-Stephen-Behnke-Was-Terminated.htm Social media compounded the public's awareness of the Report's false conclusions. [See, for example, Exhibit E]

10. The impact of that social media is measureable through Demographics Pro (DP) (http://www.demographicspro.com). DP provides a methodology to estimate or infer the likely demographic characteristics of, among other things, the followers of messages, or "tweets," placed online through someone's Twitter account. According to DP, the methodology is "data-centric, relying on multiple data signals from three primary areas: networks, consumption and language" and is capable of estimating a demographic characteristic, such as location of a Twitter account follower, at a 95% confidence level.

11. The Twitter account designations of 21 individuals or media outlets known to have communicated about the Hoffman Report and its various conclusions or in response to former APA President Nadine Kaslow's public statements about the Report were input into the DP methodology. A true and correct copy of the webpage produced in response to one of those inputs and identifying the sizable relative impact of one individual's tweets in Ohio compared to other states is contained in Exhibit F. The overall number of Ohio residents who follow the 21 accounts of those who have tweeted to Kaslow statements or a version of the Hoffman Report was determined by DP to be 9,384 individuals. [Exhibit G]

12. Additionally, in Ohio where I had lived and worked for a number of years as well as visited many times on behalf of APA as Executive Director for Professional Practice, some in the psychology community were particularly aware of the negative light in which the Report cast me. [See Corrigan Affidavit]

13. Because of the damage to my reputation from the Report, I have been unable to find employment in the fields of psychology or higher education. My wife, Colonel (Ret) Debra Dunivin, a psychologist who previously worked and lived in Washington, DC has similarly been unable to find steady employment since the Report was published and is now living in California.

14. I have collaborated with Plaintiffs' attorney to compile a list of witnesses who we believe have important information bearing on the issues related to this case. [Exhibit H]

It is notable that of the 33 so identified, five are from Ohio, more than from any other jurisdiction except California.
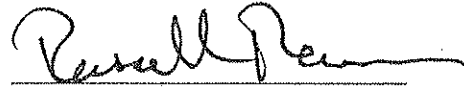
15. According to the Sidley Austin LLP website ("Contact Us"), the firm is "a global law firm with 1900 lawyers in 20 offices in the key business and financial centers around the globe," with no reference to a specific city or state of practice. https://www.sidley.com/en/contact-us The Sidley Austin engagement letter with APA contains 18 different locations for the firm in the letterhead. [Exhibit I] Additionally, according to the website, 56 of its partners are admitted to practice before the Sixth Circuit. https://www.sidley.com/en/us/people/?letter=A&currentviewid=83e3dcaa-1264-4226-8ee6-380c20e95bea&reload=false&scroll=845

16. Other activities of Sidley relate to Ohio: they are currently suing the state of Ohio, (https://www.disabilityrightsohio.org/news/dro-and-partners-file-class-action-lawsuit-on-behalf-of); they maintain an annual lecture series at Ohio State University (OSU) (http://moritzlaw.osu.edu/registrations/event/sidley-austin-distinguished-lecture/); Carter Phillips is on the OSU Board of Trustees (https://osu.edu/giving/donor-communities/foundation-board/board-directors/); and they represent Duke Energy (http://www.leagle.com/decision/In%20FDCO%2020160427970/WILLIAMS%20v.%20 DUKE%20ENERGY%20INTERNATIONAL,%20INC.). Ohio was also not an infrequent location for witnesses interviewed by Mr, Hoffman during the preparation of the Report, with Drs. Lauritzen, Swenson Naugle, Bond, James and Levant all being Ohio residents. (See Hoffman Report "ATTACHMENT A (INTERVIEWS CONDUCTED OR ATTEMPTED)")

17. Lastly, the 2005 APA Board of Directors which voted to establish the PENS Task Force and then approved the Guidelines and the 2015 Board of Directors which has been heavily involved with the independent review and resulting Report each had two members from Ohio. [Exhibit J] In fact, as the December 11-13, 2015, Board meeting minutes indicate, the Board postponed discussion of the remaining Board motions related to the Report until a January 19, 2016, conference call when it voted to finalize remaining motions related to the Report. https://www.apa.org/about/governance/board/15-december-minutes.pdf
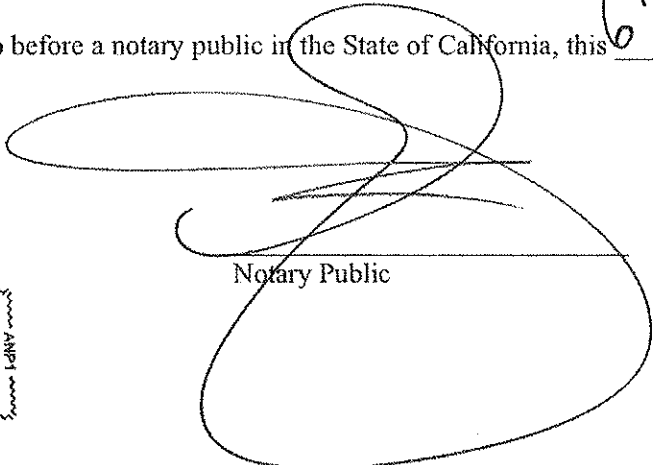
18. Additional significant APA contacts with Ohio include: the Ohio Psychological Association as a state affiliate of the APA; the Midwestern Psychological Association as a regional affiliate of the APA with its Executive Officer in Kent, Ohio; multiple APA amicus briefs for the Ohio or Sixth Circuit Courts; and Ohio psychology licensing requirements relying on APA accreditation of doctoral programs, pre-doctoral internships and post-doctoral programs, APA-approved continuing education, APA standards related to supervision of psychologists and the APA Ethics Code. [Exhibit K]
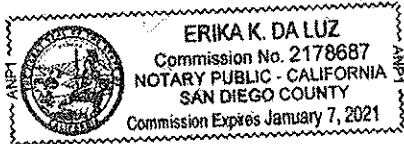
FURTHER AFFIANT SAYETH NOT.

Russell Newman

Sworn and subscribed to before a notary public in the State of California, this 6th

day of May 2017.

Notary Public

ERIKA K. DA LUZ
Commission No. 2178687
NOTARY PUBLIC - CALIFORNIA
SAN DIEGO COUNTY
Commission Expires January 7, 2021

From: Kaslow, Nadine [mailto:nkaslow@emory.edu]
Sent: Thursday, February 26, 2015 9:35 PM
To: Russ Newman (rnewman@alliant.edu)
Cc: Hoffman, David H.
Subject: APA independent review: Request for assistance

Dear Russ,

On behalf of the APA Board of Directors, I would like to request your assistance in the independent review being conducted for APA on the issue of the APA ethics code and psychologists' involvement in national security interrogations. As you may know, the APA Board has authorized the engagement of David Hoffman of the law firm Sidley Austin to conduct an independent review into the allegations in James Risen's recent book that the APA colluded with the Bush Administration after 9/11 to promote, support, or facilitate the use of enhanced interrogation techniques by the CIA and the Defense Department in the global war on terror.

I have attached the Board's resolution and public statement describing the independent review. As set out in those statements, the sole objective of the review is to ascertain the truth about these allegations following an independent review of all available evidence, wherever that evidence leads, without regard to whether the evidence or conclusions may be deemed favorable or unfavorable to the APA. **Your complete cooperation and full assistance in the review will be an important part in assuring that all relevant information is available to Mr. Hoffman.**

The Board's resolution formed a Special Committee to interact with Mr. Hoffman and provide him with whatever assistance he needs. I am the Chairman of that Special Committee, and you may feel free to contact me if you have any questions about this process that are not answered by the Board's resolution and public statement.

Thank you in advance for your assistance and cooperation in this matter.

Sincerely,
Nadine J. Kaslow, PhD
APA Past President

Nadine J Kaslow, PhD, ABPP
Professor, Vice Chair, Chief Psychologist (Grady)
Past-President, American Psychological Association
Editor, *Journal of Family Psychology*
Emory Dept of Psychiatry & Behavioral Sciences, Grady Hospital, 80 Jesse Hill Jr Dr
Atlanta, GA 30303
404-616-4757 (office); 404-547-1957 (cell)

From: "Hoffman, David H." <david.hoffman@sidley.com>
Subject: FW: APA independent review: Request for assistance
Date: April 15, 2015 at 4:45:08 PM PDT
To: "Russ Newman (rnewman@alliant.edu)" <rnewman@alliant.edu>
Cc: "Latifi, Yasir" <ylatifi@sidley.com>

Dear Dr. Newman:

I am following up on the email from Dr. Nadine Kaslow on behalf of the APA (set out below) in which she requested your cooperation and assistance in the independent review we are conducting on behalf of the APA regarding the post-9/11 involvement of psychologists in detainee interrogations, the APA Ethics Code, and related APA ethics pronouncements including the PENS Task Force. We very much appreciate your willingness to assist us in our review. I also left a message with your assistant earlier today about this.

Dr. Kaslow's email attached the Board's resolution and public statements (also attached here), which described our independent review in greater detail. As set out in those statements, we are conducting the review in a completely independent fashion with the sole objective of ascertaining the truth about the allegations through an independent review of all available evidence, wherever that evidence leads, without regard to whether the evidence or conclusions may be deemed favorable or unfavorable to APA.

As part of our review, we have been meeting with virtually all the APA-affiliated individuals and Task Force members relating to these issues, and I'd like to schedule a meeting with you to discuss your involvement in and observations about these issues when you were at APA. As I mentioned to your assistant, one of my colleagues and I will be in southern California for other meetings the week of April 27 and would like to see if that might be convenient for you. We have an office in LA and could meet you at your office in San Diego if that works best for you. Alternatively, if you are in DC on a regular basis, we would be happy to schedule a meeting in DC if that is preferable for you.

I'd also like to request that you provide us with any documents or records in your possession – including any notes, emails, or other communications – that may be relevant to the issues of the independent review. Any document or record that would be useful in attempting to understand the APA's actions, decisions, and communications on this subject, especially between 2001 and 2008, is something that we would consider helpful and relevant to our review.

Please consider whether you have both hard copies and electronic documents that would be relevant to us. These documents may include any notes, memos, correspondence of any sort (whether emails, letters, etc.), calendar entries, or drafts of reports or revisions, among other things. If you are planning to search your emails or other electronic records for relevant documents and are not sure how to proceed, we would be happy to discuss this with you and

to provide any assistance or share our thoughts about how best to locate such documents.

Some of the specific categories of documents that are relevant to our review are:

1. Any documents that pre-date 2009 relating to the role of psychologists in national security interrogations, including any documents (such as notes or emails) relating to any discussions or correspondence on this topic with anyone affiliated with the APA (whether Board members, management, staff, or otherwise), or with military, CIA, or other government officials;
2. Any documents related to conferences or meetings sponsored, organized, or hosted by APA between 2001 and 2005 where one of the topics to be discussed was interrogations, educing information, or deception detection;
3. Any documents relating to the 2002 revisions to the APA Ethics Code (such as documents relating to the meetings, discussions, and draft revisions of the Ethics Code Task Force) that have any bearing on psychologists' participation in interrogations;
4. Any documents related to the PENS Task Force, including documents relating to (a) the idea of creating such a task force, (b) the planning and preparation for the task force, (c) the selection of task force members, (d) the formation of the task force, (e) the meetings of the task force (including meeting notes and agendas), (f) the drafting and dissemination of the task force report (including any drafts or comments on drafts), and (g) subsequent discussions and follow up actions relating to the report; and
5. Any documents relating to resolutions, petitions, or referendums considered or acted on by the APA Council of Representatives on this subject matter from 2005 to 2009.

As I mentioned above, if we can make this process easier for you by being of any assistance, please do not hesitate to let me know. You may send us documents either by mail at the address listed below, or by email either to me or our independent review team's email address, which is apareview@sidley.com.

As Dr. Kaslow said in her email, receiving your full cooperation and assistance is important in ensuring that we are able to gather all relevant information – which is of course critical to our effort to conduct a complete and thorough review of these issues.

Thank you very much in advance for your time, and for your assistance and cooperation in this matter. I look forward to hearing from you.

Best regards,
David Hoffman

DAVID HOFFMAN   Partner
Sidley Austin LLP
+1.312.853.2174
david.hoffman@sidley.com

Exhibit B

AMERICAN
PSYCHOLOGICAL
ASSOCIATION

Membership
Directory
BETA
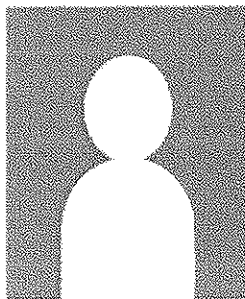
Dr Louise Douce, PhD

Fellow

Profile   Connections ⌄

Contact Details

4707 Blue Church Rd
Sunbury, OH
Business: (614) 565-7991
Home: (740) 965-5947
Business Fax: (614) 688-3440

Email Address

louisedouce.1@gmail.com

Education

Univ of Minnesota (MN)
PhD, 1977
Counseling Psychology

Psychological Interest Areas

Psychotherapy

Job History

Unknown
Dir, Couns & Conslt Svc
December 1988 - present

Unknown
December 1982 - present

Couns & Conslt Svc
Psychologist
December 1977 - January 1988

State Licensure

OH

AMERICAN PSYCHOLOGICAL ASSOCIATION | Membership Directory

Sandra Shullman, PhD
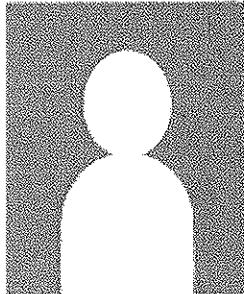
Fellow

Profile   Connections ▾

Contact Details

PO Box 14425
Columbus, OH
Business: (614) 573-3200
Home: (614) 268-6013
Business Fax: (614) 573-3201

Email Address

slshullman@aol.com

Divisions

Education

Ohio State Univ (OH)
PhD, 1978
Counseling Psychology

Current Major Field

Counseling (e.g., MFCC, school, employment)

Psychological Interest Areas

Job History

Unknown
Managing Partner
December 1999 - present

State Licensure

OH

Private Practice

No

<div align="center">

Exhibit C

</div>

To: COR@LISTS.APA.ORG
ReplyTo: Raben, Jesse
From: Raben, Jesse
[COR] Final Report Posting on Secure Site
Jul 8, 2015 12:55 PM

Dear COR:

The Final Report of the Independent Review Relating to APA Ethics Guidelines, National Security Interrogations and Torture has now been posted to the secure site. You should receive an email shortly (please check your SPAM filter) with directions and information about logging on and reading the report.

Two points to note:

1.   The supporting documents will be provided on the secure site within the next 24-48 hours as we work through technical issues to load them.

2.   Again, please keep all comments regarding to report on the secure site so we can put them together for COR to consider as we move forward.

If you have any problems accessing the site, or do not receive the email, please call the technical support number at **202-216-7619**. During the report review window, a member of the help desk team will be available between 8:00 a.m. and 11:00 p.m. (EDT) to assist you. If you do not reach someone, please leave a message on the ITS help desk voicemail, and someone will return your call as soon as possible.

If there are any further issues to pass along, I will do so in as timely a manner as possible. Thank you all for your patience.

Regards,

_____

Jesse Raben | Associate General Counsel

Office of General Counsel
American Psychological Association
750 First Street NE, Washington, DC 20002-4242
Tel: 202-414-8074 | Fax: 202-218-3599
email: jraben @apa.org | www.apa.org

_____

To: COR@LISTS.APA.ORG
ReplyTo: Raben, Jesse
From: Raben, Jesse
[COR] Supporting Documents for the Independent Report

Jul 9, 2015 5:46 PM

Dear Members of COR:

The supporting documents referenced in the Final Report of the Independent Review Relating to APA Ethics Guidelines, National Security Interrogations and Torture have now been posted to the secure site. You will need to RESTART (not refresh) your browser to see the new tabs (you might need to do this a couple of times). As the supporting documents are voluminous, it may take some time to load in your browser so please be patient.

If you have any problems accessing the site, or do not receive the email, please call the technical support number at **202-216-7619**. During the report review window, a member of the help desk team will be available between 8:00 a.m. and 11:00 p.m. (EDT) to assist you. If you do not reach someone, please leave a message on the ITS help desk voicemail, and someone will return your call as soon as possible.

If there are any further issues to pass along, I will do so in as timely a manner as possible. Thank you all for your patience.

Regards,

Jesse Raben

Jesse Raben | Associate General Counsel

Office of General Counsel
American Psychological Association
750 First Street NE, Washington, DC 20002-4242
Tel: 202-414-8074 | Fax: 202-218-3599

Exhibit D

Notes from Mr. Hoffman's August 2015 Comments to Council

David Hoffman's address to the APA Council lasted about 45 minutes and included a good deal of introductory remarks. He remarked that it was "really unusual for the APA Board to ask for a review and commit to making it public regardless of the result." He also emphasized that in order to understand the report accurately you need to read the entire report and not just the summary. Finally he noted that he is not responsible for the media headlines which generally equate to something like 'psychologists collude with government to support torture'.

He then addressed Council questions which had been provided to him in advance. Ones that seemed notable or interesting follow:

Q: Was there collusion to support torture?
A: No. There was collusion to not place stricter restrictions on psychologists than the DOD was placing on itself."

Q: Why did you use words like "collusion" which have a sinister connotation?
A: We prefer *collaboration, coordination*, but we were asked specifically if there was *collusion*. "Behind the scenes communication" would have been a more accurate description.

Q: How can you (speak with certainty) about staff's intentions? How can you say their intention was to curry favor versus just doing the job they were hired to do?
A: The report does not address the issue of wrongdoing versus lobbying. It describes relationships with the DOD. It is not an anti-military report. It is about how one comes to an ethical position in a dependent or independent way. APA's independence was subordinated in favor of (DOD's judgments).

Q: Did you find any evidence of psychologists participating in torture or enhanced interrogations post PENS?
A: The report is not about this topic. We did not investigate that, nor would we have been able to do that.

Q: What can we learn from the report?
A:

1. Focus on human rights when weighted against influence of government.
2. Conflicts of interest should be examined with default rules to avoid clear conflicts of interest.
3. APA ethics investigations currently are quite limited.
4. Civility among psychologists: Divergent points of view should not be chilled, no personal attacks (against someone who has a divergent point of view).

Q: Any other comments?
A: Psychologists might be among the best suited to be watch officers (safety monitors) during interrogations. The problem is when also asking psychologist to make interrogations effective. There is an inherent conflict of interest between the two.

Exhibit E

APA @APA · 13 Jul 2015

We apologize for the disturbing findings in the independent review of our role in creating interrogation policies

> Report of the Independent Reviewer and Related Ma...
> In November 2014, the APA Board of Directors engaged Sidley Austin LLP to conduct an independent review of allegations regarding APA's issuance of ethical guidel...
> apa.org

← 13   ⟲ 188   ♥ 57

TrudyBond
@drtbond   Follow

Replying to @APA

@APA You apologize for the findings . . . but do you apologize for the actions?

3:43 PM · 11 Jul 2015

Todd Finnerty Psy.D.   Following
@DrFinnerty

Apparently the #HoffmanReport has been revised

> Report of the Independent Reviewer and Related Materials
> In November 2014, the APA Board of Directors engaged Sidley Austin LLP to conduct an independent review of allegations regarding APA's issuance of ethical guidelines concerning psych...
> apa.org

RETWEETS   LIKES
4   1

6:28 AM · 12 Sep 2015

← 1   ⟲ 4   ♥ 1

Liz del Carmen
@LizMartinezG

Former APA president Dr. Nadine Kaslow
says former ethics chief Stephen Behnke was
"terminated" for torture collusion
huff.lv/1CAkia8

RETWEETS 10   LIKES 5

10:04 AM - 13 Jul 2015

Daly de Gagné
@DalydeGagne

RT @hyblis: 'Despite Gitmo torture during his
tenure, Dr. James obtained an Ohio
#psychology license in 2008' #US #ethics
#APA

8:31 AM - 17 Oct 2011

Steven Fought
@stevenfought

It will be a test of the Ohio delegation if they
can convince DOJ to begin a criminal
investigation into the @apa-CIA torture
racket.

LIKE 1

8:35 AM - 11 Jul 2015

Steven Fought
@stevenfought

It will be a test of what's left of this state's media to see if they can figure out Ohio's connection to the @apa-CIA/DoD torture scheme.

LIKE
1

6:06 AM - 11 Jul 2015

Steven Fought
@stevenfought

Two key players involved in the @apa-CIA/DoD torture scheme were Ohioans: Larry James at @wrightstate and Ron Levant at @uakron.

LIKE
1

6:24 AM - 11 Jul 2015

AUDIENCE PROFILE

Audience Profile for @stevenfought

@stevenfought's followers are in their late thirties, typically married white/caucasian men with very high income. The account has a notable audience concentration in Cleveland.

Professionally, @stevenfought's followers are employed as journalists, media production and authors/writers. The account ranks within the top 10% of all Twitter accounts in terms of density of senior managers.

In their spare time they particularly enjoy beer, history, technology news, art/culture and reading. @stevenfought followers are charitably generous, very environmentally aware and health conscious. Sports enjoyed significantly more than Twitter norm include baseball, skiing and football.

As consumers they are affluent and active, with spending focused most strongly on travel, wining/dining and nightlife. Brand affinities far stronger than Twitter average include Amtrak, Morton's Steakhouse, Marriott, US Airways and Kayak.

On social media they talk most often about sport, news/politics and causes/beliefs. Notable influences for this audience include New York Times, The White House, Rachel Maddow, Politico and Nate Silver.

AUDIENCE STATS

- 64.4% are male
- 94.6% are married
- 39.0% are parents
- 37.9 yrs average age
- $64.5k/yr avg. income

AUDIENCE LOCATION

Predominantly United States (95.7%), with top cities:

- Cleveland (24.0%)
- Toledo, OH (19.4%)
- Columbus (10.7%)
- Washington DC (7.9%)
- Cincinnati (5.0%)
- New York (2.9%)

BRAND AFFINITIES

AP the Washington Post msn

the ONION GALLUP

Slate

Marriott

Bloomberg FedEx

HASHTAGS USED

#GOP #Browns
#climatechange #LGBT
#edshow #puppy #NASA
#economics #TrueDetective
#Teachers #gunsense

BASIC DEMOGRAPHICS

Category	Criteria	Size	Followers of @stevenfought		Twitter distribution	avg	from	to
Gender	Male	338	64.4%	③ 1.4x		45.8%	2.6%	95.9%
Gender	Female	186	35.6%			54.2%	4.1%	97.4%
Family status	Single	28	5.4%			57.8%	1.9%	99.5%
Family status	Married	496	94.6%			42.2%	0.5%	98.1%
Family status	Parents	205	39.0%	② 3.7x		10.6%	0.4%	71.2%
Age	Age 18 to 20	26	5.0%			42.6%	0.4%	90.7%
Age	Age 21 to 24	32	6.0%			28.3%	1.0%	64.5%
Age	Age 25 to 29	34	6.5%			15.2%	0.2%	68.9%
Age	Age 30 to 34	82	15.6%	② 2.3x		6.7%	0.1%	50.4%
Age	Age 35 to 44	245	46.7%	① 11x		4.1%	0.0%	62.9%
Age	Age 45 to 54	58	11.1%	② 7.4x		1.5%	0.0%	69.5%
Age	Age 55 to 64	42	8.0%	① 27x		0.3%	0.0%	19.9%
Age	Age 65 and over	5	1.0%	② 5.0x		0.2%	0.0%	2.6%
Personal income	Under $10,000	12	2.2%			59.3%	1.1%	98.9%
Personal income	$10,000 - $19,999	26	4.9%			20.1%	0.7%	84.2%
Personal income	$20,000 - $29,999	37	7.1%			11.8%	0.2%	52.9%
Personal income	$30,000 - $39,999	88	16.8%	② 3.6x		4.7%	0.0%	29.4%
Personal income	$40,000 - $49,999	109	20.8%	① 8.7x		2.4%	0.0%	31.9%
Personal income	$50,000 - $74,999	216	41.2%	① 24x		1.7%	0.0%	46.8%
Personal income	$75,000 - $99,999	28	5.3%	① 53x		0.1%	0.0%	12.0%
Personal income	Over $100,000	9	1.8%	① >100x		0.0%	0.0%	2.5%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

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HIGH - Top 30% of all Twitter accounts:
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ETHNICITY
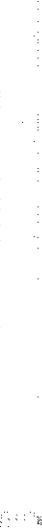
Category	Criteria	Size	Followers of @stevenfought	Twitter distribution	avg.	from	to
Race (US only)	White/caucasian	481	96.1% ①		78.7%	2.3%	100.0%
Race (US only)	Hispanic	11	2.4%		7.6%	0.0%	57.7%
Race (US only)	African American	8	1.6%		13.1%	0.0%	95.2%
Religion	Jewish	374	71.4% ① 24x		3.0%	0.0%	70.6%
Religion	Christian	130	24.8%		91.8%	0.2%	99.7%
Religion	Muslim	20	3.8%		5.2%	0.1%	99.8%
Native language	English	519	99.1% ②		96.2%	4.1%	99.9%
Native language	French	2	0.3%		0.3%	0.0%	68.2%
Native language	Turkish	2	0.3% ② 3.0x		0.1%	0.0%	77.2%
Native language	Arabic	2	0.3% ② >100x		0.0%	0.0%	71.9%

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Analysis updated: 25th April, 2017

LOCATION SUMMARY

Category	Criteria	Size	Followers of @stevenfought	Twitter distribution	avg	from	to
Location: by country	United States	501	95.7% ①		27.5%	1.2%	98.5%
Location: by country	United Kingdom	3	0.6%		3.4%	0.1%	92.9%
Location: by country	Nigeria	3	0.6% ② 6.0x		0.1%	0.0%	17.9%
Location: by country	Sweden	3	0.6% ① 6.0x		0.1%	0.0%	1.6%
Location: by country	UAE	2	0.3% ③ 3.0x		0.1%	0.0%	8.0%
Location: by country	Canada	2	0.3%		1.2%	0.0%	61.6%
Location: by US state	Ohio	346	69.1% ① 28x		2.5%	0.0%	21.6%
Location: by US state	DC	34	6.9% ① 6.3x		1.1%	0.0%	21.3%
Location: by US state	California	14	2.9%		17.5%	1.2%	72.9%
Location: by US state	New York State	12	2.5%		8.5%	0.0%	41.0%
Location: by US state	Michigan	10	1.8%		2.1%	0.0%	11.8%
Location: by US state	Virginia	10	1.8%		1.9%	0.0%	12.3%
Location: by city	Cleveland	107	24.0% ① >100x		0.1%	0.0%	1.5%
Location: by city	Toledo, OH	87	19.4% ① >100x		0.0%	0.0%	0.9%
Location: by city	Columbus	48	10.7% ① >100x		0.1%	0.0%	1.4%
Location: by city	Washington DC	35	7.9% ① 26x		0.3%	0.0%	10.9%
Location: by city	Cincinnati	22	5.0% ① 50x		0.1%	0.0%	1.3%
Location: by city	New York	13	2.9%		2.1%	0.0%	25.0%
Location: by city	Los Angeles	5	1.2% ③ 3.0x		1.5%	0.0%	37.9%
Location: by city	Atlanta	5	1.2%		0.4%	0.0%	9.9%
Location: by city	Dayton, OH	5	1.2% ① >100x		0.0%	0.0%	0.6%
Location: by city	Akron, OH	5	1.2% ① >100x		0.0%	0.0%	0.6%
Location: by city	Arlington, VA	5	1.2% ① >100x		0.0%	0.0%	0.4%

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LOW - Bottom 30% of all Twitter accounts:

LOCATION BY COUNTRY

Category	Criteria	Size		Followers of @stevenfought	Twitter distribution	avg	from	to
Location: by country	United States	501	95.7%	①		27.5%	1.2%	98.5%
Location: by country	United Kingdom	3	0.6%			3.4%	0.1%	92.9%
Location: by country	Nigeria	3	0.6%	② 6.0x		0.1%	0.0%	17.9%
Location: by country	Sweden	3	0.6%	① 6.0x		0.1%	0.0%	1.6%
Location: by country	UAE	2	0.3%	③ 3.0x		0.1%	0.0%	8.0%
Location: by country	Canada	2	0.3%			1.2%	0.0%	61.6%
Location: by country	Dom. Republic	2	0.3%	① >100x		0.0%	0.0%	3.3%
Location: by country	France	2	0.3%			0.3%	0.0%	69.2%
Location: by country	Philippines	2	0.3%			0.2%	0.0%	81.1%
Location: by country	Turkey	2	0.3%	② 3.0x		0.1%	0.0%	86.9%
Location: by country	Ukraine	2	0.3%	① >100x		0.0%	0.0%	2.0%
Location: by country	Bhutan	2	0.3%	① >100x		0.0%	0.0%	0.0%

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Analysis updated: 25th April. 2017

LOCATION BY US STATE

Category	Criteria	Size	Followers of @stevenfought	Twitter distribution	avg.	from	to
Location: by US state	Ohio	346	69.1% ① 28x		2.5%	0.0%	21.6%
Location: by US state	DC	34	6.9% ① 6.3x		1.1%	0.0%	21.3%
Location: by US state	California	14	2.9%		17.5%	1.2%	72.9%
Location: by US state	New York State	12	2.5%		8.5%	0.0%	41.0%
Location: by US state	Michigan	10	1.8%		2.1%	0.0%	11.8%
Location: by US state	Virginia	10	1.8%		1.9%	0.0%	12.3%
Location: by US state	Colorado	8	1.5%		1.3%	0.0%	17.1%
Location: by US state	Georgia	6	1.1%		2.6%	0.0%	13.5%
Location: by US state	Massachusetts	6	1.1%		1.8%	0.0%	11.3%
Location: by US state	New Jersey	6	1.1%		1.7%	0.0%	8.5%
Location: by US state	Florida	4	0.7%		5.7%	0.0%	32.1%
Location: by US state	Iowa	4	0.7% ③ 1.7x		0.4%	0.0%	2.9%
Location: by US state	Illinois	4	0.7%		3.3%	0.0%	16.5%
Location: by US state	Indiana	4	0.7%		1.4%	0.0%	12.3%
Location: by US state	Maryland	4	0.7%		1.0%	0.0%	5.9%
Location: by US state	Oklahoma	4	0.7%		0.6%	0.0%	4.4%
Location: by US state	Pennsylvania	4	0.7%		2.8%	0.0%	17.6%
Location: by US state	Texas	4	0.7%		6.5%	0.0%	34.6%
Location: by US state	Vermont	4	0.7% ① >100x		0.0%	0.0%	1.6%
Location: by US state	Alabama	2	0.4%		1.4%	0.0%	51.1%
Location: by US state	Arkansas	2	0.4%		0.4%	0.0%	4.8%
Location: by US state	Arizona	2	0.4%		1.3%	0.0%	13.2%
Location: by US state	Connecticut	2	0.4%		0.7%	0.0%	4.1%
Location: by US state	Mississippi	2	0.4%		0.4%	0.0%	8.9%

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Twitter Demographic Analysis

LOCATION BY CITY

Category	Criteria	Size		Followers of @stevenfought	Twitter distribution	avg	from	to
Location: by city	Cleveland	107	24.0%	① >100x		0.1%	0.0%	1.5%
Location: by city	Toledo, OH	87	19.4%	① >100x		0.0%	0.0%	0.9%
Location: by city	Columbus	48	10.7%	① >100x		0.1%	0.0%	1.4%
Location: by city	Washington DC	35	7.9%	① 26x		0.3%	0.0%	10.9%
Location: by city	Cincinnati	22	5.0%	① 50x		0.1%	0.0%	1.3%
Location: by city	New York	13	2.9%			2.1%	0.0%	25.0%
Location: by city	Los Angeles	5	1.2%			1.5%	0.0%	37.9%
Location: by city	Atlanta	5	1.2%	③ 3.0x		0.4%	0.0%	9.9%
Location: by city	Dayton, OH	5	1.2%	① >100x		0.0%	0.0%	0.6%
Location: by city	Akron, OH	5	1.2%	① >100x		0.0%	0.0%	0.6%
Location: by city	Arlington, VA	5	1.2%	① >100x		0.0%	0.0%	0.4%
Location: by city	Lima, OH	5	1.2%	① >100x		0.0%	0.0%	0.2%
Location: by city	Stockholm	3	0.8%	① >100x		0.0%	0.0%	1.8%
Location: by city	Chicago	3	0.8%			0.6%	0.0%	8.9%
Location: by city	Boston	3	0.8%	③ 2.7x		0.3%	0.0%	3.6%
Location: by city	San Francisco	3	0.8%	② 4.0x		0.2%	0.0%	5.9%
Location: by city	Denver	3	0.8%	① 8.0x		0.1%	0.0%	2.2%
Location: by city	Detroit	3	0.8%	② 8.0x		0.1%	0.0%	4.6%
Location: by city	Alexandria, VA	3	0.8%	① >100x		0.0%	0.0%	0.5%
Location: by city	Tulsa, OK	3	0.8%	① >100x		0.0%	0.0%	0.7%
Location: by city	Youngstown, OH	3	0.8%	① >100x		0.0%	0.0%	0.4%
Location: by city	Hamilton, OH	3	0.8%	① >100x		0.0%	0.0%	0.1%
Location: by city	Lorain, OH	3	0.8%	① >100x		0.0%	0.0%	0.2%
Location: by city	Athens, OH	3	0.8%	① >100x		0.0%	0.0%	0.1%

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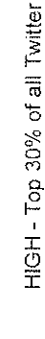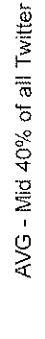
HIGH - Top 30% of all Twitter accounts:
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Analysis updated: 25th April, 2017

Twitter Demographic Analysis

OCCUPATIONS

Category	Criteria	Size	Followers of @stevenfought		Twitter distribution	avg	from	to
Occupations	Journalists	116	22.2%	① 4.4x		5.0%	0.0%	30.1%
Occupations	Senior managers	85	16.2%	① 2.6x		6.3%	0.0%	19.0%
Occupations	Authors/writers	42	8.1%	② 2.0x		4.1%	0.0%	33.1%
Occupations	Realtors	11	2.2%	① 11x		0.2%	0.0%	5.2%
Occupations	Finance/banking	11	2.2%	① 3.7x		0.6%	0.0%	5.9%
Occupations	Politics/govt.	8	1.6%	① >100x		0.0%	0.0%	1.5%
Occupations	Consultants	25	4.9%	② 2.2x		2.2%	0.0%	14.0%
Occupations	Teachers	25	4.9%	② 1.7x		2.9%	0.0%	14.1%
Occupations	Public service	6	1.1%	① 5.5x		0.2%	0.0%	2.3%
Occupations	Media production	20	3.8%	② 2.2x		1.7%	0.0%	12.1%
Occupations	Librarians	3	0.5%	① >100x		0.0%	0.0%	0.7%
Occupations	Photographers	11	2.2%	② 1.7x		1.3%	0.0%	8.6%
Occupations	Sales/marketing	37	7.0%	③ 1.6x		4.4%	0.0%	28.3%
Occupations	Secretarial/admin	3	0.5%	② 2.5x		0.2%	0.0%	2.1%
Occupations	Church leaders	3	0.5%	② 5.0x		0.1%	0.0%	9.0%
Occupations	Agents/promoters	3	0.5%	③ 2.5x		0.2%	0.0%	2.7%
Occupations	Entrepreneurs	20	3.8%			3.0%	0.0%	13.7%
Occupations	Lawyers	8	1.6%			1.2%	0.0%	16.7%
Occupations	IT professionals	3	0.5%			0.3%	0.0%	4.6%
Occupations	Web developers	11	2.2%			2.3%	0.0%	16.0%
Occupations	Doctors	3	0.5%			0.5%	0.0%	4.3%
Occupations	Military	3	0.5%			0.4%	0.0%	6.6%
Occupations	Students	37	7.0%			12.7%	2.0%	51.1%
Occupations	Models	3	0.5%			1.1%	0.0%	11.2%

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Analysis updated: 25th April. 2017

LIKES & INTERESTS

Category	Criteria	Size	Followers of @stevenfought		Twitter distribution	avg	from	to
Likes: News	News	277	52.9%	(1)		14.9%	0.7%	72.4%
Likes: Interests	Politics	227	43.2%	(1) 6.1x		7.1%	0.2%	59.4%
Likes: Interests	Art/culture	225	42.9%	(1) 5.7x		7.5%	0.9%	72.7%
Likes: Sport	American football	149	28.5%	(1) 7.9x		3.6%	0.3%	81.6%
Likes: Alcohol	Beer	116	22.2%	(1) 25x		0.9%	0.0%	39.2%
Likes: Sport	Baseball	123	23.4%	(1) 7.1x		3.3%	0.1%	56.9%
Likes: Books	Books	113	21.6%	(1) 14x		1.5%	0.0%	52.9%
Likes: Interests	History	102	19.5%	(1) 28x		0.7%	0.0%	35.1%
Likes: Interests	Theater	102	19.5%	(1) 5.3x		3.7%	0.1%	47.7%
Likes: Causes	Environment	54	10.2%	(1) >100x		0.1%	0.0%	11.5%
Likes: Travel	Travel	46	8.7%	(1) 6.2x		1.4%	0.0%	21.5%
Likes: Sport	Skiing	28	5.4%	(1) 7.7x		0.7%	0.0%	19.2%
Likes: Causes	Charity	27	5.1%	(1) 5.7x		0.9%	0.0%	13.9%
Likes: Interests	Comedy	82	15.6%	(2) 2.7x		5.7%	0.3%	54.1%
Likes: Sport	Sport	82	15.6%	(2) 3.4x		4.6%	0.1%	74.0%
Likes: Technology	Technology	82	15.6%	(2) 2.5x		6.2%	0.3%	58.1%
Likes: Hobbies	Photography	80	15.3%	(2) 2.3x		6.7%	0.8%	61.7%
Likes: Sport	Basketball	69	13.2%	(2) 3.1x		4.2%	0.3%	66.8%
Likes: Wining & Dining	Wining & dining	65	12.3%	(2) 4.9x		2.5%	0.1%	46.7%
Likes: Lifestyle	Outdoor life	17	3.3%	(1) 6.6x		0.5%	0.0%	11.8%
Likes: Science	Science	17	3.3%	(1) 4.7x		0.7%	0.0%	12.0%
Likes: Business & Fina	Business	54	10.2%	(2) 5.7x		1.8%	0.0%	36.3%
Likes: Wining & Dining	Cooking	49	9.3%	(2) 4.4x		2.1%	0.0%	39.8%
Likes: Fitness	Yoga	13	2.4%	(1) 12x		0.2%	0.0%	10.3%

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LOW - Bottom 30% of all Twitter accounts:

LIKES & INTERESTS (cont.)

Category	Criteria	Size	Followers of @stevenfought	Twitter distribution	avg.	from	to
Likes: Drinks	Coffee	39	7.5% — 2.0x (2)		3.8%	0.2%	58.3%
Likes: Sport	Hockey	36	6.9% — 4.3x (2)		1.6%	0.0%	43.4%
Likes: Sport	Golf	35	6.5% — 3.3x (2)		2.0%	0.1%	33.6%
Likes: Healthcare	Healthcare	33	6.3% — 3.5x (2)		1.8%	0.1%	32.7%
Likes: Sport	Cycling	33	6.3% — 3.5x (2)		1.8%	0.0%	51.6%
Likes: Lifestyle	Gay life	5	0.9% — 9.0x (1)		0.1%	0.0%	8.7%
Likes: Home & Garden	Home improvement	16	3.0% — 4.3x (2)		0.7%	0.0%	21.5%
Likes: Sport	Extreme sports	13	2.4% — 3.4x (2)		0.7%	0.0%	9.2%
Likes: Pets	Pets	11	2.1% — 2.6x (2)		0.8%	0.0%	8.4%
Likes: Hobbies	Airplanes	9	1.8% — 6.0x (2)		0.3%	0.0%	8.6%
Likes: Sport	Skating	9	1.8% — 3.6x (2)		0.5%	0.0%	10.2%
Likes: Fitness	Fitness	9	1.8% — 3.6x (2)		0.5%	0.0%	13.7%
Likes: Hobbies	Collecting things	6	1.2% — 6.0x (2)		0.2%	0.0%	9.6%
Likes: Wining & Dining	Cake/cookies	6	1.2% — 6.0x (2)		0.2%	0.0%	10.2%
Likes: Transport	Cars	36	6.9% — 1.6x (3)		4.3%	0.2%	31.0%
Likes: Alcohol	Wine	35	6.6% — 3.1x (3)		2.1%	0.0%	33.7%
Likes: Sport	Scuba diving	5	0.9% — 4.5x (2)		0.2%	0.0%	23.0%
Likes: Sport	Swimming	25	4.8% — 2.0x (3)		2.4%	0.1%	32.4%
Likes: Hobbies	Cigars/Smoking	3	0.6% — 3.0x (2)		0.2%	0.0%	5.5%
Likes: Lifestyle	Nightlife/partying	17	3.3% — 2.8x (3)		1.2%	0.0%	33.4%
Likes: Family & Parent	Family life	13	2.4% — 1.8x (3)		1.3%	0.0%	21.7%
Likes: Pets	Cats	8	1.5% — 3.0x (3)		0.5%	0.0%	9.0%
Likes: Hobbies	Boating	5	0.9% — 4.5x (3)		0.2%	0.0%	15.2%
Likes: Hobbies	Writing	5	0.9% — 2.3x (3)		0.4%	0.0%	14.9%

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(3) Within the top 30% of all Twitter accounts

HIGH - Top 30% of all Twitter accounts:
AVG - Mid 40% of all Twitter accounts:
LOW - Bottom 30% of all Twitter accounts:

Twitter Demographic Analysis

LIKES & INTERESTS (cont.)

Category	Criteria	Size	Followers of @stevenfought	Twitter distribution	avg	from	to
Likes: Wining & Dining	Vegetarian	5	0.9% ③ 3.0x		0.3%	0.0%	24.2%
Likes: Sport	Bowling	3	0.6% ③ 6.0x		0.1%	0.0%	5.0%
Likes: Film/TV	Sci-fi	24	4.5%		3.3%	0.1%	25.9%
Likes: Film/TV	Film/TV	30	5.7%		4.6%	0.0%	34.8%
Likes: Sport	Surfing	8	1.5%		1.1%	0.0%	17.4%
Likes: Pets	Dogs	6	1.2%		0.7%	0.0%	27.2%
Likes: Sport	Tennis	19	3.6%		3.8%	0.2%	53.8%
Likes: Lifestyle	Dating/romance	11	2.1%		2.5%	0.1%	19.0%
Likes: Motor Sports	Motor sports	5	0.9%		0.7%	0.0%	27.2%
Likes: Sport	Equestrian	2	0.3%		0.1%	0.0%	6.3%
Likes: Hobbies	Arts & crafts	3	0.6%		0.3%	0.0%	18.6%
Likes: Fashion	Fashion	20	3.9%		5.9%	0.8%	62.5%
Likes: Drinks	Tea	2	0.3%		0.2%	0.0%	11.7%
Likes: Sport	Boxing	13	2.4%		4.0%	0.2%	63.4%
Likes: Sport	Cricket	3	0.6%		0.8%	0.0%	69.3%
Likes: Technology	Gaming	13	2.4%		3.6%	0.5%	60.9%
Likes: Music	Music	27	5.1%		12.2%	0.3%	69.2%
Likes: Hobbies	Dance	17	3.3%		6.5%	0.3%	56.2%
Likes: Sport	Wrestling	8	1.5%		2.7%	0.2%	25.0%
Likes: Sport	Rugby	2	0.3%		0.8%	0.0%	43.7%
Likes: Technology	Social networks	14	2.7%		7.0%	0.3%	36.1%
Likes: Sport	Soccer	11	2.1%		7.7%	0.3%	89.0%

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Analysis updated: 25th April, 2017

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BRAND AFFINITIES

Followers of @stevenfought

Category	Criteria	Size	%	Multiplier	Twitter distribution	avg	from	to
Brands: Newspapers	NY Times	216	41.1%	6.9x		6.0%	0.3%	55.2%
Brands: Online News	Huffington Post	183	34.8%	15x		2.3%	0.0%	43.4%
Brands: TV channels	CNN	205	39.0%	3.5x		11.1%	0.3%	73.4%
Brands: Online News	Politico	164	31.2%	>100x		0.3%	0.0%	23.5%
Brands: Prof services	Associated Press	159	30.3%	19x		1.6%	0.0%	33.0%
Brands: Newspapers	Washington Post	149	28.5%	20x		1.4%	0.0%	30.3%
Brands: Blogs	The Onion	140	26.7%	21x		1.3%	0.0%	32.6%
Brands: TV channels	NBC	121	23.1%	12x		1.9%	0.1%	31.1%
Brands: Newspapers	Wall Street Journal	112	21.3%	9.7x		2.2%	0.0%	42.6%
Brands: Blogs	Slate	98	18.6%	47x		0.4%	0.0%	22.8%
Brands: Online News	TPM	91	17.4%	>100x		0.1%	0.0%	10.6%
Brands: TV channels	Reuters	105	20.1%	7.4x		2.7%	0.0%	41.2%
Brands: Magazines	New Yorker	101	19.2%	15x		1.3%	0.0%	33.5%
Brands: Magazines	TIME.com	99	18.9%	7.3x		2.6%	0.0%	29.4%
Brands: TV channels	CBS	94	18.0%	11x		1.6%	0.0%	25.0%
Brands: Blogs	Buzzfeed	88	16.8%	14x		1.2%	0.0%	19.3%
Brands: Online News	Breaking News	93	17.7%	6.1x		2.9%	0.0%	30.6%
Brands: Magazines	The Economist	94	18.0%	10.0x		1.8%	0.0%	41.3%
Brands: Online service	MSN	79	15.0%	13x		1.2%	0.0%	16.3%
Brands: Magazines	The Nation	71	13.5%	>100x		0.1%	0.0%	11.7%
Brands: TV channels	ABC	80	15.3%	6.7x		2.3%	0.1%	29.5%
Brands: Stores & shop	Walmart	83	15.9%	3.2x		4.9%	0.2%	37.4%
Brands: Newspapers	USA Today	71	13.5%	14x		1.0%	0.0%	23.3%
Brands: TV channels	CSPAN	61	11.7%	58x		0.2%	0.0%	12.4%

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Analysis updated: 25th April, 2017

Twitter Demographic Analysis

BRAND AFFINITIES (cont.)

Category	Criteria	Size	Followers of @stevenfought		Twitter distribution	avg	from	to
Brands: Blogs	The Daily Beast	61	11.7%	39x		0.3%	0.0%	17.0%
Brands: Blogs	Five Thirty Eight	52	9.9%	>100x		0.0%	0.0%	7.8%
Brands: Newspapers	LA Times	57	10.8%	9.8x		1.1%	0.0%	21.9%
Brands: Magazines	Newsweek	54	10.2%	11x		0.9%	0.0%	18.6%
Brands: Magazines	The Atlantic	52	9.9%	50x		0.2%	0.0%	18.4%
Brands: Financial serv	Bloomberg	47	9.0%	11x		0.8%	0.0%	21.4%
Brands: Stores & shop	Hobby Lobby	41	7.8%	78x		0.1%	0.0%	11.6%
Brands: Stores & shop	Target	47	9.0%	3.9x		2.3%	0.1%	25.7%
Brands: TV channels	Al Jazeera	46	8.7%	11x		0.8%	0.0%	27.4%
Brands: Online News	Rawstory	39	7.5%	38x		0.2%	0.0%	10.5%
Brands: Magazines	National Journal	35	6.6%	>100x		0.0%	0.0%	6.3%
Brands: Trains	Amtrak	35	6.6%	66x		0.1%	0.0%	4.3%
Brands: Blogs	Gawker	38	7.2%	72x		0.1%	0.0%	10.6%
Brands: Supermarkets	Kroger	33	6.3%	63x		0.1%	0.0%	4.8%
Brands: Newspapers	Today Online	39	7.5%	9.4x		0.8%	0.0%	18.5%
Brands: Stores & shop	Sears	36	6.9%	8.6x		0.8%	0.0%	12.0%
Brands: Blogs	Drudge Report	38	7.2%	72x		0.1%	0.0%	26.2%
Brands: TV channels	PBS	38	7.2%	9.0x		0.8%	0.0%	25.8%
Brands: Prof services	Gallup	30	5.7%	57x		0.1%	0.0%	8.3%
Brands: Newspapers	Freep	27	5.1%	>100x		0.0%	0.0%	1.8%
Brands: Auto makers	Chrysler	27	5.1%	10x		0.5%	0.0%	5.0%
Brands: Magazines	Foreign Policy	30	5.7%	29x		0.2%	0.0%	13.9%
Brands: Magazines	Life	28	5.4%	7.7x		0.7%	0.0%	8.7%
Brands: TV channels	CNBC	30	5.7%	9.5x		0.6%	0.0%	17.9%

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BRAND AFFINITIES (cont.)

Category	Criteria	Size	Followers of @stevenfought	Twitter distribution	avg.	from	to
Brands: Blogs	Wikipedia	28	5.4% (1) 4.5x		1.2%	0.0%	9.1%
Brands: Magazines	New York	28	5.4% (3) 18x		0.3%	0.0%	12.0%
Brands: TV channels	MLB Network	30	5.7% (1) 7.1x		0.8%	0.0%	26.6%
Brands: Newspapers	Boston Globe	25	4.8% (1) 48x		0.1%	0.0%	6.5%
Brands: eCommerce	Groupon	25	4.8% (1) 16x		0.3%	0.0%	10.5%
Brands: TV channels	ESPN	91	17.4% (2) 3.9x		4.5%	0.1%	66.2%
Brands: Airlines	Southwest Airlines	25	4.8% (1) 12x		0.4%	0.0%	13.4%
Brands: Stores & shop	Walgreens	24	4.5% (1) 4.1x		1.1%	0.0%	11.7%
Brands: TV channels	Fox	85	16.2% (2) 3.1x		5.2%	0.3%	47.3%
Brands: Online service	Getty Images	19	3.6% (1) 18x		0.2%	0.0%	3.7%
Brands: Blogs	Men's Humor	24	4.5% (1) 6.4x		0.7%	0.0%	17.5%
Brands: Online News	Real Clear Politics	20	3.9% (1) >100x		0.0%	0.0%	5.1%
Brands: Blogs	Education Week	20	3.9% (1) 39x		0.1%	0.0%	5.6%
Brands: Newspapers	New York Post	22	4.2% (1) 11x		0.4%	0.0%	12.5%
Brands: Stores & shop	Macy's	22	4.2% (1) 6.0x		0.7%	0.0%	11.2%
Brands: TV channels	Teamcoco	19	3.6% (1) 18x		0.2%	0.0%	6.1%
Brands: Hotels	Marriott	19	3.6% (1) 9.0x		0.4%	0.0%	7.1%
Brands: Fast food	Chipotle	20	3.9% (1) 7.8x		0.5%	0.0%	10.7%
Brands: Logistics	USPS	16	3.0% (1) 30x		0.1%	0.0%	2.5%
Brands: Magazines	Sports Illustrated	20	3.9% (1) 20x		0.2%	0.0%	14.8%
Brands: TV channels	Weather Channel	19	3.6% (1) 18x		0.2%	0.0%	8.8%
Brands: Casual dining	IHOP	20	3.9% (1) 7.8x		0.5%	0.0%	17.4%
Brands: Magazines	National Geographi	68	12.9% (2) 2.9x		4.4%	0.1%	33.2%
Brands: Online service	Hootsuite	68	12.9% (2) 3.5x		3.6%	0.2%	38.7%

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BRAND AFFINITIES (cont.)

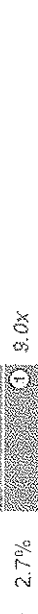| Category	Criteria	Size	Followers of @stevenfought		Twitter distribution	avg	from	to
Brands: Blogs	Pitch Fork Media	20	3.9%	5.6x		0.7%	0.0%	20.3%
Brands: Online service	MarketWatch	19	3.6%	9.0x		0.4%	0.0%	11.7%
Brands: Magazines	Esquire	19	3.6%	5.1x		0.7%	0.0%	10.6%
Brands: Blogs	Hollywood Reporter	19	3.6%	5.1x		0.7%	0.0%	12.8%
Brands: TV channels	Current TV	16	3.0%	30x		0.1%	0.0%	4.3%
Brands: Logistics	FedEx	16	3.0%	7.5x		0.4%	0.0%	4.3%
Brands: Newspapers	NY Daily News	16	3.0%	15x		0.2%	0.0%	5.7%
Brands: Fast food	Papa John's	17	3.3%	5.5x		0.6%	0.0%	8.5%
Brands: Auto makers	General Motors	16	3.0%	7.5x		0.4%	0.0%	6.1%
Brands: Blogs	Boing boing	16	3.0%	30x		0.1%	0.0%	7.1%
Brands: Blogs	Lifehacker	17	3.3%	8.2x		0.4%	0.0%	14.1%
Brands: Magazines	Scientific American	16	3.0%	10.0x		0.3%	0.0%	10.2%
Brands: Stores & shop	Barnes & Noble	16	3.0%	10.0x		0.3%	0.0%	11.1%
Brands: Magazines	New Scientist	16	3.0%	7.5x		0.4%	0.0%	12.6%
Brands: Auto makers	Jeep	14	2.7%	5.4x		0.5%	0.0%	4.3%
Brands: Online service	Metromix	13	2.4%	>100x		0.0%	0.0%	3.5%
Brands: Entertainment	Funny Or Die	49	9.3%			2.4%	0.0%	22.7%
Brands: Blogs	Tree Hugger	14	2.7%	27x		0.1%	0.0%	7.5%
Brands: TV channels	Comedy Central	14	2.7%	6.8x		0.4%	0.0%	6.7%
Brands: Magazines	Wired	50	9.6%			1.5%	0.0%	34.6%
Brands: Blogs	The Oatmeal	14	2.7%	27x		0.1%	0.0%	8.7%
Brands: Newspapers	Mlive	13	2.4%	>100x		0.0%	0.0%	5.0%
Brands: Casual dining	Skyline Chili	11	2.1%	>100x		0.0%	0.0%	0.6%
Brands: Casual dining	Bob Evans	11	2.1%	>100x		0.0%	0.0%	1.8%

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Analysis updated: 25th April. 2017

BRAND AFFINITIES (cont.)

Category	Criteria	Size	Followers of @stevenfought		Twitter distribution	avg.	from	to
Brands: Blogs	Mashable	49	9.3%	>100x ②		1.6%	0.0%	37.9%
Brands: Stores & shop	Sherwin-Williams	11	2.1%	>100x ①		0.0%	0.0%	2.2%
Brands: Magazines	Businessweek	14	2.7%	9.0x ①		0.3%	0.0%	13.1%
Brands: Blogs	Business Insider	14	2.7%	9.0x ①		0.3%	0.0%	12.6%
Brands: Social media	Reddit	13	2.4%	12x ①		0.2%	0.0%	6.9%
Brands: Supermarkets	Trader Joe's	13	2.4%	24x ①		0.1%	0.0%	7.2%
Brands: Fast food	Arby's	13	2.4%	6.0x ①		0.4%	0.0%	6.1%
Brands: Magazines	Runner's World	13	2.4%	12x ①		0.2%	0.0%	8.0%
Brands: Online service	Web MD	13	2.4%	6.0x ①		0.4%	0.0%	8.8%
Brands: Newspapers	Daily Mail Online	13	2.4%	8.0x ①		0.3%	0.0%	9.2%
Brands: Magazines	Travel + Leisure	13	2.4%	12x ①		0.2%	0.0%	9.8%
Brands: Prof services	AFP	13	2.4%	24x ①		0.1%	0.0%	14.3%
Brands: Magazines	US News	11	2.1%	>100x ①		0.0%	0.0%	3.1%
Brands: Newspapers	Chicago Tribune	11	2.1%	21x ①		0.1%	0.0%	4.1%
Brands: Blogs	PR News	11	2.1%	21x ①		0.1%	0.0%	4.3%
Brands: Oil & Gas	BP	11	2.1%	21x ①		0.1%	0.0%	4.3%
Brands: Auto makers	Tesla	11	2.1%	21x ①		0.1%	0.0%	5.0%
Brands: Airlines	US Airways	11	2.1%	11x ①		0.2%	0.0%	4.7%
Brands: Fine Dining	Morton's Steakhous	9	1.8%	>100x ①		0.0%	0.0%	1.2%
Brands: Newspapers	Post Gazette	9	1.8%	>100x ①		0.0%	0.0%	1.4%
Brands: Casual dining	Marco's Pizza	9	1.8%	>100x ①		0.0%	0.0%	0.8%
Brands: Stores & shop	Marshalls	11	2.1%	7.0x ①		0.3%	0.0%	6.2%
Brands: Software	Evernote	11	2.1%	21x ①		0.1%	0.0%	7.2%
Brands: Blogs	Snopes	9	1.8%	>100x ①		0.0%	0.0%	2.0%

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Twitter Demographic Analysis

HASHTAGS

Category	Criteria	Size	Followers of @stevenfought	Twitter distribution	avg	from	to
#Tags: Lifestyle/attitud	#tcot	38	7.2% 24x ①		0.3%	0.0%	25.4%
#Tags: News & politics	#GOP	31	6.0% >100x ①		0.0%	0.0%	9.6%
#Tags: Sport	#Browns	25	4.8% >100x ①		0.0%	0.0%	1.7%
#Tags: Causes & belie	#climatechange	24	4.5% 45x ①		0.1%	0.0%	6.4%
#Tags: News & politics	#UniteBlue	24	4.5% 45x ①		0.1%	0.0%	10.7%
#Tags: Lifestyle/attitud	#LGBT	20	3.9% 20x ①		0.2%	0.0%	5.1%
#Tags: News & politics	#Obamacare	22	4.2% >100x ①		0.0%	0.0%	10.9%
#Tags: Sport	#USMNT	19	3.6% 36x ①		0.1%	0.0%	4.5%
#Tags: News & politics	#fracking	17	3.3% >100x ①		0.0%	0.0%	3.6%
#Tags: Causes & belie	#ISIS	20	3.9% 20x ①		0.2%	0.0%	11.2%
#Tags: News & politics	#Obama	20	3.9% 20x ①		0.2%	0.0%	13.0%
#Tags: Causes & belie	#gunsense	16	3.0% >100x ①		0.0%	0.0%	3.0%
#Tags: Sport	#tigers	16	3.0% 30x ①		0.1%	0.0%	4.0%
#Tags: Sport	#Cavs	14	2.7% >100x ①		0.0%	0.0%	1.4%
#Tags: Sport	#NFL	14	2.7% 9.0x ①		0.3%	0.0%	6.3%
#Tags: News & politics	#Congress	14	2.7% >100x ①		0.0%	0.0%	7.0%
#Tags: Causes & belie	#teaparty	14	2.7% >100x ①		0.0%	0.0%	11.4%
#Tags: Sport	#Bengals	11	2.1% >100x ①		0.0%	0.0%	0.7%
#Tags: News & politics	#potus	11	2.1% >100x ①		0.0%	0.0%	2.7%
#Tags: Causes & belie	#healthcare	11	2.1% >100x ①		0.0%	0.0%	2.9%
#Tags: Sport	#mlb	11	2.1% 21x ①		0.1%	0.0%	4.8%
#Tags: Causes & belie	#ImmigrationReform	9	1.8% >100x ①		0.0%	0.0%	1.7%
#Tags: Causes & belie	#Poverty	9	1.8% >100x ①		0.0%	0.0%	1.3%
#Tags: Sport	#lebron	9	1.8% >100x ①		0.0%	0.0%	1.2%

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Twitter Demographic Analysis

HASHTAGS (cont.)

Category	Criteria	Size	Followers of @stevenfought	Twitter distribution	avg.	from	to
#Tags: Science & tech	#science	11	2.1% ① 11x		0.2%	0.0%	5.7%
#Tags: Sport	#NBA	11	2.1% ① 5.3x		0.4%	0.0%	6.4%
#Tags: Sport	#baseball	9	1.8% ① 18x		0.1%	0.0%	2.2%
#Tags: News & politics	#Snowden	9	1.8% ① >100x		0.0%	0.0%	2.6%
#Tags: News & politics	#Republicans	9	1.8% ① >100x		0.0%	0.0%	2.9%
#Tags: Causes & belie	#ActOnClimate	8	1.5% ① >100x		0.0%	0.0%	1.0%
#Tags: Causes & belie	#MarriageEquality	8	1.5% ① >100x		0.0%	0.0%	0.9%
#Tags: Sport	#Buckeyes	8	1.5% ① >100x		0.0%	0.0%	0.5%
#Tags: Sport	#Pirates	8	1.5% ① >100x		0.0%	0.0%	1.4%
#Tags: Lifestyle/attitud	#Teachers	8	1.5% ① >100x		0.0%	0.0%	1.8%
#Tags: Lifestyle/attitud	#courage	8	1.5% ① >100x		0.0%	0.0%	1.8%
#Tags: Lifestyle/attitud	#Millennials	8	1.5% ① >100x		0.0%	0.0%	1.8%
#Tags: Causes & belie	#immigration	9	1.8% ① >100x		0.0%	0.0%	4.9%
#Tags: Science & tech	#NASA	8	1.5% ① 15x		0.1%	0.0%	2.1%
#Tags: News & politics	#EricGarner	8	1.5% ① 15x		0.1%	0.0%	2.7%
#Tags: Causes & belie	#WarOnWomen	8	1.5% ① >100x		0.0%	0.0%	3.2%
#Tags: Causes & belie	#CommonCore	8	1.5% ① >100x		0.0%	0.0%	3.6%
#Tags: News & politics	#Democrats	8	1.5% ① >100x		0.0%	0.0%	3.7%
#Tags: News & politics	#Putin	8	1.5% ① 15x		0.1%	0.0%	5.9%
#Tags: News & politics	#NRA	8	1.5% ① >100x		0.0%	0.0%	7.7%
#Tags: Causes & belie	#Medicaid	6	1.2% ① >100x		0.0%	0.0%	0.3%
#Tags: News & politics	#refugees	6	1.2% ① >100x		0.0%	0.0%	1.2%
#Tags: Business	#Trump	6	1.2% ① >100x		0.0%	0.0%	0.7%
#Tags: News & politics	#MinimumWage	6	1.2% ① >100x		0.0%	0.0%	1.3%

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HASHTAGS (cont.)

Category	Criteria	Size	Followers of @stevenfought		Twitter distribution	avg.	from	to
#Tags: Sport	#ncaa	6	1.2%	>100x ①		0.0%	0.0%	1.3%
#Tags: Sport	#Cardinals	6	1.2%	>100x ①		0.0%	0.0%	1.4%
#Tags: Lifestyle/attitud	#Russian	6	1.2%	>100x ①		0.0%	0.0%	1.5%
#Tags: News & politics	#Abortion	6	1.2%	>100x ①		0.0%	0.0%	1.5%
#Tags: Sport	#Clippers	6	1.2%	12x ①		0.1%	0.0%	1.9%
#Tags: Sport	#RedSox	6	1.2%	>100x ①		0.0%	0.0%	1.9%
#Tags: News & politics	#police	6	1.2%	12x ①		0.1%	0.0%	2.5%
#Tags: TV	#edshow	5	0.9%	>100x ①		0.0%	0.0%	0.3%
#Tags: News & politics	#IPCC	5	0.9%	>100x ①		0.0%	0.0%	0.3%
#Tags: Sport	#Golrish	5	0.9%	>100x ①		0.0%	0.0%	0.3%
#Tags: Causes & belie	#gaymarriage	5	0.9%	>100x ①		0.0%	0.0%	0.3%
#Tags: Sport	#Nats	5	0.9%	>100x ①		0.0%	0.0%	0.8%
#Tags: Sport	#Falcons	5	0.9%	>100x ①		0.0%	0.0%	0.7%
#Tags: Sport	#OhioState	5	0.9%	>100x ①		0.0%	0.0%	0.6%
#Tags: Sport	#GoBlue	5	0.9%	>100x ①		0.0%	0.0%	0.8%
#Tags: Sport	#Bobcats	5	0.9%	>100x ①		0.0%	0.0%	0.4%
#Tags: Lifestyle/attitud	#Latino	5	0.9%	>100x ①		0.0%	0.0%	0.6%
#Tags: Lifestyle/attitud	#soproud	5	0.9%	9.0x ①		0.1%	0.0%	0.8%
#Tags: News & politics	#economy	6	1.2%	>100x ①		0.0%	0.0%	3.0%
#Tags: Causes & belie	#racism	6	1.2%	12x ①		0.1%	0.0%	3.2%
#Tags: News & politics	#BundyRanch	6	1.2%	>100x ①		0.0%	0.0%	3.5%
#Tags: Sport	#running	6	1.2%	6.0x ①		0.2%	0.0%	3.2%
#Tags: Lifestyle/attitud	#Dems	5	0.9%	>100x ①		0.0%	0.0%	1.0%
#Tags: Causes & belie	#Jewish	5	0.9%	>100x ①		0.0%	0.0%	1.0%

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HASHTAGS (cont.)

Category	Criteria	Size	Followers of @stevenfought	Twitter distribution	avg.	from	to
#Tags: Sport	#Brewers	5	0.9%	(1) >100x	0.0%	0.0%	1.0%
#Tags: Interests	#vegan	6	1.2%	(1) 12x	0.1%	0.0%	3.9%
#Tags: Lifestyle/attitud	#parenting	6	1.2%	(1) >100x	0.0%	0.0%	4.4%
#Tags: Causes & belie	#humanrights	6	1.2%	(1) 12x	0.1%	0.0%	4.3%
#Tags: Lifestyle/attitud	#winning	6	1.2%	(1) 4.0x	0.3%	0.0%	3.2%
#Tags: News & politics	#auspol	6	1.2%	(1) 12x	0.1%	0.0%	5.6%
#Tags: Lifestyle/attitud	#freedom	6	1.2%	(1) 6.0x	0.2%	0.0%	5.2%
#Tags: Lifestyle/attitud	#healthy	6	1.2%	(1) 6.0x	0.2%	0.0%	6.0%
#Tags: Lifestyle/attitud	#peace	6	1.2%	(1) 3.0x	0.4%	0.0%	5.1%
#Tags: News & politics	#TPP	5	0.9%	(1) >100x	0.0%	0.0%	1.3%
#Tags: Business	#PJNET	6	1.2%	(1) >100x	0.0%	0.0%	10.0%
#Tags: Interests	#puppy	5	0.9%	(1) 9.0x	0.1%	0.0%	1.4%
#Tags: Lifestyle/attitud	#facepalm	5	0.9%	(1) 9.0x	0.1%	0.0%	1.4%
#Tags: Causes & belie	#sustainability	5	0.9%	(1) >100x	0.0%	0.0%	1.8%
#Tags: Causes & belie	#equality	5	0.9%	(1) 9.0x	0.1%	0.0%	1.8%
#Tags: TV	#ESPN	5	0.9%	(1) 9.0x	0.1%	0.0%	1.8%
#Tags: Sport	#Redskins	5	0.9%	(1) >100x	0.0%	0.0%	2.1%
#Tags: News & politics	#democracy	5	0.9%	(1) >100x	0.0%	0.0%	2.2%
#Tags: Causes & belie	#guncontrol	5	0.9%	(1) >100x	0.0%	0.0%	2.7%
#Tags: News & politics	#Hamas	5	0.9%	(1) >100x	0.0%	0.0%	2.7%
#Tags: Sport	#WorldSeries	5	0.9%	(1) 9.0x	0.1%	0.0%	2.5%
#Tags: Lifestyle/attitud	#American	5	0.9%	(1) 9.0x	0.1%	0.0%	2.6%
#Tags: Causes & belie	#blacklivesmatter	5	0.9%	(1) 9.0x	0.1%	0.0%	3.4%
#Tags: Sport	#cycling	5	0.9%	(1) 9.0x	0.1%	0.0%	3.8%

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HASHTAGS (cont.)

Category	Criteria	Size	Followers of @stevenfought		Twitter distribution	avg	from	to
#Tags: Interests	#poetry	5	0.9%	(1) 9.0x		0.1%	0.0%	4.9%
#Tags: Causes & belie	#Christian	5	0.9%	(1) 9.0x		0.1%	0.0%	8.1%
#Tags: Lifestyle/attitud	#gay	5	0.9%	(1) 3.0x		0.3%	0.0%	8.6%
#Tags: Interests	#photography	16	3.0%	(2) 3.0x		1.0%	0.0%	15.9%
#Tags: Business	#marketing	14	2.7%	(2) 5.4x		0.5%	0.0%	15.1%
#Tags: Causes & belie	#homelessness	3	0.6%	(1) >100x		0.0%	0.0%	0.4%
#Tags: News & politics	#publichealth	3	0.6%	(1) >100x		0.0%	0.0%	0.4%
#Tags: News & politics	#Koch	3	0.6%	(1) >100x		0.0%	0.0%	0.3%
#Tags: News & politics	#SupremeCourt	3	0.6%	(1) >100x		0.0%	0.0%	0.4%
#Tags: Causes & belie	#cleanenergy	3	0.6%	(1) >100x		0.0%	0.0%	0.3%
#Tags: Causes & belie	#gunrights	3	0.6%	(1) >100x		0.0%	0.0%	0.2%
#Tags: Lifestyle/attitud	#MadeinUSA	3	0.6%	(1) >100x		0.0%	0.0%	0.4%
#Tags: News & politics	#tedcruz	3	0.6%	(1) >100x		0.0%	0.0%	0.5%
#Tags: News & politics	#petition	3	0.6%	(1) >100x		0.0%	0.0%	0.4%
#Tags: TV	#NCIS	3	0.6%	(1) >100x		0.0%	0.0%	0.4%
#Tags: Sport	#bowling	3	0.6%	(1) 6.0x		0.1%	0.0%	0.6%
#Tags: Lifestyle/attitud	#hopeful	3	0.6%	(1) >100x		0.0%	0.0%	0.4%
#Tags: Sport	#BBN	3	0.6%	(1) >100x		0.0%	0.0%	0.6%
#Tags: Lifestyle/attitud	#embarrassing	3	0.6%	(1) >100x		0.0%	0.0%	0.6%
#Tags: Causes & belie	#freespeech	3	0.6%	(1) >100x		0.0%	0.0%	0.7%
#Tags: Causes & belie	#pollution	3	0.6%	(1) >100x		0.0%	0.0%	0.7%
#Tags: Business	#Leadership	3	0.6%	(1) >100x		0.0%	0.0%	0.7%
#Tags: Sport	#MichaelBrown	3	0.6%	(1) >100x		0.0%	0.0%	0.8%
#Tags: TV	#TrueDetective	3	0.6%	(1) >100x		0.0%	0.0%	0.8%

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INFLUENCES

Category	Criteria	Size	Followers of @stevenfought		Twitter distribution	avg	from	to
Influences: Leaders	Barack Obama	216	41.1%	2.4x		17.1%	0.6%	50.8%
Influences: Charities/o	The White House	181	34.5%	16x		2.2%	0.0%	30.9%
Influences: News/med	New York Times	186	35.4%	7.1x		5.0%	0.2%	41.4%
Influences: Journalists	Rachel Maddow	170	32.4%	54x		0.6%	0.0%	22.6%
Influences: News/med	Politico	156	29.7%	99x		0.3%	0.0%	21.7%
Influences: News/med	CNN News	165	31.5%	5.3x		5.9%	0.2%	35.4%
Influences: Journalists	Nate Silver	154	29.4%	>100x		0.2%	0.0%	20.7%
Influences: News/med	NPR News	145	27.6%	46x		0.6%	0.0%	26.6%
Influences: Celebs/hot	Stephen Colbert	148	28.2%	22x		1.3%	0.0%	31.8%
Influences: News/med	Washington Post	143	27.3%	18x		1.5%	0.0%	27.7%
Influences: News/med	Huffington Post	143	27.3%	15x		1.8%	0.0%	29.1%
Influences: News/med	The Onion	145	27.6%	18x		1.5%	0.0%	31.6%
Influences: Leaders	The Pope	123	23.4%	12x		2.0%	0.0%	24.4%
Influences: News/med	NPR Politics	120	22.8%	57x		0.4%	0.0%	16.0%
Influences: Leaders	Nancy Pelosi	113	21.6%	>100x		0.2%	0.0%	10.9%
Influences: Celebs/hot	Jimmy Fallon	124	23.7%	4.9x		4.8%	0.1%	35.2%
Influences: News/med	CNN	121	23.1%	4.8x		4.8%	0.1%	31.4%
Influences: Journalists	Anderson Cooper	115	21.9%	13x		1.7%	0.0%	27.7%
Influences: Celebs/hot	Conan O'Brien	120	22.8%	7.1x		3.2%	0.1%	35.3%
Influences: Leaders	Joe Biden	105	20.1%	67x		0.3%	0.0%	9.3%
Influences: News/med	Slate	102	19.5%	49x		0.4%	0.0%	20.1%
Influences: Charities/o	The Democratic Pai	99	18.9%	94x		0.2%	0.0%	7.4%
Influences: Journalists	Paul Krugman	96	18.3%	46x		0.4%	0.0%	19.9%
Influences: Leaders	Al Gore	93	17.7%	16x		1.1%	0.0%	19.3%

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INFLUENCES (cont.)

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Influences: News/med	Breaking News	101	19.2% ①		2.9%	0.1%	29.0%
Influences: News/med	The Economist	102	19.5% ①		1.8%	0.0%	35.9%
Influences: News/med	TIME.com	96	18.3% ①		2.7%	0.1%	26.7%
Influences: Humor	Bill Maher	88	16.8% ① 21x		0.8%	0.0%	20.9%
Influences: News/med	MSNBC	82	15.6% ① 52x		0.3%	0.0%	11.5%
Influences: Leaders	Cory Booker	82	15.6% ① 39x		0.4%	0.0%	16.0%
Influences: News/med	WSJ	94	18.0% ①		1.9%	0.0%	33.4%
Influences: Journalists	George Stephanop.	79	15.0% ① 30x		0.5%	0.0%	15.8%
Influences: News/med	Reuters	91	17.4% ① 8.3x		2.1%	0.0%	31.1%
Influences: Journalists	Arianna Huffington	83	15.9% ① 23x		0.7%	0.0%	20.1%
Influences: Leaders	John Boehner	77	14.7% ① >100x		0.1%	0.0%	14.1%
Influences: News/med	The New Yorker	88	16.8% ① 13x		1.3%	0.0%	29.7%
Influences: News/med	CBS News	77	14.7% ① 11x		1.3%	0.0%	17.0%
Influences: Humor	Steve Martin	85	16.2% ① 8.1x		2.0%	0.0%	27.2%
Influences: Actors/dire	Michael Moore	74	14.1% ① 18x		0.8%	0.0%	15.7%
Influences: Humor	Sarah Silverman	80	15.3% ① 8.1x		1.9%	0.0%	27.0%
Influences: Leaders	Mitt Romney	77	14.7% ① 25x		0.6%	0.0%	23.8%
Influences: News/med	ABC News	71	13.5% ① 9.6x		1.4%	0.0%	16.7%
Influences: News/med	BBC News	82	15.6% ① 5.0x		3.1%	0.1%	37.1%
Influences: Charities/o	NASA	76	14.4% ① 4.6x		3.1%	0.1%	22.7%
Influences: Sports	LeBron James	74	14.1% ① 4.5x		3.1%	0.1%	36.6%
Influences: News/med	NBC News	63	12.0% ① 12x		1.0%	0.0%	14.6%
Influences: Humor	Seth Meyers	65	12.3% ① 18x		0.7%	0.0%	17.9%
Influences: News/med	BBC Global News	71	13.5% ① 5.4x		2.5%	0.0%	28.1%

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INFLUENCES (cont.)

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Influences: Leaders	Joe Trippi	55	10.5%	53x ①		0.2%	0.0%	7.1%
Influences: News/med	The Atlantic	60	11.4%	57x ①		0.2%	0.0%	17.9%
Influences: Charities/o	Human Rights Cam	52	9.9%	50x ②		0.2%	0.0%	9.4%
Influences: Charities/o	United Nations	60	11.4%	8.1x ①		1.4%	0.0%	25.9%
Influences: Journalists	Nicholas Kristof	57	10.8%	22x ①		0.5%	0.0%	19.2%
Influences: Humor	Daniel Tosh	60	11.4%	7.6x ①		1.5%	0.0%	28.7%
Influences: Actors/dire	Seth MacFarlane	58	11.1%	6.2x ①		1.8%	0.0%	24.5%
Influences: Charities/o	Republican Party	52	9.9%	99x ①		0.1%	0.0%	14.5%
Influences: Journalists	Ana Marie Cox	47	9.0%	30x ①		0.3%	0.0%	8.9%
Influences: Charities/o	FBI	47	9.0%	18x ①		0.5%	0.0%	10.3%
Influences: News/med	ESPN	58	11.1%	4.0x ①		2.8%	0.1%	41.4%
Influences: Journalists	Ann Curry	47	9.0%	23x ①		0.4%	0.0%	11.4%
Influences: Journalists	Katie Couric	49	9.3%	23x ①		0.4%	0.0%	14.2%
Influences: Journalists	Adam Schefter	55	10.5%	21x ①		0.5%	0.0%	38.5%
Influences: Leaders	John McCain	49	9.3%	19x ①		0.5%	0.0%	15.2%
Influences: Humor	Funny Or Die	52	9.9%	3.5x ①		2.8%	0.1%	20.8%
Influences: Charities/o	MoveOn.org	41	7.8%	78x ①		0.1%	0.0%	4.9%
Influences: Humor	Louis C.K.	49	9.3%	13x ①		0.7%	0.0%	21.8%
Influences: Actors/dire	Aziz Ansari	49	9.3%	9.3x ①		1.0%	0.0%	21.8%
Influences: Leaders	Sarah Palin	49	9.3%	31x ①		0.3%	0.0%	24.1%
Influences: Leaders	Mark Cuban	49	9.3%	16x ①		0.6%	0.0%	26.1%
Influences: News/med	Newsweek	46	8.7%	9.7x ①		0.9%	0.0%	15.8%
Influences: News/med	Bloomberg News	46	8.7%	12x ①		0.7%	0.0%	18.9%
Influences: Journalists	John Dickerson	39	7.5%	25x ①		0.3%	0.0%	8.2%

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INFLUENCES (cont.)

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Influences: Charities/o	Planned Parenthoo	38	7.2%	>100x ①		0.0%	0.0%	4.6%
Influences: Charities/o	Change.org	41	7.8%	13x ①		0.6%	0.0%	10.9%
Influences: News/med	The Today Show	44	8.4%	8.4x ①		1.0%	0.0%	16.6%
Influences: Journalists	Wolf Blitzer	39	7.5%	25x ①		0.3%	0.0%	9.0%
Influences: Journalists	Christiane Amanpoı	44	8.4%	17x ①		0.5%	0.0%	19.1%
Influences: Humor	Jim Gaffigan	42	8.1%	20x ①		0.4%	0.0%	15.3%
Influences: Humor	Shitmydadsays	44	8.4%	11x ①		0.8%	0.0%	20.1%
Influences: Leaders	Newt Gingrich	42	8.1%	27x ①		0.3%	0.0%	18.5%
Influences: Leaders	Chris Christie	41	7.8%	78x ①		0.1%	0.0%	16.7%
Influences: Journalists	Bill Simmons	42	8.1%	16x ①		0.5%	0.0%	23.1%
Influences: News/med	Fox News	42	8.1%	6.2x ①		1.3%	0.0%	25.2%
Influences: Charities/o	TEDTalks	41	7.8%	9.8x ①		0.8%	0.0%	23.1%
Influences: Presenters	Piers Morgan	42	8.1%	4.8x ①		1.7%	0.0%	32.4%
Influences: Charities/o	US Dept. of Justice	35	6.6%	33x ①		0.2%	0.0%	8.9%
Influences: News/med	Rolling Stone	41	7.8%	3.1x ①		2.5%	0.0%	21.6%
Influences: Journalists	Larry King	38	7.2%	5.5x ①		1.3%	0.0%	13.3%
Influences: Journalists	Peter King	39	7.5%	38x ①		0.2%	0.0%	22.3%
Influences: Leaders	Donald J. Trump	39	7.5%	5.8x ①		1.3%	0.0%	19.6%
Influences: Humor	Chelsea Handler	39	7.5%	4.7x ①		1.6%	0.0%	21.2%
Influences: Charities/o	Red Cross	35	6.6%	13x ①		0.5%	0.0%	11.6%
Influences: Journalists	Erin Andrews	38	7.2%	18x ①		0.4%	0.0%	32.0%
Influences: Sports	Nick Swisher	33	6.3%	16x ①		0.4%	0.0%	9.8%
Influences: Presenters	Anthony Bourdain	36	6.9%	14x ①		0.5%	0.0%	18.7%
Influences: Leaders	Rupert Murdoch	35	6.6%	33x ①		0.2%	0.0%	17.2%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

① Within the top 10% of all Twitter accounts
② Within the top 20% of all Twitter accounts
③ Within the top 30% of all Twitter accounts

HIGH - Top 30% of all Twitter accounts:
AVG - Mid 40% of all Twitter accounts:
LOW - Bottom 30% of all Twitter accounts:

INFLUENCES (cont.)

Category	Criteria	Size	Followers of @stevenfought	Twitter distribution	avg	from	to
Influences: Humor	Rainn Wilson	36	6.9%	① 6.3x		1.1%	0.0%	19.7%
Influences: Actors/dire	William Shatner	35	6.6%	① 9.4x		0.7%	0.0%	16.1%
Influences: Charities/o	US Dept. of Health	30	5.7%	① 57x		0.1%	0.0%	7.4%
Influences: Journalists	Scott Simon	30	5.7%	① 19x		0.3%	0.0%	7.4%
Influences: Celebs/hos	Howard Stern	33	6.3%	① 13x		0.5%	0.0%	13.6%
Influences: Journalists	Andrew Ross Sorkin	31	6.0%	① 60x		0.1%	0.0%	9.8%
Influences: Charities/o	Gates Foundation	33	6.3%	① 13x		0.5%	0.0%	14.8%
Influences: Journalists	Roger Ebert	33	6.3%	① 16x		0.4%	0.0%	16.2%
Influences: Actors/dire	Wil Wheaton	33	6.3%	① 7.9x		0.8%	0.0%	18.8%
Influences: Leaders	Paul Ryan	31	6.0%	① 60x		0.1%	0.0%	18.3%
Influences: Charities/o	US Dept. of Educat	28	5.4%	① 54x		0.1%	0.0%	8.5%
Influences: News/med	GMA	30	5.7%	6.3x		0.9%	0.0%	12.3%
Influences: Humor	Joel McHale	31	6.0%	① 6.7x		0.9%	0.0%	17.7%
Influences: Sports	Tiger Woods	31	6.0%	① 5.5x		1.1%	0.0%	24.3%
Influences: News/med	PBS	30	5.7%	① 7.1x		0.8%	0.0%	16.2%
Influences: Humor	Patton Oswalt	30	5.7%	① 11x		0.5%	0.0%	18.3%
Influences: Leaders	Marco Rubio	30	5.7%	① 29x		0.2%	0.0%	21.7%
Influences: Presenters	Dr. Sanjay Gupta	28	5.4%	① 11x		0.5%	0.0%	11.3%
Influences: Sports	Michael Phelps	28	5.4%	① 6.8x		0.8%	0.0%	11.6%
Influences: News/med	Harvard Business	30	5.7%	① 9.5x		0.6%	0.0%	25.4%
Influences: Sports	MLB	30	5.7%	① 6.3x		0.9%	0.0%	25.5%
Influences: Music	Bruce Springsteen	25	4.8%	① 16x		0.3%	0.0%	7.1%
Influences: Actors/dire	LeVar Burton	27	5.1%	① 10x		0.5%	0.0%	11.7%
Influences: Leaders	Jerry Brown	24	4.5%	① 23x		0.2%	0.0%	5.9%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

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② Within the top 20% of all Twitter accounts
③ Within the top 30% of all Twitter accounts

HIGH - Top 30% of all Twitter accounts:
AVG - Mid 40% of all Twitter accounts:
LOW - Bottom 30% of all Twitter accounts:

Twitter Demographic Analysis

STATS

Category	Criteria	Size	Followers of @stevenfought	Twitter distribution	avg.	from	to
Number of followers	> 1,000 followers	176	33.6% ③ 1.9x		17.6%	0.5%	82.5%
Number of followers	101-1,000 followers	269	51.4%		59.7%	2.0%	84.3%
Number of followers	10-100 followers	72	13.8%		21.9%	0.4%	86.4%
Number of followers	< 10 followers	6	1.2%		0.9%	0.0%	46.6%
Time on Twitter	> 3 years	426	81.4%		89.2%	20.4%	100.0%
Time on Twitter	2-3 years	33	6.3%		7.9%	0.0%	60.9%
Time on Twitter	1-2 years	38	7.2% ③ 2.5x		2.9%	0.0%	40.0%
Time on Twitter	6-12 months	17	3.3% ② >100x		0.0%	0.0%	16.7%
Time on Twitter	< 6 months	9	1.8% ① >100x		0.0%	0.0%	0.2%
Accounts followed	> 1,000 accounts	228	43.5%		44.2%	6.9%	95.4%
Accounts followed	101-1,000 accounts	277	52.9%		54.0%	4.3%	87.6%
Accounts followed	10-100 accounts	19	3.6% ③ 1.9x		1.9%	0.0%	16.8%
Twitter activity	> 5 tweets/day	83	15.9%		17.9%	0.4%	83.3%
Twitter activity	1-5 tweets/day	187	35.7% ① 1.2x		28.7%	1.0%	44.3%
Twitter activity	1-7 twts/week	159	30.3%		31.0%	1.3%	43.8%
Twitter activity	1-4 twts/month	52	9.9%		12.8%	0.6%	36.5%
Twitter activity	< 1 twt/month	42	8.1%		9.5%	0.6%	93.1%
Twitter settings	Profile image	515	98.2%		98.0%	68.6%	99.9%
Twitter settings	Website set	261	49.8% ② 1.9x		26.6%	3.0%	78.7%
Twitter settings	Geo-enabled	216	41.1%		39.6%	1.5%	67.5%
Twitter settings	Protected	28	5.4% ① 14x		0.4%	0.0%	6.5%

KEY: Multipliers indicate the percentage of people analyzed within a category is e.g. 2.4x greater than Twitter average. Medals/colors show relative concentration of the demographic (see right).

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② Within the top 20% of all Twitter accounts
③ Within the top 30% of all Twitter accounts

HIGH - Top 30% of all Twitter accounts:
AVG - Mid 40% of all Twitter accounts:
LOW - Bottom 30% of all Twitter accounts:

Analysis updated: 25th April. 2017

Exhibit G
Summary Distribution and Tweets to Ohio of Kaslow Statements
and a Version of the Report

Person	Twitter Account	Number of Ohio Residents Who Follow
Malcolm Nance	@MalcolmNance	4258
Headline Juice	@HeadlineJuice	21
Bantorture	@BanTorture	31
Jason Leopold	@JasonLeopold	644
APA	@APA	1392
Jeffrey Kaye	@jeff_kaye	47
Dari Roithmayer	@droithmayr	8
Sarah Soderlund	@ParanormalSarah	130
David Andrews	@RogueSocPsych	4
La	@vie_kafkaienne	11
Huffpostlive	@HuffPostVideo	1573
Jason Evan Mahalo	@jaypsyd	56
Radio Boston	@RadioBoston	46
Nathaniel Raymond	@nattyray11	21
PhDecay	@PhDefunct	11
Steven Reisner	@Drreisner	12
Stephen Soldz	@ethicalpsycholo	2
Steven Fought	@stevenfought	346
Todd Finnerty	@DrFinnerty	400
The Takeaway	@TheTakeaway	330
Liz Martinez	@LizMartinezG	41
		9384

Source: Demographics Pro; Larger Accounts Summary Data Provided Directly By Jimmy Branley; Account Representative for Demographics Pro (Malcolm Nance; Jason Leopold; APA; Huffpostlive; Radio Boston and The Take Away) See attached example of individual analysis.

Ohio Psychological Association (APA affiliate): approximately 1700 members per their website (see response to the Hoffman Report sent to members)

Number of licensed psychologist licensed in Ohio (access to Board minutes discussing the Hoffman Report per APA Member Directory): 2874 (see separate record of Board Minutes)

The New York Times
- Third Largest Circulation in the Country of any newspaper
- **Total Subscribers:** 1,958,754 (Does not include free accounts; this was not behind a paywall; freely accessible on the internet)
- **Number of Accounts in Ohio:** 34,993 (13th state in the United States market)
- **Number of Accounts in Dayton IN/OH market:** 488,695
      Source: Alliance for Audited Media (see separate Affidavit)

Exhibit H

Arrigo, Jean Maria	CA
Benzmiller, Heather	CA
Newman, Russ	CA
Welch, Bryant	CA
Halderman, Douglas	CA
Kleinman, Steven	CA
Dunivin, Debra (resident)	CA
Behnke, Stephen	DC
Childress-Beatty, Lindsay	DC/MD
Honaker, Michael	DC/VA
Kelly, Heather	DC/VA
Anderson, Norman	FL
Latifi, Yasir	FL
Campbell, Linda	GA
Kaslow, Nadine	GA
Kelly, Jennifer	GA
Hoffman, David	IL
Craig, Daniel	IL
Raymond, Nathaniel	MA
Soldz, Stephen	MA
Farberman, Rhea	MD
Bow, James	MI
Woolf, Linda	MO
Banks, Morgan	NC
Reisner, Steven	NY
Risen, James	NY
Thomas, Nina K.	NY
McDaniel, Susan	NY
Bond, Trudy	OH
James, Larry C.	OH
Shullman, Sandra	OH
Douce, Louise	OH
Levant, Ron	OH

Exhibit I

SIDLEY
SIDLEY AUSTIN LLP

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BEIJING	HONG KONG	SAN FRANCISCO
BOSTON	HOUSTON	SHANGHAI
BRUSSELS	LONDON	SINGAPORE
CHICAGO	LOS ANGELES	SYDNEY
DALLAS	NEW YORK	TOKYO
GENEVA	PALO ALTO	WASHINGTON, D C

FOUNDED 1866

November 20, 2014

Nathalie Gilfoyle, Esq.
General Counsel
American Psychological Association
750 First Street, N.E.
Washington, DC 20002

Dear Ms. Gilfoyle:

We are pleased that the American Psychological Association ("the APA" or "you") has asked us to serve as its counsel in order to conduct an independent review relating to allegations that, following the attacks of September 11, 2001, the APA colluded with U.S. government officials to support torture with regard to the interrogations of detainees who were captured and held abroad. This letter governs the terms of your engagement of us in this matter ("the Matter").

If the terms of engagement and the other matters set forth in this letter are acceptable to the APA, please sign a copy of this letter and return it to me.

Client; Scope of Representation. The client in this Matter will be the APA, and not any APA division, affiliated organization, or individual APA director, officer, employee, or member. Sidley Austin LLP ("we" or "Sidley") will provide legal advice and assistance to the APA in connection with, and the scope of our engagement and duties to the APA shall relate solely to, this Matter (the "Representation"). We will report to the Special Committee of the Board of Directors ("the Special Committee"), whose authority and purpose is set out in the Resolution of the APA Board of Directors dated November 12, 2014.

Our Independence; Privileges; Certain Witness Communications. We understand that it is the intent of the APA that we conduct this review in a fully independent manner, and we will do so. We have been instructed that the sole objective of our review will be to ascertain the truth about the allegations described above, following an independent review of all available evidence, wherever that evidence leads, without regard to whether the evidence or conclusions may be deemed favorable or unfavorable to APA. At the conclusion of our independent review, we will present our final report to the Special Committee ("the Final Report"). We understand that the Board of Directors will subsequently make our final report available to the APA Council of Representatives, APA members, and the public.

We and the APA agree as follows with regard to the application of privileges to this Representation. First, except as provided in the sentences in parentheses that follow this sentence, the Final Report, and the work we do to gather facts and evidence in order to conduct our independent review and prepare the Final Report (the "Fact Finding Work"), will not be covered by, and the APA does not expect to assert a claim of, the attorney-client communication privilege as to those matters. (However, our review of documents with a pre-existing privilege will be covered by the attorney-client communication privilege and will not constitute a waiver of the privilege as to those documents, unless the Board or the Special Committee on behalf of the Board waives the privilege as to specific documents. If we decide that our Final Report should include, quote, describe or cite any such privileged documents, we will let the Special Committee know and request that the privilege be waived so that we can use the document in the Final Report.) Decisions regarding disclosure, if any, of any non-privileged factual materials collected in connection with the review that are not part of the Final Report will be made by the APA Board of Directors. Second, internal work product prepared by us as part of this work, including but not limited to notes, memos, drafts, and internal emails, will be presumptively considered by us and the APA as covered by the attorney work product doctrine as applicable. Third, other than the Final Report and communications of a factual nature that are part of the Fact Finding Work, all communications between us and (i) the Special Committee, and/or (ii) any in-house and external counsel assisting the Special Committee with regard to this Matter, will be presumptively considered by us and the APA as covered by the attorney-client communication privilege as applicable. Any decisions about waiver of attorney-client or work product privilege will be made by the APA Board of Directors, in consultation with Sidley with respect to the work product privilege that is applicable to any work product created by Sidley other than the Final Report.

We and the APA agree as follows with regard to our communications with individuals who wish to provide information to us during our independent review while limiting our knowledge or disclosure of their identity. First, if an individual wishes to provide us with information anonymously during our independent review (an "Anonymous Witness"), we may accept that information. Second, if an individual other than an APA director, officer or employee, who identifies himself or herself to us wishes to provide us with information while keeping his or her identity confidential from the APA or other entity (a "Confidential Witness"), we are authorized to agree, and to communicate to the person, that we will not provide his or her identity to the APA or other entity, unless ordered by a court to do so. In our independent review, the information provided by an Anonymous Witness or a Confidential Witness will be given the evidentiary weight that is appropriate under all the circumstances, including the anonymity or confidentiality of the witness' identity.

Fees and Expenses. Our fees relating to this Matter will be based on the 2014 billing rate, less a 15% discount, for each attorney and paralegal (as well as any other relevant timekeeper), as applicable, devoting time to this Matter. We will continue to base our fees on our 2014 billing rates for all work through June 30, 2015; for any work in 2015 after that date,

we will base our fees on our 2015 billing rates. The principal partners working on this matter will be David Hoffman and Danielle Carter. If other partners are going to perform substantial work on this matter, we will let you know in advance, along with their billing rates. Associates and paralegals will also work on this matter. We have provided you with the billing rates for Mr. Hoffman and Ms. Carter, and the range of billing rates for our associates and paralegals.

We will include on our bills charges for performing services such as messenger and overnight courier service, actual costs of reasonably necessary long-distance telephone, facsimile and telecopy, search and filing fees, and internal litigation and practice support services. Travel costs for Sidley attorneys or staff will be billed to APA at 50% of actual costs, if applicable, and if agreed to in advance by the APA, fees and expenses of others (such as outside experts, consultants, other non-legal professionals and local co-counsel) generally will not be paid by us, but will be billed directly to the APA. More detailed information with respect to our expense recovery policies and procedures, which are an integral part of our agreement with the APA as reflected in this letter, can be accessed on our website at: http://www.sidley.com/costrecoveryandpreadmittancebillingratepolicy/us/. These policies and procedures take into account, among other things, a number of special programs that we have entered into with certain of our vendors and independent service providers.

We will bill you monthly, and respectfully request that our bills be paid within 30 days after receipt, except as may be otherwise agreed by us.

Term of Engagement; Retention, etc. of Documents. Either the APA or Sidley may terminate this Representation at any time for any reason by written notice, subject on our part to applicable rules of professional conduct. If we terminate this Representation before it is concluded, we will take such steps as are reasonably practicable to protect the APA's interests in the Matter. Although it is not anticipated, if a court's permission were to be required for withdrawal from this Representation, we will promptly apply for such permission, and the APA will cooperate in such application and will engage successor counsel to represent the APA in the Matter.

Unless previously terminated, our Representation in this Matter will terminate upon the earlier of (i) the completion by us or abandonment by the APA of the Matter or (ii) our sending our final statement for services rendered in the Matter. Following such termination, if we have retained any otherwise nonpublic information that the APA has supplied to us in connection with the Matter, we will keep such information confidential in accordance with applicable rules of professional conduct. If, upon termination, the APA wishes to have any documents relating to this Matter and then in our possession delivered to the APA, you should so advise us. As used in this letter, "documents" means documents in any format, including hard copy documents and electronic documents (including emails). We reserve the right to retain copies of any documents delivered to the APA.

All of Sidley's work product in connection with the Representation is owned by Sidley, although all Sidley work product provided to the APA pursuant to this matter will be jointly owned by the APA and Sidley. Solely within Sidley, Sidley may use and permit others within Sidley to use such work product in whole or in part in other projects to the extent that such use is consistent with Sidley's confidentiality obligations to the APA. Such work product that Sidley provides to the APA may also be used by the APA, except to the extent that Sidley expressly states otherwise with respect to particular documents.

Upon the APA's request at the termination of the Representation, Sidley will provide the APA with Sidley's file relating to the Representation, including any documents or other property that the APA provided to Sidley in connection with the Representation. To the extent permitted by applicable law and ethical rules, the APA agrees that such file will not include Sidley's administrative records, time and expense reports, personnel and staffing materials, credit and accounting records, and internal Sidley work product (such as drafts, notes, and internal memoranda and emails), except to the extent such work product was previously provided by Sidley to the APA. The APA agrees that such file will not include any information revealing the identity of any Confidential Witness, as described above, unless ordered by a court. Sidley may make and retain a copy of the file provided to the APA.

If Sidley is required to respond to a subpoena or other formal request from a third party or a governmental agency for records or other information relating to the Representation, or to testify by deposition or otherwise concerning the Representation (a "Request"), Sidley will first, to the extent permitted by applicable law, consult with the APA as to whether it is the APA's wish that Sidley comply with the Request or resist it, to the extent that there is a basis for doing so. The APA will reimburse Sidley for its time and expense incurred in responding to any such Request, including time and expense incurred in reviewing documents, appearing at depositions or hearings, and otherwise addressing issues raised by the Request, and search and photocopy costs.

We reserve the right to transfer documents to the personnel responsible for administering our records retention program, for initial retention in accordance with our records retention procedures. For various reasons, including the minimization of unnecessary storage expenses, we also reserve the right to destroy or otherwise dispose of any documents retained by us, including documents transferred as described in the preceding sentence and documents otherwise retained by us. We may exercise the rights described in the preceding two sentences from time to time, whether or not in connection with the termination of the Representation, but our exercise of such rights will be subject to applicable rules of professional conduct and to any applicable written agreement between us and the APA. Except as otherwise described above, we have no obligation to retain or otherwise preserve any documents relating to the Matter.

After completion of this Representation, changes may occur in applicable laws or regulations that could have an impact on the APA's future rights and liabilities. Unless the APA

actually engages us after the completion of this Representation to provide additional advice on issues arising from this Representation, and we accept such engagement in writing, we will have no continuing obligation to advise the APA with respect to future legal developments.

Unless otherwise agreed to by us in writing, our Representation will not involve insurance coverage issues; if applicable, the Firm will not provide advice concerning any notification of insurance carriers, and will not be responsible for notifying such carriers or for follow-up communications with the carriers regarding the status of the matter.

Conflicts. We have numerous clients, and many of these clients rely upon us for general representation. Although we hope that it never happens, it is possible that an adverse relationship (including litigation) may develop in the future between the APA and one of our other current or future clients. If we are not representing the APA in that matter, and the matter in which the APA and another client have adverse interests is not substantially related to our representation of the APA in this Matter, the APA agrees that we may represent the other client, the APA waives any conflict arising from such representation, and the APA agrees it will not seek to disqualify or otherwise seek to prevent us from representing such other client. The APA acknowledges that it has had an opportunity to consult with other counsel (in-house or otherwise) prior to agreeing to this waiver, and has made its own decision about whether to do so.

You agree that this Representation of the APA does not give rise to an attorney-client relationship between us and any APA division or affiliated organization unless we have agreed otherwise in writing. You also agree that, during the course of our representation of the APA, we will not be given any confidential information regarding any APA division or affiliated organization. Accordingly, our representation of the APA in this Matter will not give rise to any conflicts of interest if our representations of any of our other clients are adverse to any APA division or affiliated organization.

Consent Regarding Privileged Sidley Communications. When issues arise concerning Sidley's professional duties and rights, including under applicable professional conduct rules, Sidley may seek confidential counsel from internal Sidley lawyers with responsibility or expertise in the areas in question, and in some instances from outside counsel as well. In such circumstances, some courts have concluded that a conflict of interest arises between a law firm and its clients, and have refused to recognize the law firm's communications as privileged. Sidley believes that it is in the mutual interest of Sidley and its clients that Sidley receive expert and confidential legal advice regarding its professional duties and rights in such circumstances. Accordingly, the APA consents to such consultation, waives any claim of conflict of interest that could result from such consultation, and agrees that this Representation will not be a basis for a waiver of any privilege that Sidley would otherwise have for such confidential consultation.

Privacy, Data Protection, and Confidentiality. Our applicable policies with respect to privacy, data protection and information security relating to personal information can be

accessed on our website at http://www.sidley.com/admin/onlineprivacy.asp. Subject to those policies and to applicable ethical confidentiality obligations, and unless otherwise directed by the APA, Sidley may use a variety of electronic communication systems in communicating internally with the APA and with others during the Representation, including cellular or satellite telephone calls, emails, facsimile transmissions, video conferencing and other forms of evolving electronic communications. Sidley uses outsourced nonlawyer personnel in its offices for a variety of support functions, including mailroom, photocopy, information technology and word processing, who are required by Sidley to agree to maintain the confidentiality of information relating to Sidley's clients.

Publicity. Unless instructed otherwise by the APA, Sidley may disclose that it is representing or has represented the APA in this Matter if the Matter has been publicly disclosed, such as by the APA's issuance of a press release or a filing with a court or regulatory authority. Unless the APA consents to the inclusion of additional information, Sidley's disclosure will be limited to the APA's name, the name of the other party or parties (if applicable), and a short description of the matter that contains only publicly-available information. Unless otherwise authorized by the APA, Sidley will make such disclosures only in Sidley's marketing materials, on its website, and in reports to information and ranking agencies such as Thomson Reuters and Chambers.

Governing Law and Choice of Forum. This letter shall be governed by, and construed in accordance with, the laws of the State of Illinois. Any claim arising under or relating to this Engagement Letter shall only be brought in the state or federal courts in such State, and the APA and Sidley each agree to submit to the jurisdiction of such courts.

Arbitration of Disputes. Except to the extent otherwise provided by law, any dispute or claim arising out of or in any way relating to an engagement governed by this letter or our relationship with the APA (including, without limitation, any claim of malpractice, breach of contract or relating to fees or charges for the Representation) shall be finally resolved by arbitration. The arbitration shall be conducted in accordance with the International Institute for Conflict Prevention and Resolution ("CPR") Rules for Non-Administered Arbitration (Effective November 1, 2007), except as they may be modified herein or by mutual agreement of the parties. The arbitration shall take place in Washington, D.C., or such other location as agreed to by the parties. Notwithstanding the foregoing, the parties consent to the jurisdiction of the federal or state courts having jurisdiction in the location where the arbitration is conducted as to judicial proceedings relating to any aspect of the arbitration, including motions to confirm, vacate, modify or correct an arbitration award.

The arbitration shall be governed by the Federal Arbitration Act, 9 U.S.C. § 1, *et seq.*, and judgment upon the award may be entered by any court having jurisdiction thereof or having jurisdiction over the relevant party or its assets. The arbitration shall be conducted by one arbitrator, who shall be selected by agreement of the parties or, failing such agreement within 30

days after the initiation of the arbitration, by the CPR. The parties shall be responsible for paying the costs of the arbitration in accordance with CPR rules. The parties agree that the arbitration shall be kept confidential and that the existence of the proceeding and any element of it shall not be disclosed beyond the tribunal, the parties and their counsel, and any person necessary to the conduct of the proceeding. The confidentiality obligations shall not apply if disclosure is required by law or in judicial or administrative proceedings, or to the extent that disclosure is necessary to enforce the rights arising out of the award, provided that the parties agree to use best efforts to keep such disclosure confidential and agree, subject to court approval, to submit such disclosure to a court only under seal. Claims may not be brought in the arbitration proceeding by or on behalf of a purported class of claimants who are not parties to this engagement letter.

This agreement to arbitrate shall constitute an irrevocable waiver of each party's right to a trial by jury, as well as of any right to an appeal that would customarily be available in a judicial proceeding but that may be limited or unavailable in connection with such an arbitration. You acknowledge that you have had the opportunity to consult with other counsel (in-house or otherwise) prior to agreeing to this waiver, including regarding the waiver of jury trial and appeal rights, and have made your own decision about whether to do so.

Severability. If any provision of this letter is held to be unenforceable or invalid for any reason, the remaining provisions of this letter will continue in full force and effect.

We appreciate and look forward to the opportunity to work on this Matter.

Very truly yours,

David H. Hoffman

Agreed and Accepted:

By: _____

Exhibit J

Standing (left to right): Daniel, Madson, Craig, Anderson, Anton, Rozensky, DeMaio, Shullman
Seated (left to right): Goodheart, Halpern, Levant, Koocher, Paige

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EXHIBIT K

SUMMARY OF APA-OHIO CONTACTS

- The Ohio Psychological Association is an APA affiliate with a seat on the APA Council of Representatives. The Executive Officer of the Midwestern Psychological Association, an APA affiliate, is located in Kent, Ohio.
  http://www.apa.org/about/apa/organizations/index.aspx
  http://www.apa.org/about/apa/organizations/associations.aspx
  http://www.apa.org/about/apa/organizations/associations.aspx

- Ohio psychology licensing requirements expressly rely on APA accreditation of doctoral programs, pre-doctoral internships, and specialty retraining programs, as well as its approval of continuing education courses and post-doctoral supervision. APA accredits 13 doctoral programs, 20 internships, and four postdoctoral programs in the state.
  http://codes.ohio.gov/oac/4732-3
  http://codes.ohio.gov/oac/4732-9
  http://codes.ohio.gov/oac/4732-2
  http://codes.ohio.gov/oac/4732-13
  http://apps.apa.org/accredsearch/?_ga=2.71096533.419514138.1494185489-750487582.1460855966

- The General Counsel of APA has consistently intervened in cases involving Ohio public policy issues, filing at least ten briefs in recent years, including three before the U.S. Supreme Court or the 6th Circuit Court of Appeals in 2014 and 2015.
  http://www.apa.org/about/offices/ogc/amicus/index-chron.aspx

- APA supports the maintenance of the archives of the history of American psychology in Akron, Ohio.
  http://www.apa.org/monitor/2010/11/museum.aspx
  https://apa.org/pubs/databases/news/2011/11/psycbooks.aspx
  http://americanarchivist.org/doi/pdf/10.17723/aarc.34.1.7307136552558342?code=same-site
  http://ead.ohiolink.edu/xtf-ead/view?docId=ead/OhAkAHA0424.xml;query=;brand=default
  http://www.apa.org/science/about/psa/2011/03/library-archives.aspx

- APA is registered as a charity in Ohio that does business in the State.
  http://charitableregistration.ohioattorneygeneral.gov/Charities/Research-Charities.aspx