

This document contains 100% of my email correspondence with Bob Newman in 2018-2019, unedited. I can separately supply recordings of the three telephone conversations I had with Bob Newman during this time, all of them in October 2018.

Email from me is in blue.

Email from Bob Newman is in red.

Email from Elise Bogdan is in green.

In a long March 2, 2019 from me to Bob Newman (subject line: A Complete History of Your Email), I quote extensively from his earlier emails. Those quotes are in bright red.

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### OCTOBER 2018:

1. NEWMAN SOLICITS MY BUSINESS, representing himself as "located in Watertown, Massachusetts and Kennebunk Maine".
2. WE ARRANGE A PHONE CALL.
3. WE NEGOTIATE TERMS. On October 21, Newman agrees to provide support services at the American Economics Association in Atlanta. On October 25, we agree on a ten city radio tour, an online tour, a newswire release and some "carefully chosen print media", with a total fee of \$5400.

### NOVEMBER/DECEMBER 2018:

1. I EXPRESS CONCERN. Newman is largely unresponsive. On November 27 (a Tuesday), he promises to call on Thursday. There is no phone call. When I write to ask about this, he writes (on December 2) that "I will send you an email early next week". There is no email.
2. NEWMAN FINALLY RESPONDS. On December 14, Newman finally sends an email claiming to have completed various tasks, of which only one is verifiable: "The newswire is scheduled to go out". It never went out. He also promises a second email to follow, which never arrives.

### JANUARY 2019:

1. CORRESPONDENCE WITH ELISE BOGDAN. On January 13 (a full month since I last heard from Newman) I write to ask when I will receive the second email, promised fully a month ago. When he does not respond, I write to Elise Bogdan at Newman Communications to ask if everything is okay. She responds that all is well, and tells me on January 22 that Bob is "drafting [the newswire release] for your review". There has never been a newswire release.

### FEBRUARY 2019:

1. UNANSWERED EMAIL TO ELISE BOGDAN: Another attempt to get some answers, plus a strange one-line email from Bob Newman.

### MARCH 2, 2019:

1. NEWMAN RESPONDS: I send one more email to Elise Bogdan, which is intercepted by Newman, who responds, saying, among other things, that "The Newswire will be out within a week" (it is still not out), leading to several rounds of back-and-forth.
2. A COMPLETE HISTORY OF NEWMAN'S EMAIL: A long email from me to Newman, in which I quote extensively from all his previous emails, documenting his multiple untruths and general unresponsiveness.

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3. NEWMAN'S DELUSIONAL RESPONSE: Newman responds angrily, making outrageously false accusations about the content of our past correspondence. I write to Elise Bogdan, expressing concern about Bob's health. Newman intercepts that email and responds angrily.

OCTOBER, 2018, 1: NEWMAN SOLICITS MY BUSINESS

From: newmancomm@aol.com  
To: steven@landsburg.com  
Subject: Book Publicity

Dear Professor Landsburg:

I hope you are well. We are touching base today to see if you have considered working with an outside publicist to help you get coverage on US radio, television, in newspapers and magazines and with online sites and bloggers for "Can You Outsmart an Economist?: 100+ Puzzles to Train Your Brain."

Our firm, Newman Communications ([www.newmancom.com](http://www.newmancom.com)), is a national leader in book publicity (located in Watertown, MA and Kennebunk, Maine) and one that has enjoyed a tremendous relationship with publishers and authors for nearly 25 years. We have reviewed your book and its descriptions and your impressive credentials and we believe there is some great work we do on your behalf. Whether you are looking to create broader personal awareness or get your message heard, we offer a variety of campaign services to help you achieve your objectives. We have handled many books in Economics space, so we are very well connected in the national and local media that can have the most impact for the book. This week we have a special on guaranteed radio interviews (strong stations and markets) being offered that can be used for up to a year.

We'd love to schedule a call with you to discuss how we may be able to work together. I am more than happy to discuss the publicity services we offer and help customize a campaign based on your goals, needs and budgets.

Please let us know if this is something you might be interested in. We look forward to hearing back from you and hope we can connect soon.

Thanks,  
Bob

Bob Newman, CEO -- 617-952-1470

OCTOBER 2018, 1: NEWMAN SOLICITS MY BUSINESS

OCTOBER, 2018, 2: WE ARRANGE A PHONE CALL.

From steven@landsburg.com Thu Oct 18 13:34:39 2018  
Date: Thu, 18 Oct 2018 13:34:17 -0400 (EDT)  
From: steven@landsburg.com  
To: newmancomm@aol.com, steven@landsburg.com  
Subject: your mail

This is in response to your recent query re "Can You Outsmart an Economist?".

I'd look forward to scheduling a call. I'm available for the rest of today (and on into the evening), then for much of tomorrow after about 11:30AM.

---

From newmancomm@aol.com Thu Oct 18 13:39:10 2018  
X-Authority-Reason: nr=8  
Date: Thu, 18 Oct 2018 13:38:51 -0400  
From: newmancomm@aol.com  
To: steven@landsburg.com

Great to hear from you. What Tim one are you in?

Bob Newman

---

From newmancomm@aol.com Thu Oct 18 13:39:33 2018  
X-Authority-Reason: nr=8  
Date: Thu, 18 Oct 2018 13:39:10 -0400  
From: newmancomm@aol.com  
To: newmancomm@aol.com, steven@landsburg.com

Zone!

---

Subject: Re: your mail  
From: Steven E Landsburg <steven@landsburg.com>  
Date: Thu, 18 Oct 2018 13:41:52 -0400  
To: newmancomm@aol.com

eastern standard.

OCTOBER 2018, 2: WE ARRANGE A PHONE CALL

From: Robert Newman <newmancomm@aol.com>  
Date: Thu, 18 Oct 2018 13:48:09 -0400  
Subject: Re: your mail  
To: Steven E Landsburg <steven@landsborg.com>

Can I give you a call at 4 pm today? What number is best?

Best,

Bob

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From steven@landsborg.com Thu Oct 18 13:52:22 2018  
Date: Thu, 18 Oct 2018 13:51:28 -0400 (EDT)  
From: steven@landsborg.com  
To: newmancomm@aol.com, steven@landsborg.com  
Subject: phone call

4PM today is good. 585 943 6810.

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## OCTOBER 2018, 3: WE NEGOTIATE TERMS

From newmancomm@aol.com Thu Oct 18 17:07:46 2018  
X-Authority-Reason: nr=8  
Date: Thu, 18 Oct 2018 17:07:17 -0400  
From: newmancomm@aol.com  
To: steven@landsburg.com  
Subject: Newman Communications Fees

Dear Steven,

Such a great pleasure to speak with you. I enjoyed hearing about your work and the book. I would enjoy partnering with you on "Can You Outsmart an Economist? 100+ Puzzles to Train Your Brain." I am certain our firm, with its 30 years of experience in this area, can make a huge difference in book sales.

The large program is the full campaign. It includes extensive press material writing, 20 guaranteed radio interviews/Podcasts and pitches and extensive one-on-one follow-up to 500-1,000 US media outlets (local television and networks, online outlets, and print venues). The targets will include both general consumer and targeted niche media covering Economics media. As I mentioned, the program includes an additional focus in the New York state area and three other cities you travel to. Also, the newsire.com option will be added in at no additional cost. This program will last three months (we now will add on a fourth, fifth and sixth month at no additional cost) and the monthly retainer is \$3500. The total \$10,500 can be paid in three installments or it can be paid in one lump sum and discounted 10 percent to \$9450. We are open to offering you a further discount -- an \$8100 full-campaign (a one-time reduced fee to \$3,000 per month and a \$900 pre-pay discount) if executed and paid by October 25, 2018 (7 days from our conversation). We are also open to speaking about a budget you are comfortable with on this program. We also have done modified full campaigns in the \$6500 to \$7,500 range.

The medium level includes a number of different two-medium combinations.

20-City Radio Tour and Online Tour -- \$5500  
20-City Radio Tour and Print Tour -- \$6,000  
20-City Radio Tour and Television Pitches -- \$4,000  
Online Tour and Print Tour -- \$7500  
Online Tour and Television Pitches -- \$5500  
Print Tour and Television -- \$6,000

The radio tour consists of pitching Public and Commercial local and national radio stations and high-end Podcasts for phone interviews. These interviews last between 20 minutes and 60 minutes. I think you will excel here.

OCTOBER 2018, 3: WE NEGOTIATE TERMS

The online tour consists of pitching feature stories to Online publications associated with existing print publications, stand-alone Online publications and bloggers in your area of expertise (Economics) and placement of your writing in these vehicles. .

The print tour consists of off the book page writers at newspapers, magazines, wire services, columnists. It also consists of book reviewers and placement of by-line pieces.

The third area -- the individual media level -- consists of the following:

10-City Radio Tour -- \$1,000  
20-City Radio Tour -- \$2000  
Online Tour -- \$3500  
Print Tour -- \$4,000  
National Television Pitches -- \$2,000  
Newswire Release (200 plus placements) -- \$1,000

Steven, this is a brief review of our general author prices. We have programs between \$1,000 and \$10,500. We can also adapt a budget to a hybrid campaign and support you on promoting a United States event. I am open to hearing all your thoughts.

I look forward to speaking with you soon. Please reach out by email if you have any questions or call me at 617-952-1470.

Bob

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From steven@landsburg.com Sun Oct 21 22:01:29 2018  
X-Authority-Reason: nr=8  
Date: Sun, 21 Oct 2018 19:54:40 -0600  
From: steven@landsburg.com  
To: newmancomm@aol.com  
Subject: Re: Newman Communications Fees

A few questions regarding your email:

1) The American Economic Association will hold its annual meeting in Atlanta the first week of January, with over 10,000 economists in attendance. A central feature of the conference is the vendor area, dominated almost entirely by publishers hawking books. I don't believe Houghton Mifflin plans to be there. I do think this is a valuable audience to reach, not just because they are people who might want to buy the book, but because they're also people who might want to assign the book to their classes. I wonder if there's a way to promote the book there, and I wonder if that can somehow be part of your campaign. (I've not yet run any of this by Houghton Mifflin; it might be that they're better equipped to run with this particular ball than you are.)

2) You mention economics media, but I continue to wonder if we ought not be pitching to the community of people who like puzzles

of one form or another. Or maybe there is no such community or maybe it's too small to bother with. But I wonder about your thoughts on this.

3) Steve Dubner of Freakonomics Radio mentioned to me a few months ago that he'd like to do a broadcast on this book, but he hasn't been back in touch. I can prod him, but am slightly shy about it, so it would be good if the prod came from either you or Houghton Mifflin. Is this part of the sort of service you provide, or is it better coming from the publisher? (I am writing Houghton Mifflin now to mention this, so it might be an irrelevant point by the time you get this.)

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From newmancomm@aol.com Sun Oct 21 22:09:09 2018  
From: Robert Newman <newmancomm@aol.com>

1) I am happy to find out which media are attending the Atlanta Conference and contact them to set up meetings. I am also happy to connect you with nexus while you are in Atlanta. Houghton would be best to actual hawk the book there. We don't perform the sales function which that is.

2) When I jotted down Economics media I did with the understanding we would also be looking for media that would cover it connect with the community of people who like puzzles and the like. Those would be strong in the online/blogger area and the print area. I honestly was not sure what to call them. But we can find them. So rest assured, I think this community exists it just needs a little bit of digging. I don't think it's too small to bother with.

3) We did two radio tours for Dubner through their publisher. I think we can find it and book it quickly. It is part of our service.

Let me know if you have additional questions. We look forward to working with you.

Best,

Bob Newman

From newmancomm@aol.com Mon Oct 22 22:02:19 2018

Hi Steve,

I am checking in per our plan last week to see if you have thoughts on a supplemental publicity campaign. If you have additional questions also please let me know. We look forward to working with you!

Best,

Bob

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From steven@landsburg.com Mon Oct 22 22:02:59 2018

I'm extremely swamped but am definitely planning to carve out some time to think about this --- I will certainly be back to you within two or three days.

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From newmancomm@aol.com Mon Oct 22 22:41:39 2018

Thanks Steve. Appreciate the timeline. Look forward to hearing from you.

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From steven@landsburg.com Wed Oct 24 23:51:52 2018  
X-Authority-Reason: nr=8  
Date: Wed, 24 Oct 2018 23:35:22 -0400 (EDT)  
From: steven@landsburg.com

Bob:

I'd like to work with you. I hope we can settle quickly on the details.

First, a few thoughts about various media. Obviously, you're the pro and I'm not, so do tell me if you think I'm wrong about any of this:

1) It seems to me that TV is a bad fit for this particular book. Most of the examples in the book take a little while to explain, and I'm guessing that TV viewers would be impatient with that. Tell me if you think I'm wrong.

2) Radio: I've done scads of radio for other books, I believe I'm good at it, and I'm happy to do more. BUT I don't particularly enjoy it and would prefer not to do more than I have to. So I'd want to limit this to appearances that have a reasonable chance of selling a substantial number of books. I have never felt like I have any sense of what that means, though. Is a good drive-time interview in Milwaukee going to generate substantial book sales? If so, I'm happy to do it; if not, I'd really rather not.

3) Online seems to me to be more important than print, but this might just be because I'm overgeneralizing from my own habit of reading almost everything online. Of course these overlap because, as you say, there are plenty of publications with both online and print presences. But I'd be inclined to focus on the online stuff --- unless you tell me I'm mistaken, in which case I'll be glad to hear why you think so.

4) Public lectures. As with radio, I think I'm quite good at this, and I enjoy it a lot more than radio. It's not on your list of services, but if there's a way to tie this in, I think it would be good. Or maybe this is just not something you do. If relevant, videos of some of my recent talks are at [www.landsburg.org/videos/samples.html](http://www.landsburg.org/videos/samples.html) .

5) Newswire release: This is on your list; I'm not sure exactly what it means and how it differs from the print and online tours (except for the obvious fact that it's much less pricey).

All that having been said --- (and I want to repeat that I'm happy to have you tell me I'm wrong about any of it) --- I wonder if we could do a modified full campaign along these lines:

A) A ten-city radio tour, maybe with the option of later expanding to 20 (at, of course, an additional charge).

B) The online tour.

C) Approaches to some carefully chosen print media, short of the full print tour.

D) Maybe the newswire release if you think it's a valuable addition.

E) Maybe some attempts at speech bookings if in fact you do that sort of thing AND believe you can target appropriate venues --- but not, of course, otherwise.

I'll be glad if you can do two things:

First, comment on the wisdom of what I've suggested. Second, quote me a price for it. Third, if you have a better idea along similar lines, tell me what it is and quote me a price for that.

Thanks.

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October 25, 2018:

From newmancomm@aol.com Thu Oct 25 00:12:30 2018  
Date: Thu, 25 Oct 2018 00:12:08 -0400  
From: newmancomm@aol.com

Steven,

I agree with all you said on radio, TV, online and print. We don't handle public lectures but may be able to look for some for you.

The ten city radio is \$1,000. The online tour is \$3500. I will add in the newswire here with only a \$350 large for the payment directly to the service but the writing I will do under the online tour. I will add in \$1,200 for some carefully chosen print as I agree with you on that. And I do not believe television is germane. This will all be 6 months of work that totals just over \$6,000. I will reduce it for advanced payment to \$5400 that will actually be \$5,000 of work as the newswire payment has to be made directly to them. I am also happy to toss in a couple more radio/podcasts that are worthwhile. I am happy without great expectations from you to think through and see if we can be of help on any lectures.

How does this sound to you? I am happy to go back at it if you have concerns.

Bob

---

October 25, 2018:

From steven@landsburg.com Thu Oct 25 00:15:01 2018

Okay---

The terms in your last email sound good.

Ten-city radio tour; online tour; selected print tour; no TV; you'll keep your eye out for speaking stuff but I won't count on that. \$5400, of which (I think) \$5050 goes to you and \$350 directly to newsire. Yes?

Can I pay you over the phone?

OCTOBER 2018, 3: WE NEGOTIATE TERMS

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From newmancomm@aol.com Thu Oct 25 15:06:30 2018

Yes. Will give you a call.

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From newmancomm@aol.com Thu Oct 25 20:47:52 2018

PayPal invoice will be sent from Henry Mondschein, my financial man.

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Message 5470:

From newmancomm@aol.com Thu Oct 25 23:01:52 2018

Checking to see if the PayPal arrived?

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From steven@landsburg.com Thu Oct 25 23:21:02 2018

X-Authority-Reason: nr=8

Date: Thu, 25 Oct 2018 23:20:37 -0400 (EDT)

From: steven@landsburg.com

Bob: Got and paid your invoice. I note that the description on the invoice omits mention of the online tour, but I assume that's just a typo and we're all set per our earlier emails.

---

From steven@landsburg.com Thu Oct 25 23:42:10 2018

From: steven@landsburg.com

To: Robert Newman <newmancomm@aol.com>

Subject: Re: invoice

Don't worry about sending another invoice. Our email, plus your sterling reputation, is all I need.

---

From newmancomm@aol.com Thu Oct 25 23:51:15 2018  
Date: Thu, 25 Oct 2018 23:24:28 -0400  
Subject: Re: invoice

I will be sure you get a correct one that doesn't need to be paid if you would like. It was a typo. Here is what I sent him.

\$5400

Modified Full Campaign to promote Steven Lansburg's "Can You Outsmart an Economist?: 100+ Puzzles to Train Your Brain"

Ten-city radio tour; online tour; selected print tour; newswire, no TV; keep your eye out for speaking engagements. Includes payment to newswire.

NOVEMBER/DECEMBER 2018 1: I EXPRESS CONCERN

From steven@landsburg.com Thu Nov 8 11:26:46 2018  
Date: Thu, 8 Nov 2018 11:24:05 -0500 (EST)  
From: steven@landsburg.com  
steven@landsburg.com using -f  
To: newmancomm@aol.com, steven@landsburg.com  
Subject: checking in

Bob:

I'm surprised not to have heard anything from you in the two weeks since I signed on. Can you let me know what's happening?

---

From: Robert Newman <newmancomm@aol.com>  
Date: Thu, 8 Nov 2018 12:09:57 -0500  
Subject: Re: checking in  
To: steven@landsburg.com

Hi Steve,

Have completed much of our upfront work which included excellent research to find the outlets that will work for the niche. I needed to wait til today to get out pitches as the election,etc. was taking up all media oxygen.

Best,

Bob

---

From newmancomm@aol.com Tue Nov 13 13:36:55 2018  
Mime-Version: 1.0 (1.0)  
Subject: Re: checking in  
From: Robert Newman <newmancomm@aol.com>

Pitches are now all out. Following up ASAP as the world is quieter. I am certain we will begin getting placements over the next week.

I am working on the Newswire this week too.

Bob

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NOVEMBER/DECEMBER 2018 1: I EXPRESS CONCERN

From newmancomm@aol.com Tue Nov 13 14:42:15 2018  
To: steven@landsburg.com

Please provide for me your Houghton contacts.

I need help today getting out some copies of the book.

Best,

Bob

---

From steven@landsburg.com Tue Nov 13 14:52:40 2018  
From: steven@landsburg.com  
To: Robert Newman <newmancomm@aol.com>  
Subject: Re: checking in

Editor: Alex Littlefield alexander.littlefield@hnhco.com

Publicist: Michelle Triant michelle.triant@hnhco.com

Head Honcho: Bruce Nichols bruce.nichols@hnhco.com

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From newmancomm@aol.com Tue Nov 27 17:48:25 2018  
From: Robert Newman <newmancomm@aol.com>  
Date: Tue, 27 Nov 2018 17:48:01 -0500  
Subject: FYI  
To: steven@landsburg.com

Steve,

Are you available Thursday for me to update you?

Best,

Bob

---

From steven@landsburg.com Tue Nov 27 20:46:41 2018  
From: steven@landsburg.com  
To: Robert Newman <newmancomm@aol.com>  
Subject: Re: FYI

Sure. Do you want to talk by phone? I prefer to avoid the early morning, but any time from about 10:30 AM through midnight should be fine.

---

December 2, 2018:

From steven@landsburg.com Sun Dec 2 21:42:28 2018  
Date: Sun, 2 Dec 2018 21:34:20 -0500 (EST)  
From: steven@landsburg.com  
steven@landsburg.com using -f  
To: newmancomm@aol.com, steven@landsburg.com  
Subject: update?

I'm sorry we didn't connect on Thursday. Do you want to update me by email or should we try for another time?

---

From newmancomm@aol.com Sun Dec 2 22:41:43 2018  
From: newmancomm@aol.com  
To: steven@landsburg.com

HI Steven,

I will send you an email early this week. I need to check on a couple of major prospects tomorrow.

Best,

Bob

---

NOVEMBER/DECEMBER 2018 2: NEWMAN FINALLY RESPONDS

From newmancomm@aol.com Fri Dec 14 12:21:52 2018  
From: newmancomm@aol.com  
To: steven@landsburg.com

Steven,

I hope you are well. This is just the first of two notes we will send you updating our work.

1. On talk radio, we will be re-pitching large NPRs now and right after the new year. We have national strong interest and hope that the political atmosphere stays calm so we can get dates on the large NPRs and local affiliates.

2. The newswire is scheduled to go out and will get significant hits right after the New Year.

3. We have pitched over 150 online publications including stand-alone online pubs, .coms and bloggers. Our follow-up for reviews, features, mentions is ongoing. I am certain we will get reaction and have begun to get requests for books. There are also a handful of national print pitches that are looking good.

I will follow-up with a note that talks more about specific media. I am gathering it all this week from my staff.

While the response has been slow thus far on the online/print, I expect that commitments are forthcoming.

Best,

Bob Newman

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JANUARY 2019: CORRESPONDENCE WITH  
ELISE BOGDAN

From steven@landsburg.com Sun Jan 13 22:01:58 2019  
X-Authority-Reason: nr=8  
Date: Sun, 13 Jan 2019 21:59:41 -0500 (EST)  
From: steven@landsburg.com  
X-Authentication-Warning: awww.jeah.net: landsburg set sender to  
steven@landsburg.com using -f  
To: newmanncomm@aol.com, steven@landsburg.com  
Subject: checking in

Bob: On December 14, you wrote:

>  
> I hope you are well. This is just the first of two notes we will  
> send you updating our work.

When should I expect the second note?

---

From steven@landsburg.com Tue Jan 15 12:28:42 2019  
Date: Tue, 15 Jan 2019 12:28:12 -0500 (EST)  
From: steven@landsburg.com  
To: elise.bogdan@newmancom.com, steven@landsburg.com  
Subject: can you outsmart an economist?

Elise:

Bob isn't responding to emails, I haven't heard from you since  
November, and I'm beginning to wonder if I've fallen through the  
cracks. Can you update me on what you're doing?

---

Jan 15, 2019:

From elise.bogdan@newmancom.com Tue Jan 15 12:32:03 2019  
From: Elise Bogdan <elise.bogdan@newmancom.com>  
Date: Tue, 15 Jan 2019 12:31:27 -0500  
Subject: Re: can you outsmart an economist?  
To: steven@landsburg.com

Our apologies, Bob had a brief illness but he will be getting you  
an update on our efforts to date.

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JANUARY 2019: CORRESPONDENCE WITH ELISE BOGDAN

From steven@landsburg.com Tue Jan 22 14:53:45 2019  
X-Authority-Reason: nr=8  
Date: Tue, 22 Jan 2019 14:51:07 -0500 (EST)  
From: steven@landsburg.com  
To: elise.bogdan@newmancom.com, steven@landsburg.com

Elise:

- 1) Thanks for the reminder re KRWM tomorrow. I do have this scheduled, but the reminders are always welcome.
- 2) Thanks too for the recent flurry of activity.
- 3) There was supposed to be a Newswire release. Are we still awaiting that?

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Jan 22, 2019:

From elise.bogdan@newmancom.com Tue Jan 22 16:41:33 2019  
X-Authority-Reason: nr=8  
X-Authority-Analysis: \$(\_cmae\_reason  
DKIM-Signature: v=1; a=rsa-sha256; c=relaxed/relaxed;  
d=newmancom-com.20150623.gappssmtp.com; s=20150623;  
h=mime-version:references:in-reply-to:from:date:message-  
id:subject:to;  
bh=ZPo6M8s6HSKudUBaceimHv9KjMjxpfZKKvK87h4JENo=;

Thank you - yes, Bob mentioned that there is suppose to be a newswire and that is drafting that for your review. He is also working on and coordinating the timing of that as well. He will be in touch as soon as he has copy ready for review and more insight on the timing but I do know that is all forthcoming.

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FEBRUARY 2019: UNANSWERED EMAIL TO ELISE BOGDAN

From steven@landsburg.com Thu Feb 7 21:52:01 2019  
X-Authority-Reason: nr=8  
Date: Thu, 7 Feb 2019 21:51:30 -0500 (EST)  
From: steven@landsburg.com  
X-Authentication-Warning: awww.jeah.net: landsburg set sender to steven@landsburg.com using -f  
To: elise.bogdan@newmancom.com, steven@landsburg.com  
Subject: checking in again

Elise:

This is a little awkward to write, because you mentioned that Bob has had some health problems, and depending on what those problems are, my concerns might very well be trivial by comparison.

But I'd very much like to know what's going on (and what's likely to go on) with the various services I contracted for, some of which you've been providing very well and others of which I think you haven't been.

If it looks like you won't be able to follow through on everything we agreed to (and again, I fully understand that there might be excellent reasons for this), I'd like to know while the book is still young enough for me to look for another publicist who can fill in the gaps.

Thanks.

February 27, 2019:

From bob.newman@newmancom.com Wed Feb 27 23:07:49 2019  
From: Bob Newman <bob.newman@newmancom.com>

Am I still white listed?

FEBRUARY 2019: UNANSWERED EMAIL TO ELISE BOGDAN

MARCH 2, 2019, 1: NEWMAN RESPONDS

From steven@landsburg.com Sat Mar 2 00:27:58 2019  
Date: Sat, 2 Mar 2019 00:27:23 -0500 (EST)  
From: steven@landsburg.com  
Subject: status?

Elise:

I'm very sorry to have to write this email, but as far as I can tell, you've not followed through on many of the services I contracted for, and Bob has totally stopped responding to emails (which is why I'm writing to you instead).

The last I heard from Bob was December 14. At that time he said you'd soon be re-pitching large NPRs right after the New Year. Did that happen?

He also said that the Newswire release would go out right after the New Year. Did that happen?

He also said that he would follow up with a note about specifics. He never followed up.

You've obviously provided some good service. It appears that you've also failed to follow through on a lot that you promised, and that you've thereby cost me valuable time that could have been spent working with a different publicist.

It seems to me that on balance, it's appropriate for me to find another publicist in a hurry, and to ask you for a full refund.

Of course if you've actually done much more than I'm aware of, I'll be glad to know the details, and I'll be even more glad if I end up needing to apologize for doubting you. But in view of the lack of communication so far, I fear that the best thing for us to do is part ways. I also hope and expect that this won't become adversarial.

Once again, if this all stems from the health problems you've alluded to at Bob's end, I am sympathetic. But it appears that I haven't been getting a straight story about this.

MARCH 2, 2019, 1: NEWMAN RESPONDS

From newman.coordinator@newmancom.com Sat Mar 2 00:37:14 2019  
From: Newman Coordinator <newman.coordinator@newmancom.com>  
Subject: Fwd: checking in again  
To: steven@landsburg.com

My other email.=20

Sent from my iPhone

Begin forwarded message:

> Your mail to me (reproduced below) was not delivered because=20  
> you are not on my "whitelist" of approved senders.  
>  
> To add yourself to my whitelist, please resend your mail with  
> the word "antlers" anywhere in the subject line.  
>  
> If you do this once, you will be added permanently to the=20  
> whitelist and you'll never have to do it again.  
>  
> I'm sorry for the minor inconvenience, but this is the only  
> effective way to stop spam.  
>=20

Hi Steve,

It's Bob. All is ok.

The Newswire.com will be out within the week. The current news cycle far quieter and it will get larger pick up. This is giving ya much greater opportunities now on all areas of the media.

The remainder of the elements of the campaign I will write you about tomorrow but I wanted to let you know I am fine and just as we have energized the radio side all the elements will be done well now.

From newman.coordinator@newmancom.com Sat Mar 2 00:52:05 2019  
Subject: Re: status?  
Date: Sat, 2 Mar 2019 00:33:32 -0500

Steve,

This is Bob. I just saw this to Elise. I have gone into get email so I can answer.

I have multiple emails I have tried to send you and I have back up that I have been white listed. That is what happens when both of my emails send you correspondence. Why is that?

Please check on what I have said. I have tried numerous times and I get a response back that my emails have been white listed.

Bob

From steven@landsburg.com Sat Mar 2 01:38:26 2019  
To: newman.coordinator@newmancom.com, steven@landsburg.com  
Subject: your mail

Bob: Here are all of the newmancom.com addresses on my whitelist:

- > Carly.Fauth@newmancom.com
- > david.ratner@newmancom.com
- > elise.bogdan@newmancom.com
- > tess.woods@newmancom.com
- > lilly.jan@newmancom.com
- > Newman.Coordinator@newmancom.com

I also have

- > newmancomm@aol.com

Mail from any of these addresses will get through. If you're writing from some other address, you need to whitelist it by resending the mail with an appropriate password in the subject line. The automated responses you're getting will tell you what that password is.

I've been using this system for over twenty years and I'm not aware of anyone else refusing to read and follow the simple instructions in the automated responses.

From steven@landsburg.com Sat Mar 2 02:11:36 2019  
To: newman.coordinator@newmancom.com, steven@landsburg.com  
Subject: PS

PS--- You said this on December 14:

> The newswire is scheduled to go out and will get significant hits right after the New Year.

You said this tonight:

> The Newswire.com will be out within the week

Obviously, "within the week", in the first week of March, is not the same thing as "right after the New Year".

You also said that the current news cycle is far quieter and it will get larger pickup. That might be correct, but it does not explain why you originally planned to send it out right after the New Year. And I think you'll understand why, after you failed to follow through two months ago, I have some doubts about your followthrough going forward.

From newmancomm@icloud.com Sat Mar 2 09:44:27 2019  
From: Roberet Newman <newmancomm@icloud.com>

Steve,

As you are well aware the time after the New Year with the partial government shutdown news was inappropriate to get out a Newswire.com release. A Newswire.com release could finally go out within the next week and garner maximum coverage.

I have seen your BBB complaint. Based on the radio work (14 interviews) which you complimented and the significant outreach and follow up that our firm has done in the print and online areas a full refund would be highly inappropriate. It would also not be consistent with the agreement. Also, it would be totally inappropriate to negotiate that full refund with a BBB complaint that is published based on the well over 100 hours of work of pitching and follow up that has been done on behalf of the book. Please let me know if you would like to discuss this.

I am open to a discussion on resolution of this matter but on a personal level I must tell you that you have judged our work product completely wrong. We have worked the book with stand-alone publications, .coms, bloggers, newspapers and magazines aggressively. The Newswire.com decision was an educated one. And yes, I tried to reach you multiple times.

I am sorry that your experience has not met your expectations but our work has been aggressive and ongoing. I look forward to your response.

Best,  
Bob Newman

MARCH 2, 2019, 1: NEWMAN RESPONDS

MARCH 2, 2019, 2: A COMPLETE HISTORY OF NEWMAN'S EMAIL

From steven@landsburg.com Sat Mar 2 15:03:51 2019  
From: steven@landsburg.com  
steven@landsburg.com using -f  
To: bob.newman@newmancom.com, bobnewman287@gmail.com,  
newman.coordinator@newmancom.com, newmancomm@aol.com,  
newmancomm@icloud.com, steven@landsburg.com  
Subject: a complete history of your email

Bob: Since it's apparently too much trouble for you to take three seconds of your time to bypass my spam filter, I did the work of going through my spam box and extracting every single email you've sent me, from all of your many addresses, ever since I sent you a check. They are all quoted in their entirety below (except this morning's, which I truncated because it's presumably still fresh in your mind).

The pattern here is clear: You keep making promises and you keep not delivering. These include promises to deliver services and promises to update me on what you're doing. You wrote on November 27 asking if I'm available for an update "this Thursday", I said yes, you never responded, then wrote on Dec 2 to say you would send an email "early this week", then never wrote again until Dec 14, etc. You said you were working on the Newswire "this week" on November 27, then told me it was "scheduled to go out" on December 14, then that it will be "out within the week" on February 2, and again that it will be "out within a week" on March 2.

You have not delivered the service I contracted for, and when I've tried to inquire, you've been evasive and deceitful. I will cc the below to the Better Business Bureau and, if necessary, the Massachusetts Attorney General. Please send me a full refund.

November 8:

Hi Steve,

Have completed much of our upfront work which included excellent research to find the outlets that will work for the niche. I needed to wait till today to get out pitches as the election, etc. was taking up all media oxygen.

November 13:

Pitches are now all out. Following up ASAP as the world is quieter. I am certain we will begin getting placements over the next week.

I am working on the Newswire this week too

November 27:

MARCH 2, 2019, 2: A COMPLETE HISTORY OF NEWMAN'S EMAIL

Steve,

Are you available Thursday for me to update you?

-----  
My response, also November 27:

Sure. Do you want to talk by phone? I prefer to avoid the early morning, but any time from about 10:30 AM through midnight should be fine.

-----  
The very next time I heard from you was Dec 2, when you wrote:

I will send you an email early this week. I need to check on a couple of major prospects tomorrow.

-----  
Rather than hearing from you early the next week, I heard from you nearly two weeks later, on Dec 14:

I hope you are well. This is just the first of two notes we will send you updating our work.

1. On talk radio, we will be re-pitching large NPRs now and right after the new year. We have national strong interest and hope that the political atmosphere stays calm so we can get dates on the large NPRs and local affiliates.

2. The newswire is scheduled to go out and will get significant hits right after the New Year.

3. We have pitched over 150 online publications including stand-alone online pubs, .coms and bloggers. Our follow-up for reviews, features, mentions is ongoing. I am certain we will get reaction and have begun to get requests for books. There are also a handful of national print pitches that are looking good.

I will follow-up with a note that talks more about specific media. I am gathering it all this week from my staff.

While the response has been slow thus far on the online/print, I expect that commitments are forthcoming.

-----  
Although you said that the above was "just the first of two notes", I did not hear from you again until Feb 7 after I'd written you to express considerable concern:

The Newswire.com will be out within the week. The current news cycle far quieter and it will get larger pick up. This is giving ya much greater opportunities now on all areas of the media.

The remainder of the elements of the campaign I will write you about tomorrow but I wanted to let you know I am fine and just as we have energized the radio side all the elements will be done well now.

-----  
The Newswire.com was NOT "out within the week". You also did not "write again tomorrow".

Your next email was on March 1. All it said was:

Am I still white listed?

(This was sent from an account that had never been whitelisted.)

-----  
On March 2, you sent me another copy of your email from Feb 7, promising that the newswire.com will be out "within a week". This was approximately four weeks after you first sent that email, and the newswire.com was still not out.

-----  
That brings up to today, when you sent email from YET ANOTHER NEW EMAIL ADDRESS THAT YOU DID NOT BOTHER TO WHITELIST, saying this:

As you are well aware the time after the New Year with the partial government shutdown news was inappropriate to get out a Newswire.com release. A Newswire.com release could finally go out within the next week and garner maximum coverage.

-----  
This is exactly what you'd said on Feb 2. It wasn't true then and I'm unclear on why I should believe it now.

To: bob.newman@newmancom.com, bobnewman287@gmail.com,  
newman.coordinator@newmancom.com, newmancomm@aol.com,  
newmancomm@icloud.com, steven@landsburg.com  
Subject: PS

PS: I note that you had no problem figuring out how to bypass my spam filter when you were writing to solicit my business. It's only when I've tried to ask what you're actually doing that you've developed an ability to use email.

MARCH 2, 2019, 3: NEWMAN'S DELUSIONAL RESPONSE

From bob.newman@newmancom.com Sat Mar 2 15:51:19 2019  
From: Bob Newman <bob.newman@newmancom.com>  
To: Steven E Landsburg <steven@landzburg.com>

Your emails are consistently filled with anger, animosity and hatred. As you once said to me on the phone, "you don't do it, I will get you." One other phone conversation you said, "you a Jew, I can tell."

Steve, I will no longer tolerate the constant bullying. I have tried to engage on multiple occasions kindly and you have not returned correspondence or have only been on email after 11 pm at night.

You have done interviews sent by our firm even in the past week. That is what is so strange here.

I will publicly state in my reply in detail the media that was pitch and either turned down reviewing, featuring or mentioning the book. The media had strong reaction on a puzzle book and I will quote it.

You have consistently ignored our best judgment on the new cycle. That too I do not understand.

If you have explanations here I expect you will make them. Again, you have done interview placed by our firm the same week you are expressing grievances.

Your anger is worrisome and I will engage the proper authorities to check on it.

Bob Newman

MARCH 2, 2019, 3: NEWMAN'S DELUSIONAL RESPONSE

From steven@landsburg.com Sat Mar 2 15:55:29 2019  
Date: Sat, 2 Mar 2019 15:55:07 -0500 (EST)  
From: steven@landsburg.com  
To: elise.bogdan@newmancom.com, steven@landsburg.com  
Subject: bob

Elise:

I realize it's not your job to deal with this, but I'm not sure who else to write to. I wrote Bob yesterday expressing great concern about his not following through on things (including but not limited to the newswire release), not responding to emails, and not keeping promises to update me. When he sent a response that seemed to me to be very inadequate, I filed a complaint with the Better Business Bureau.

Bob has complained that his emails don't always get through to me, so I went through my spam folder and retrieved every single email he's ever sent, and wrote him again, quoting all the emails and pointing out the places where they appear to me to be evasive or deceptive. I also asked him for a refund.

His response was beyond belief. He says that my emails are "constantly filled with anger, animosity and hatred". It is true that my emails from the past couple days have been written in an angry tone, but prior to that, there is absolutely nothing I've ever written that could possibly be characterized that way. I have copies of everything, and I'm sure of this.

Beyond that, though, and far more alarmingly, he went on to fabricate the following:

"As you once said to me on the phone, `you don't do it, I will get you`. One other phone conversation you said `you a Jew, I can tell`."

Aside from the fact that such remarks are not my style, the fact is that the ONLY phone conversations I have *ever* had with Bob were back in October when we were negotiating an arrangement, and everything was 100% friendly. We've never had a phone call at a time when I was dissatisfied. He goes on to refer to my "constant bullying" (??) and complains that I am "only on email after 11PM". I'm not sure why being "only on email after 11PM" would be an issue, but in fact, anyone who knows me will tell you that I check my email obsessively all day long. And (my archives confirm this) I have never failed in a timely way to respond to an email from Bob. That courtesy has not been reciprocated.

I of course can't know any of this for sure, but from here it looks likely that the paranoia and delusions are somehow connected to the medical issues you once alluded to. (I could of course be way off base here.) While I do intend to press for a refund through the Better Business Bureau (and, if necessary, the

MARCH 2, 2019, 3: NEWMAN'S DELUSIONAL RESPONSE

Massachusetts attorney general), I do recognize what an awful time this must be for Bob and those who are close to him, including you.

I fear that writing back to Bob will only fuel his paranoia, but if you have any advice (or any requests) about how to help him feel better, I'm happy to have it.

From newmancomm@aol.com Sat Mar 2 16:01:45 2019  
From: <newmancomm@aol.com>  
To: steven@landsburg.com

This is what I mean by nasty. You don't know the facts. We did not go through the spam filter when the office sent out the initial note. I reviewed that. I only starting getting spam filter several weeks ago.

If you would engage in conversation and ask about that I could have told you. But instead it is like a Trump filled anger debate here rather than a conversation.

You clearly just want to debate, make your point, punch and punish. As I always say, the world is not a bad place because of one man at 1600 Pennsylvania Avenue. The world is bad place because of this type of engagement.

If you had had an issue with me, you didn't write and say, Bob call me. I would have instantly. Instead, I was out making pitches to print and online media for you.

Bob

From newman.coordinator@newmancom.com  
Subject: Re: bob  
To: steven@landsburg.com

Steven,

All in our firm take a weekend being the coordinator since we get requests all weekend from radio, print, TV and online media. So Elise's emails are forwarded to the coordinator.

To start off, I am completely healthy physically, mentally, emotionally, etc. When Elise emailed you I may have had a shoulder issue or a flu at most but haven't missed more than 3 days of work in years.

Secondly, this email suggests that you didn't like my answer and filed a BBB complaint. My answer was trying to be proactive to you at the midnight hour when I was up following my son's flight from Thailand to Nepal after the airline warned of issues due to Pakistan India conflict. I answered your

MARCH 2, 2019, 3: NEWMAN'S DELUSIONAL RESPONSE

email to be proactive and to say we would deal with it ASAP next week. But my midnight or so answer according to this email got you to file a BBB complaint. Steve you wonder why i am worried about your emotional state. That to me is paranoid. I answered you at that late hour. Didn't that show concern?

That is your explanation in my health and my answer. You stated that you did not want this to end with conflict. As long as a BBB complaint is active and you are not dealing with me in a collegial way to rectify this, I don't expect it's going to be positive.

If you are looking to resolve a matter this was not the way to do it. I tell people often that no matter how successful, powerful and esteemed one thinks he or she is, making judgements.

I know your history. You have been involved in conflicts often. But I make no judgements on them or you as a result of them. I would have been happy to review where I thought the campaign was at and work out a settlement if you were not satisfied. But instead, this firestorm came from you.

You can get back to me when you want to resolve this not with threats and not in any public forum. I am sure you will see that we are quite reasonable.

Bob Newman

Sent from my iPhone