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*Weekly News Update: 3/13/23*

Some great follow up opportunities this week. Original content by INFORMS in the form of press release and audio content has created a buzz among reporters, resulting in them reaching out for more information. This happened with the Dating News outlet opportunity on a recent audio content release focused on human trafficking done with Nickolas Freeman. Likewise, an opinion editorial from Sheldon Jacobson resulted in an interview with NBC Chicago on daylight savings time. Zachary Collier got a byline in a trade publication, Risk & Insurance, on supply chains and microelectronics.

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| **A black background with white text  Description automatically generated with low confidence**  [Why Supply Chain Trust is So Crucial to the Microelectronics Industry](https://riskandinsurance.com/why-supply-chain-trust-is-so-crucial-to-the-microelectronics-industry/)  March 8, 2023  Zachary Collier | **A picture containing text, clipart, tableware  Description automatically generated**  [Human Trafficking: Informs.org Contributors Share Warning Signs to Look Out For Online](https://www.datingnews.com/daters-pulse/what-to-know-about-human-trafficking-online/)  March 9, 2023  Nickolas Freeman |
| **A picture containing graphical user interface  Description automatically generated**  [Sleep Experts Share Tips As Daylight Saving Time Begins This Weekend](https://www.nbcchicago.com/news/local/sleep-experts-share-tips-daylight-saving-time-begins-this-weekend/3091728/)  March 10, 2023  Sheldon Jacobson |  |

*Members in the News*

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| **A picture containing text, clipart, tableware  Description automatically generated**  [From lab to market, bio-based products are gaining momentum](https://grist.org/solutions/from-lab-to-market-bio-based-products-are-gaining-momentum/)  March 4, 2023  Rob Handfield | **A picture containing text, clipart  Description automatically generated**  [Offer PreCheck for free to optimize TSA security](https://www.startribune.com/offer-precheck-for-free-to-optimize-tsa-security/600257471/?refresh=true)  March 9, 2023  Sheldon Jacobson |
| **A picture containing chart  Description automatically generated**  [Sheldon Jacobson: Offering Precheck for free to boost the number of vetted flyers would optimize TSA security](https://www.lowellsun.com/2023/03/09/sheldon-jacobson-offering-precheck-for-free-to-boost-the-number-of-vetted-flyers-would-optimize-tsa-security/)  March 9, 2023  Sheldon Jacobson | **Text  Description automatically generated**  [Offering Precheck for free to boost the number of vetted flyers would optimize TSA security](https://www.newsday.com/opinion/commentary/tsa-security-airport-checks-xna7n7eq)  March 9, 2023  Sheldon Jacobson |
| **Logo  Description automatically generated**  [You might not know if your blender will kill you](https://www.vox.com/money/2023/3/9/23620714/product-recalls-cpsc-peloton-fisher-price-danger-consumers)  March 9, 2023  George Ball | **A picture containing graphical user interface  Description automatically generated**  [We Should ‘Split the Difference' When it Comes to Time Changes, Professor Says](https://www.nbcchicago.com/news/local/we-should-split-the-difference-when-it-comes-to-time-changes-professor-says/3091908/)  March 10, 2023  Sheldon Jacobson |
| **Blue text on a white background  Description automatically generated with medium confidence**  [Jacobson: Free precheck would ultimately enhance TSA security](https://www.bostonherald.com/2023/03/12/jacobson-free-precheck-would-ultimately-enhance-tsa-security/)  March 12, 2023  Sheldon Jacobson |  |

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*Press Releases*

3/8: [Do Consumers Care about GMO Labeling When Making Buying Decisions?](https://www.informs.org/News-Room/INFORMS-Releases/News-Releases/Do-Consumers-Care-about-GMO-Labeling-When-Making-Buying-Decisions)

3/13: [New Audio Available for Media Use: College Transfer Portal Likely to Have an Impact on Bracketology This Year](https://www.informs.org/News-Room/INFORMS-Releases/Audio-Releases/New-Audio-Available-for-Media-Use-College-Transfer-Portal-Likely-to-Have-an-Impact-on-Bracketology-This-Year)