

2023

# MESSAGE IN THE MEDIA – THE YEAR 2022



STEPHANIE RODRIGUEZ

USOLMT

3/18/2023

**USOLMT**  
**MASAGE IN THE MEDIA**  
**THE YEAR 2022**

## **INTRODUCTION**

Media of all types including broadcasting, mainstream news, social media, blogging, podcasting, etc., has the power and influence to sway the opinions of the public when it comes to subjects such as healthcare, wellness, and medicine. In fact, in an article from the Canadian Medical Association published in March 2022 entitled [Protecting the Brain Against Bad News](#), the authors state “According to Graham Davey, professor of psychology at the University of Sussex, exposure to bad news can make personal worries seem worse and even cause “acute stress reactions and some symptoms of post-traumatic stress disorder that can be quite long-lasting”. Researchers in North Carolina who studied the effects of immigration news published a fact sheet in October 2022 entitled [Reimagining Immigration News](#) stating that negative news about immigration reinforces stereotypes. Their survey found that consumers who believe they know a lot about immigration area actually the most likely to believe in stereotypes. Apply these facts to massage therapy in the media, and one could see how negative news about massage can create cognitive links to massage and sex, massage and inappropriate touch, massage and human trafficking and massage and prostitution, causing the public to believe that massage therapy is more of a public nuisance or a shady practice than a healthcare profession.

The media can be an avenue used for good in our field - to educate the public about the positive effects of massage therapy, to discuss the awards and achievements of massage therapists, to highlight how massage establishments make a positive impact in their communities, and more – like humanitarian efforts by massage therapists, and everyday positive stories about how massage therapists help their clients.

Instead, what’s happening is that the media is highlighting and reporting the negative news about our profession, while there are very few positive reports about massage therapy in the news. While our clients are generally happy with their services most of the time, we need to consider the fact that massage therapy is a small profession in the United States - much smaller than most other healthcare professions, and the impact of even just a few negative stories from the press in any given state can be enough to cause the public to reject massage therapy and to cause potential students of massage to think twice about entering the profession.

## **DATA COLLECTION**

To create this report, USOLMT set up Google Alerts on the Google News App. An alert was set for each state in the format “Arizona Massage”. We also set alerts from “Massage Regulation” and specific alerts for popular massage franchises. Alerts were checked on a weekly basis and new story links were copied from each alert on the subjects we felt were most important to track.

Our goal was to have a sample of media data to gain a broad view of how exactly massage is being portrayed in the mainstream news. We included a few of the most interesting stories we found from industry publication Massage Magazine, but, left out nearly all stories in industry-related publications, as the point of this study was to obtain the public’s view of massage in the media.

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

Lastly, we included stories about business and regulation that were not necessarily massage-specific stories, but have the potential to impact the massage industry.

The data presented in this report is from 250 total news stories affecting public perception of the occupation of Massage Therapy across the nation. We categorized each story by its subject matter. In this report, you'll find an overall summary and more detailed information about the stories we collected in each category, as well as a spreadsheet containing the links to each story we collected, names and contact information for each reporter who wrote the stories we referenced, and a summary spreadsheet of all data collected.

**2022 SUMMARY OF NEWS STORIES BY CATEGORY**

The table below outlines each category of data we collected from news alerts in 2022 and the number of news stories in each category. This information is further broken out by state in later data tables. As you can see below, the top three categories of massage in the media are Massage Therapist Perpetrated Sex Crimes, Prostitution-Related Sex Crimes, and Client Perpetrated Sex Crimes Against Massage Therapists.

<b>CATEGORY</b>	<b>NUMBER OF NEWS STORIES</b>
Massage Therapist Perpetrated Sex Crimes	49
Prostitution-Related Sex Crimes	44
Client Sex Crimes against Massage Therapists	32
Law and Regulatory Stories	30
Positive or Educational Massage News	27
Human Trafficking / Massage "Parlors"	26
Disease / Pathology / Opioid Info & Guidelines	18
Positive Work Regulation (For Employees)	6
Massage School Fraud	4
Non-Sex Related Crimes by Massage Therapists	4
Deaths of Massage Therapists	3
Positive Massage School Stories	3
Non-Sexual Violence against Massage Therapists	3
Non-Sexual Client Harm	2
Massage Educator Sex Crimes	2
Unlicensed Massage Business Stories	2
Client Deaths	2
Negative Workplace Stories & Regulation	2

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

Still Massaging with a Sexual Assault Charge	1
Massage Therapy Union Stories	1
Sexual Harassment at Massage Business	1
Non-Sex Related Crimes by Massage Educators	0
Sex Work Decriminalization Proposals	0
Massage Business Labor Violations	0
Massage School Closures	0
Non-Sex Related Crimes at Massage Schools	0

Inside the profession, massage therapists are flooded with educational and positive stories from industry publications. These publications do not report instances of sex crimes happening within the industry or that end up tied to the industry, because the word “massage parlor” is being used in the media to describe sexually oriented businesses or houses of prostitution.

Instead, hot topics from inside the industry in 2022 included subject matter such as human trafficking, protecting yourself from sexual solicitation from clients and license portability through the interstate massage therapy compact. While these subjects were being explored in 2022, massage therapists in many states around the nation were subjected to an increase in licensing and renewal fees and more stringent regulation meant to control both the practice of massage therapy, and the establishment of massage practices.

In our industry you can find staunch supporters of increasing the number of entry-level educational hours a massage therapist should have and tighter regulation, and those who are in hard opposition to any increasing regulation and lowering the number of entry-level hours for massage therapists. Those in favor of the increase are most often academics and educators who have been in the field for many years and have seen horror stories like the stories involved in this report for many years, while those who are strongly opposed are most often massage therapy business owners who are experiencing a labor crisis, unable to hire enough staff to meet their goals of expansion and client demand.

USOLMT sought out to obtain a national view of what the public sees in the news surrounding massage therapy from an outsider’s perspective – those members of the public who have never experienced a massage, or those who are on the outside looking in, curious about our profession. Google alerts returned any story that contained the word “massage”, even if it wasn’t about the licensed practice of massage therapy – and in many cases, the stories in the mainstream news are not about licensed massage therapists. The public view from the outside could use some work, to say the least. What follows is an overview of the stories we examined in each category.

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

**POSITIVE AND EDUCATIONAL NEWS**

Most of the positive and educational news stories containing the word massage in our searches were about massage, spa, and wellness treatments that were new or trending in the market. We discovered two of these stories were related to the rise of artificial intelligence and massage robots working in tandem to provide massage therapy to consumers.

There were very few positive stories found in the news media about massage therapy otherwise. Several stories we chose to add to the positive news category were about how the massage equipment market is growing or new franchise locations opening.

Instead of sorting out the many stories about new treatments by state, we grouped these stories into a separate line, along with another line for the many stories about how businesses can improve their mental health benefits. Of these two subjects, there were 16 news stories total, added to the positive news story category. When broken out by state, we found positive news shared from only 8 out of 50 states.

**SEX CRIMES PERPETUATED BY MASSAGE PROVIDERS**

The articles involving sex crimes perpetrated by massage providers included stories about everything from inappropriate touch to the brutal rape of massage consumers. We caution anyone who has experienced these types of crimes at the hands of a massage provider when reading these stories in the attached links, as they may be triggering.

According to the data we collected in this sample, there were:

- 5 stories involving sex crimes perpetrated by massage providers in Texas
- 4 each in the states of Pennsylvania, Arizona and Michigan
- 3 each in Oklahoma, Virginia, and Washington
- 2 each in California, Connecticut, Kansas, Oregon, Rhode Island, and South Carolina
- 1 each in Arkansas, Colorado, Florida, Idaho, Iowa, Massachusetts, Missouri, New York, Utah, and Wisconsin
- *Total of 23 states with reported stories, 49 Stories of this nature in total*

This category contained the highest number of mainstream news articles, all referencing male providers, which may explain why many members of the public are apprehensive about being touched by a male massage therapist and engage in discriminatory practices, choosing female therapists over male therapists most of the time. The public and many massage business owners view this as preference, rather than discrimination or stereotyping, however, we see these choices as blatantly discriminatory, based on homophobic belief systems, previous experiences of sexual assault, and the fear instilled in the public from news stories like this.

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

Massage therapists widely believe that sexual predators within the industry make the whole profession look bad in the eyes of the public, even though there are hundreds of thousands of massage therapists who perform ethical, therapeutic massage and are highly concerned about increasing the public perception of massage therapy as a healthcare profession.

**PROSTITUTION UNDER THE GUISE OF MASSAGE THERAPY**

According to the data we collected, prostitution under the guise of massage therapy is reported more often in the media than instances of human trafficking, although many media reports seem to lump these two separate topics together. Many of the 44 stories we collected on this topic involve prostitution and suspected human trafficking in illegal brothels operating as massage parlors, as is the term most often used in these types of news stories.

In the state of New York, in 2022, we saw efforts reported by the news to decriminalize sexually oriented businesses who advertise massage and efforts to stop police raids of these types of businesses in the state.

Members of the public are rightfully apprehensive about patronizing businesses that may be houses of prostitution, while a small number of mostly males continually patron these types of establishments to buy sex and sexually related acts in the United States. The impact these businesses have had on our profession most recently is an uptick in the sexual solicitation of Licensed Massage Therapy Professionals across the country.

This may explain why many potential students do not enter the profession, due to its connections and ties with prostitution, based on public perception, the news stories surrounding this topic, and the archaic jokes and innuendo portrayed in movies, television, and comedy about massage therapy and prostitution. These are long-standing public viewpoints that we believe will never truly change unless far-reaching action is taken by individuals, associations, and regulators in the profession to change these public biases.

**CLIENT PERPETRATED SEX CRIME AGAINST MASSAGE THERAPISTS – 32 NEWS STORIES**

Stories in the news category of sex crimes perpetuated by massage consumers on massage therapists run the gamut from soliciting sex to genital exposure and masturbation on the massage table. In 2022, most of the stories we added to this category involved Cleveland Browns NFL Quarterback, Deshaun Watson, however, Watson wasn't the only high-profile person in the news last year in stories involving this topic. While the stories below don't necessarily involve licensed professionals specifically, each mention the word "massage" in connection with sexual acts and were therefore added to this category.

- Elon Musk paid out a \$250,000.00 settlement to a flight attendant after telling her that he would buy her a horse if she gave him an "erotic massage".

**USOLMT**  
**MASAGE IN THE MEDIA**  
**THE YEAR 2022**

- The Harvey Weinstein trial was in the news in 2022. While he was charged with 11 sex crimes, one of his accusers was a Massage Therapist who said that the humiliation of being sexually assaulted by Weinstein kept her silent for years.
- The details of the Ghislaine Maxwell trial were in the news last year, where her accusers went into detail about how she set up massage tables on the island of Little St. James and gave nude massages to underage girls. Maxwell was found guilty of child sex trafficking and other offenses in connection with Jeffrey Epstein and sentenced to 20 years in prison in June of 2022.
- One story in this category was about a man in Washington, D.C., who was convicted for the brutal rape and beating of a massage therapist.

High-profile cases involving the rich and famous in this category make the news, while many cases of client-involved harm against massage therapists don't. Either these stories are not reported by massage therapists to the news media or are largely ignored by the media who instead focuses on the sensationalized scandals of high-profile sex buyers and/or traffickers.

Media stories of this nature connect massage with the purchasing and selling of sex and human trafficking in the public mind, even though in cases such as Musk, the story doesn't concern a licensed massage professional. All it takes to plant the seed in the mind of the public reading stories like this is to use the word massage in connection with sexual acts, trafficking, and violence.

We found 32 news stories involving this topic. It bears repeating that most of these stories involved NFL player, Deshaun Watson, who remained highly supported by fans and the NFL, even after the accounts of 66 massage therapists came forward to discuss their uncomfortable interactions with the football player.

#### **MASSAGE THERAPIST DEATHS**

There were three stories regarding the deaths of workers in massage establishments in the media in 2022, however, none were as high-profile in the news this year as the deaths incurred in the shootings in Atlanta at massage establishments in 2021.

One of these stories was about a New Mexico massage employee who was killed in a violent shootout that started as a robbery turned homicide. Another was about a man and woman in Minnesota who were charged with the murder of a mobile massage provider after a massage went wrong in their home.

**USOLMT**  
**MASAGE IN THE MEDIA**  
**THE YEAR 2022**

The third story we placed in this category involved a parolee with a history of violent assault who was charged in the murder of a woman not connected to massage therapy. The man had served time for assaulting a massage worker 8 years earlier and nearly killed her after bashing her head into a brick wall multiple times. Although the third story did not involve the death of a massage therapist, it does detail a brutal beating and near-death experience of a massage worker.

While three out of a few hundred thousand massage therapists practicing in the United States dying from violent crime doesn't seem like a lot, we feel it is important that we raise awareness of these incidents and establish solid education, guidelines, and regulation that protects practicing massage therapists. One suggestion might be to change municipal laws that require massage therapists to leave their treatment room doors unlocked. Locked doors could serve as one positive step forward in protecting therapists.

Laws like this were established to ease inspections of massage establishments and to allow massage business owners and/or police to easily intervene if they suspect something illegal is happening inside the massage room, but they equally affect massage therapists in independent practice, who may be operating alone in their office, and who make up most licensed practitioners in the United States.

### **HUMAN TRAFFICKING**

Given how mainstream the subject of human trafficking has become in the United States over the last year with growing federal and state efforts to combat sex and labor trafficking, we expected to find many more stories on this subject than we found in our data for this study.

The subject of Human Trafficking has garnered the attention of the Federation of State Massage Therapy boards both in business selling sex that are operating under the guise of massage therapy and in massage therapy schools and institutions of higher learning. The subject is frequently discussed in massage therapy state board meetings, and the focus of many state boards of massage therapy is quickly becoming curbing human trafficking in the massage industry.

There has been an increase in requirements for massage therapists to take Human Trafficking courses and post literature in their massage rooms in some states, and strong efforts to promote awareness of the issue from inside the massage profession. That's why it was surprising to find only 26 news stories about human trafficking at so-called "massage parlors" in the media, out of a sample of 250 news stories, and less trafficking stories than prostitution-related stories in 2022.

Despite these findings in this study, 26 news articles in one year seems to be enough to deter many potential clients from ever entering a massage business, and to deter potential students from entering the industry. Stories like this may create public perception that the industry is both dangerous and overrun with sex trafficking, which isn't the case, as most massage businesses in the United States operate lawfully and legitimately.



**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

**PILOT PROGRAM IN MINNESOTA – HUMAN TRAFFICKING**

There was one news story reported from Minnesota about a pilot program that aims to fight human trafficking in what they called “illicit massage businesses”.

The pilot program involves inspections of massage businesses that include sanitation, licensing checks, and the use of forensic lighting and testing kits to identify blood and bodily fluids.

We highlight this Human Trafficking story in this report for two reasons. The first is that Minnesota remains an unlicensed state for the practice of massage therapy, and the second is that in many states across the country, state boards lack an appropriate number of inspectors to complete this type of work due to lack of board funding.

Some states have completely stopped inspecting massage businesses, relaying inspections needed on suspicion of illegal activities to local police departments. For local police departments, these types of inspections may not be considered high priority or take a long time to conduct – sometimes years - if investigations proceed into the connections of a particular business within trafficking rings.

**LAW AND REGULATORY STORIES**

There were plenty of law and regulation changes and updates in 2022 that made the news, and unsurprisingly, many of them were about Human Trafficking. In total, we found 30 stories related to changes in the law and regulation surrounding or affecting massage therapy in the states.

Through these stories we found out that massage therapists in Alaska pay the most money in fees to practice, that the Arizona Massage Board, which has been operating with only one staff member and one investigator for over 12,000 licensed massage therapists due to the state not releasing their funding, failed to investigate complaints according to the Auditor General’s report, and about new salary transparency laws coming into effect in several states, that will affect the way massage businesses advertise job openings. There were plenty of stories of new ordinances being passed in cities and increasing regulation and oversight being implemented across the United States.

We found out about a bill in New York that moved to decriminalize what they called massage parlors in the media and received information from the media regarding moves made in some states to reduce barriers of entry into the field by proposing regulatory changes which would allow interested parties to enter the massage profession with significantly less hours of entry-level education than the average massage therapist.

According to many of the stories in this category, regulation is tightening in the industry and the price of practice is rising as a result, and much of it is due to the focus on stopping human trafficking.

**USOLMT**  
**MASAGE IN THE MEDIA**  
**THE YEAR 2022**

**MASSAGE SCHOOL FRAUD**

We found four articles related to fraud and administrative crimes in massage schools. The most memorable of these stories last year had to do with embezzlement by one school administrator and the production of false massage school credentials.

While this is a small number of stories, the most recent focus on the FSMTB's efforts surrounding human trafficking and fraud in institutions of higher learning, we question whether the problem seems larger than it really is in the eyes of the public due to media reports, or if this subject simply is not gaining enough media attention.

**POSITIVE MASSAGE SCHOOL NEWS**

Out of all the news stories we tracked across the nation in 2022, we only found three news stories describing positive information about massage therapy schools.

We suspect this may be part of the issue we have with the lack of students entering the massage field and the labor shortage we've been experiencing for many years that started prior to 2019. Massage school owners and administrators should spin the mainstream media in a positive light for by increasing the number of positive news stories and press releases about their programs they send out to their local media channels.

If schools and educational support associations do not control the narrative, negative news stories will remain at the forefront in the media, skewing public perception of what massage therapy is and most headlines regarding massage therapy education will continue to involve school fraud, trafficking, and sex-related crimes by massage therapy educators.

**NON-SEXUAL VIOLENCE AGAINST MASSAGE THERAPISTS**

There were two stories out of Utah that detailed four massage therapists being held at gunpoint and one massage worker being brutally attacked during one of those incidents in 2022. These stories may be triggering to some people in our profession and raise fears surrounding the job of massage therapy.

With rising rates of gun violence around the nation over the last several years, media headlines involving mass shootings in all types of settings that Americans believed to be safe such as public schools, colleges, and grocery stores, even just a few stories involving gun violence and massage therapy can have a major impact on public perception causing many people to feel that this profession is not safe and to respond by rejecting the field altogether.

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

**NON-SEXUAL VIOLENCE AGAINST MASSAGE CONSUMERS**

There were two major news stories out of Florida in this category last year. One was about an unlicensed massage performed by an esthetician which hospitalized a client, and another was about a massage therapist who worked at a Florida Massage Envy charged with battery.

To reinforce what's already been said, even just a few stories like this in the news can easily overshadow any positive news stories about massage therapy, which again, are few in number in the mainstream media, skewing public perception, leading many to believe that receiving massage therapy is inherently dangerous and could be hazardous to their health.

**MASSAGE CLIENT DEATHS**

Although the one story we found in this category doesn't directly involve the death of a massage consumer at the hands of a massage therapist, it does imply that a murderer can obtain a massage license and teach massage therapy, putting clients in grave danger, which is why this category was chosen for this story.

The story states that a man was banned for life from practicing or teaching massage therapy in Texas last year. The man was released from prison on parole for murder in 2022. He had been previously sentenced to 25 years in prison, but, released on early parole in 2016. After his release, he obtained a license to practice massage therapy in the state of Texas in 2018, and in 2019 became licensed to teach massage therapy. Once allegations surfaced that he had sexual contact with clients during his sessions, TDLR banned him from the profession for life.

**SEX CRIMES PERPETUATED BY ENTRY-LEVEL MASSAGE EDUCATORS**

There were two massage therapy educators in the USA accused of sex crimes against their students in 2022. One story involved an educator from Tennessee charged with sexual battery, and another involving an educator from Utah who was accused of sexually grooming his massage students.

It makes sense that the public would be wary of entering the schools involved in these stories, and that the reputation of these schools would be tarnished for some time due to this type of negative press. Further, stories such as this when reported on a national scale could tarnish the reputation of massage schools in general, causing many members of the public to believe that massage therapy schools are dangerous places.

In conjunction with the number of stories in the media involving sexual predators in the massage field, these stories, when combined, have the potential to skew public perception even further, leading to beliefs that massage schools are unable to keep predators out of the field, both as massage therapists who serve the public, and as educators who serve students of massage therapy.

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

**UNLICENSED PRACTICE**

We only found one instance of an unlicensed practice in the United States being sent a cease-and-desist order out of the 250 stories we sampled.

We added the second story into the references in this category to raise awareness. This story is an international news article coming out of Dubai. Details of the article explain that the police urged the public in the city to avoid unlicensed massage centers, citing the threat of extortion. In Dubai, shady businesses use cards placed on windshields to advertise their services.

The article stated that these businesses are being used as a front for illegal and criminal activities and that they deceive victims through fake social media accounts. Once a victim arrives at the unlicensed center, they are often tied up and taken to an apartment where indecent photos of them are taken and used as blackmail. The Dubai police have been relentless, according to the article, to crack down on these unlicensed massage centers, arresting over 870 violators of the law and well over 500 businesses using windshield cards to advertise their services. Similar cards are used all over the United States in major cities in so called “red light districts” where strip clubs, sex clubs and adult entertainment businesses are located.

There are many unlicensed massage practices in the United States, and great debate about what is considered massage, and what modalities should be regulated versus remain unlicensed. The rise in Stretch businesses, Myotherapy, Reiki, Reflexology, and many other modalities in recent years has led many businesses to open in the USA that skirt the line of what may and may not be considered massage therapy. Knowing this information, we find it interesting that there are not more news stories reporting on the unlicensed practice of massage in the United States, educating consumers on what to look for to spot an unlicensed practice.

**PATHOLOGY & PAIN RELATED STORIES**

Eighteen disease and pain related stories came through in our alerts last year. These involved the most prominent diseases to surface during the year with the potential to affect the practice of massage therapy.

Reported pathologies included Covid-19 variants, the rise of Monkeypox and increasing cases of Polio discovered in New York. We also placed a story in this category that detailed the new Opioid Treatment Guidelines released by the CDC in 2022.

While it seems like most people in the states chose to ignore these stories, indicating their fatigue of news related to Covid-19 and the so-called “fear mongering” that comes along with exaggerated news headlines, a large portion of the mainstream media continued to attempt to educate and raise awareness of the risks of these pathologies that have the potential to show up in close-contact businesses such as massage therapy offices, clinics and spas.

**USOLMT**  
**MASAGE IN THE MEDIA**  
**THE YEAR 2022**

This portion of the media also reported heavily on the impact of these diseases on the medical system, including the impact on nurses, doctors, hospitals, and patient care and on the long-term disabling effects of long Covid. The public who consumes these news sources may be impacted by them to the point that they are very cautious about having any service that puts them in close contact with a stranger, whose whereabouts, activities, and disease status they do not know.

At the same time, stories that we did not include in this report had to do with a completely opposite public perspective that has arisen from a different side of the media. This side of the media reported stories that ran against the use of vaccinations to control these diseases, stories about reports of increased death and disablement occurring in the vaccinated population, and the Covid-19 pandemic being over, even though the US is still experiencing over 400 new deaths each day from the disease.

Generally, this side of the media reported very little news of concern about the spread of Monkeypox or Polio. Even on the opposite spectrum of the media, stories about the detection of these diseases in the US population fizzled out very quickly.

We included the report of the CDC's new opioid guidelines for medical practitioners as an accompaniment to the fact that, as reported by AMTA, the NOPAIN ACT was passed recently in congress, giving patients the option to access massage therapy as a first line of treatment for chronic and acute pain management, rather than the use of opioids. Many consumers in the chronic pain community spoke out against the NOPAIN act, while the AMTA supported the bill in efforts to increase the use of massage therapy in hospitals and clinics. The bill remains controversial in many chronic pain communities, as does the use of massage therapy for treatment, with many in these communities stating that massage increases their pain or simply does not work to treat their conditions.

**POSITIVE NEWS AFFECTING MASSAGE EMPLOYMENT**

We tracked six news stories in 2022 that were not specifically related to massage therapy, but have the potential to impact massage employees and massage therapy business owners on a large scale.

Most of these stories included new pay transparency laws across several states, like the law passed in Colorado, stating that all businesses must reveal their pay range in their job descriptions in all ads. We consider this positive news for potential massage employees.

Additionally, the federal government ended forced arbitration in instances of sexual assault in the workplace, which gives consumers the right to report instances of sexual assault in massage establishments to the police and the media without the company working to force them into private arbitration agreements. This has been a known practice for many years in some of the nation's largest massage franchises. This is positive news for massage therapy consumers.

**USOLMT**  
**MASAGE IN THE MEDIA**  
**THE YEAR 2022**

Non-Compete Agreements are on the chopping block, with proposals being made to ban these agreements at the federal level. This has the potential to impact massage businesses who widely utilize these agreements in efforts to deter staff from opening massage practices close by and taking clients with them. While this news may be negative to massage therapy business owners, we placed it in the positive news category, as it is a positive step for massage therapy employees.

We reported on the first Massage Therapy Union in a massage franchise that formed last year at an Elements Massage location in Colorado. The report can be found on the USOLMT Massage Podcast and on our YouTube channel. Our goal in reporting on the story was to raise awareness that organizing and unionizing in our field is not only possible, but, likely to increase over time. Massage therapists have been discussing unionization for many years and efforts have been made several times to make it happen with the goal of protecting massage therapists.

As we see franchise news stories like the verdict against Massage Heights discussed in the next section of this report, it could indicate that the “non-joint employer” protection clause that protects franchisors from being sued and from unionizing efforts under the franchisor are weakening.

#### **MASSAGE FRANCHISE NEWS**

We found news of many new massage franchises opening across the country in 2022. This is interesting, given the fact that there has been a massage therapist shortage for the last five years in most spas and massage clinics across the country.

Two of the newest franchises reported in the media last year were Squeeze and The Now. Both franchises seem to have their sights set on capturing the Millennial and Gen-Z market. One offers a mostly touchless and high-tech atmosphere, while the other incorporates the feel of a respite from the technology of the outside world.

Massage Heights made the news in 2022 in the worst way, with a headline that reads “Verdict Against Massage Heights Exposes Pervasive Sexual Assault Problem”, as the franchisor was held liable for the sexual assault of a customer and ordered to pay \$3.3 million dollars in damages. This was a rare verdict passed down by a judge, as franchisors are generally not held liable for incidents that occur in their franchisee’s locations.

Even though Massage Envy managed to strike a deal with AMTA and offer all their employees’ free membership, catapulting AMTA’s numbers to over 100 thousand members in 2022, it doesn’t change the fact that the news reported several negative stories about the franchise.

We found an employee filed a sexual harassment lawsuit against a location in Florida, another location was sued over a background check, a customer had to fight for a refund for massages paid for after her husband died, and there was a class-action lawsuit filed against the franchise, alleging that their website tracks visitors’ activities.

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

On the more positive side of Massage Envy's activities, we included a story about the franchise launching a national advertising campaign promoting massage therapy, and there were stories we did not include in this study about student scholarship awards given out by the company.

In the first quarter of 2022, it was reported that Hand & Stone signed 59 new franchise agreements in 2021, and that they enlisted a company called Go Happy to seek more feedback from their employees. While positive, an additional story we found in our study was about an 84-year-old man who was charged with indecent exposure after his massage session at one of their locations.

The franchise story that stood out most last year out of all the stories was what happened at Massage Luxe in Virginia. Several victims of sexual assault at their Williamsburg, Virginia location filed a \$100 million dollar lawsuit against the location's franchisee and the franchisor, claiming that the franchisor clearly knew what was happening and did nothing to prevent it from happening to other clients.

There are so many consumers who utilize the services at massage franchises, who believe that these locations are more safe than independent practices because they are uniform and commercialized, but, these stories prove that incidents are reported in the media about massage franchises just as often as they are at non-franchised massage businesses.

Massage franchisors have done a good job of protecting themselves from being sued over sexual assault incidents that happen at franchisee locations, claiming to have no responsibility, as they are not joint employers, however, based on the cases that were reported in 2022 involving Massage Heights and Massage Luxe, it bears repeating that protection may be waning for massage franchisors.

We were surprised by the number of massage franchise agreements being signed and new openings in 2022, as we were concurrently studying the labor market and it's relations to massage therapy in the United States, showing a dire shortage of massage therapists to fill positions and massage businesses operating short-handedly carried over from 2021.

## **CONCLUSION**

The purpose of this report was to obtain a national view of how massage is being reported in the media to ascertain how the media influences the public perception of massage therapy in the United States.

The dominant themes in 2022 about massage therapy were massage therapists perpetrated sex crimes against clients, prostitution under the guise of massage, and the Deshaun Watson scandal. Some of the findings in this study surprised us, as some topics being raised within the industry correspond with topics that are reported less in the media.

We conclude that many of these stories have the potential to sway public opinion and perception of massage therapy overall in a negative way, and could cause public generalizations to take place including beliefs that the industry is an unsafe place to work and to patronize.

**USOLMT**  
**MASAGE IN THE MEDIA**  
**THE YEAR 2022**

Some of the public may believe that only high-profile famous people solicit massage therapists for illegal acts, and that it doesn't happen often in the day-to-day business of massage, which is entirely false. It happens every day. Some of the public still believes that massage therapy is sex work in the United States, and it's understandable, considering the number of stories in the news about prostitution under the guise of massage.

In our massage groups and online communities, there is a lot of chatter about how we, as a collective, hate the way massage is portrayed in the news media, how it tarnishes our name and the good work that we do, and how legitimate massage therapists should not be paying the cost to support efforts to stop human trafficking. This mindset stems directly from the fact that the subject of trafficking has come to the forefront in our industry while at the same time the fees to practice have been raised in many states.

We collected the names, email addresses or contact forms, and many phone numbers of the journalists who wrote the stories we reference in our 2022 study.

We encourage all massage therapists to contact the journalists in their local area that write about topics related to massage to report positive news stories, like how you help clients, the benefits of massage therapy, industry or business awards and recognition you've received, how your practice impacts your community positively, events, and more. Celebrate the positive things that happen in your practice and invite the media to celebrate and inform the public with you.

We also recommend that you report incidents that happen in your practices that cause you harm to your local media. Take the opportunity to raise public awareness about how many texts message you receive asking for happy endings, or raise awareness of uncomfortable instances that have happened in your practice involving clients while making it clear that you do not perform those types of acts.

It is our responsibility as an industry to flood the media with a more positive reflection of what massage therapy is and to educate the public on what it is not. We must start reaching our news media in a positive way and building relationships with journalists if we ever want to change the public perception of Massage Therapy.



**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	POSITIVE EDUCATIONAL	MT PERPETRATED SEX CRIME	PROSITUTION SEX CRIME	CLIENT PERPETRATED SEX CRIME AGAINST MT	MASSAGE THERAPIST DEATH	HUMAN TRAFFICKING AT PARLORS	LAW & REGULATORY STORIES
Missouri	0	1	1	0	0	0	2
Montana	0	0	0	0	0	0	1
Nebraska	0	0	0	0	0	0	0
Nevada	0	0	2	1	0	2	0
New Hampshire	0	0	0	0	0	0	0
New Jersey	1	0	1	0	0	1	0
New Mexico	0	0	1	0	1	0	2
New York	1	1	6	0	0	0	3
North Carolina	0	0	0	0	0	0	0
North Dakota	0	0	2	0	0	0	2
Ohio	0	0	4	0	0	1	1
Oklahoma	0	3	1	0	0	1	0
Oregon	0	2	0	0	0	0	0
Pennsylvania	0	4	3	0	0	0	1
Rhode Island	0	2	0	0	0	0	0
South Carolina	0	2	1	0	0	0	0
South Dakota	0	0	0	0	0	0	0
Tennessee	0	0	0	0	0	0	0
Texas	0	5	1	0	0	4	2
Utah	0	1	0	0	0	1	2
Vermont	0	0	1	0	0	2	0
Virginia	1	3	0	1	2	3	0
Washington	0	3	0	0	0	0	0
Washington, D.C.	0	0	0	1	0	0	0
West Virginia	0	0	0	0	0	2	0

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	POSITIVE EDUCATIONAL	MT PERPETRATED SEX CRIME	PROSITUTION SEX CRIME	CLIENT PERPETRATED SEX CRIME AGAINST MT	MASSAGE THERAPIST DEATH	HUMAN TRAFFICKING AT PARLORS	LAW & REGULATORY STORIES
Wisconsin	0	1	0	0	0	1	0
Wyoming	0	0	0	0	0	0	2
Deshaun Watson - Client Perp. Sex Crimes	0	0	0	27	0	0	0
New Massage/Wellness Treatments	10	0	0	0	0	0	0
Pathology & Opioid Guidelines	0	0	0	0	0	0	0
Business - Mental Health & Benefits	6	0	0	0	0	0	0
International - Unlicensed Practice Extortion	0	0	0	0	0	0	0
International - MT Perpetrated Sex Crime	0	1	0	0	0	0	0
National - Trafficking	0	0	0	0	0	1	0
Federal Regulation	0	0	0	0	0	0	2
<b>TOTALS ACROSS USA</b>	<b>27</b>	<b>49</b>	<b>44</b>	<b>32</b>	<b>3</b>	<b>26</b>	<b>30</b>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	MESSAGE SCHOOL	POSITIVE MESSAGE SCHOOL	NON-SEX VIOLENCE AGAINST MT	NON-SEX CLIENT HARM	CLIENT DEATH	MESSAGE EDUCATOR SEX CRIME	NON SEX MT CRIME
	FRAUD	SCHOOL	MT	HARM		SEX CRIME	CRIME
Alabama	0	0	0	0	0	0	0
Alaska	0	0	0	0	0	0	0
Arizona	0	0	0	0	0	0	0
Arkansas	0	0	0	0	0	0	0
California	0	0	0	0	0	0	0
Colorado	0	0	0	0	1	0	0
Connecticut	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0
Florida	0	0	0	2	0	0	0
Georgia	0	0	0	0	0	0	0
Hawaii	0	0	0	0	0	0	0
Idaho	0	0	0	0	0	0	0
Illinois	0	0	0	0	0	0	0
Indiana	0	0	0	0	0	0	0
Iowa	0	0	0	0	0	0	0
Kansas	1	0	0	0	0	0	0
Kentucky	0	0	0	0	0	0	0
Louisiana	0	0	0	0	0	0	0
Maine	0	0	0	0	0	0	0
Maryland	0	0	0	0	0	0	0
Massachusetts	0	0	0	0	0	0	0
Michigan	0	0	0	0	0	0	0
Minnesota	0	0	1	0	0	0	0

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	MESSAGE SCHOOL	POSITIVE MESSAGE	NON-SEX VIOLENCE AGAINST MT	NON-SEX CLIENT HARM	CLIENT DEATH	MESSAGE EDUCATOR	NON SEX MT
	FRAUD	SCHOOL				SEX CRIME	CRIME
Mississippi	0	0	0	0	0	0	0
Missouri	0	0	0	0	0	0	0
Montana	0	0	0	0	0	0	0
Nebraska	0	0	0	0	0	0	0
Nevada	0	0	0	0	0	0	0
New Hampshire	0	0	0	0	0	0	0
New Jersey	1	0	0	0	0	0	0
New Mexico	0	1	0	0	0	0	0
New York	1	0	0	0	0	0	0
North Carolina	0	0	0	0	0	0	0
North Dakota	0	0	0	0	0	0	0
Ohio	0	1	0	0	0	0	0
Oklahoma	0	0	0	0	0	0	0
Oregon	0	0	0	0	0	0	0
Pennsylvania	0	0	0	0	0	0	0
Rhode Island	0	0	0	0	0	0	0
South Carolina	0	0	0	0	0	0	0
South Dakota	0	0	0	0	0	0	0
Tennessee	0	0	0	0	0	1	0
Texas	0	1	0	0	1	0	3
Utah	0	0	2	0	0	1	0
Vermont	0	0	0	0	0	0	0
Virginia	0	0	0	0	0	0	0
Washington	0	0	0	0	0	0	1
Washington, D.C.	0	0	0	0	0	0	0

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	MASSAGE	POSITIVE	NON-SEX	NON-	CLIENT	MASSAGE	NON
	SCHOOL	MASSAGE	VIOLENCE	SEX	DEATH	EDUCATOR	SEX
	FRAUD	SCHOOL	AGAINST	CLIENT		SEX CRIME	MT
			MT	HARM			CRIME
West Virginia	0	0	0	0	0	0	0
Wisconsin	0	0	0	0	0	0	0
Wyoming	1	0	0	0	0	0	0
Deshaun Watson - Client Perp. Sex Crimes	0	0	0	0	0	0	0
New Massage/Wellness Treatments	0	0	0	0	0	0	0
Pathology & Opioid Guidelines	0	0	0	0	0	0	0
Business - Mental Health & Benefits	0	0	0	0	0	0	0
International - Unlicensed Practice Extortion	0	0	0	0	0	0	0
International - MT Perpetrated Sex Crime	0	0	0	0	0	0	0
National - Trafficking	0	0	0	0	0	0	0
Federal Regulations	0	0	0	0	0	0	0
<b>TOTALS ACROSS USA</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>4</b>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	UNLICENSED BUSINESS STORIES	DISEASE RELATED STORIES	NEG WORK REGULATION	POS WORK REGULATION	MICRO UNION MSG BIZ	TOTAL STORIES STATES
Alabama	1	0	0	0	0	2
Alaska	0	0	0	0	0	1
Arizona	0	0	1	0	0	11
Arkansas	0	0	0	0	0	4
California	0	0	0	2	0	9
Colorado	0	0	0	1	1	9
Connecticut	0	0	0	0	0	4
Delaware	0	0	0	0	0	0
Florida	0	0	1	0	0	8
Georgia	0	0	0	0	0	0
Hawaii	0	0	0	0	0	0
Idaho	0	0	0	0	0	0
Illinois	0	0	0	0	0	3
Indiana	0	0	0	0	0	2
Iowa	0	0	0	0	0	1
Kansas	0	0	0	0	0	3
Kentucky	0	0	0	0	0	1
Louisiana	0	0	0	0	0	5
Maine	0	0	0	0	0	0
Maryland	0	0	0	0	0	5
Massachusetts	0	0	0	0	0	3
Michigan	0	0	0	0	0	6
Minnesota	0	0	0	0	0	2
Mississippi	0	0	0	0	0	0

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	UNLICENSED BUSINESS STORIES	DISEASE RELATED STORIES	NEG WORK REGULATION	POS WORK REGULATION	MICRO UNION MSG BIZ	TOTAL STORIES STATES
Missouri	0	0	0	0	0	4
Montana	0	0	0	0	0	1
Nebraska	0	0	0	0	0	0
Nevada	0	0	0	0	0	5
New Hampshire	0	0	0	0	0	0
New Jersey	0	0	0	0	0	4
New Mexico	0	0	0	0	0	5
New York	0	0	0	1	0	13
North Carolina	0	0	0	0	0	0
North Dakota	0	0	0	0	0	4
Ohio	0	0	0	0	0	7
Oklahoma	0	0	0	0	0	5
Oregon	0	0	0	0	0	2
Pennsylvania	0	0	0	0	0	8
Rhode Island	0	0	0	1	0	3
South Carolina	0	0	0	0	0	3
South Dakota	0	0	0	0	0	0
Tennessee	0	0	0	0	0	1
Texas	0	0	0	0	0	17
Utah	0	0	0	0	0	7
Vermont	0	0	0	0	0	3
Virginia	0	0	0	0	0	10
Washington	0	0	0	1	0	5
Washington, D.C.	0	0	0	0	0	1
West Virginia	0	0	0	0	0	2

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	UNLICENSED BUSINESS STORIES	DISEASE RELATED STORIES	NEG WORK REGULATION	POS WORK REGULATION	MICRO UNION MSG BIZ	TOTAL STORIES STATES
Wisconsin	0	0	0	0	0	2
Wyoming	0	0	0	0	0	3
Deshaun Watson - Client Perp. Sex Crimes	0	0	0	0	0	27
New Massage/Wellness Treatments	0	0	0	0	0	10
Pathology & Opioid Guidelines	0	18	0	0	0	18
Business - Mental Health & Benefits	0	0	0	0	0	6
International - Unlicensed Practice Extortion	1	0	0	0	0	1
International - MT Perpetrated Sex Crime	0	0	0	0	0	1
National - Trafficking	0	0	0	0	0	1
Federal Regulation	0	0	0	0	0	2
<b>TOTALS ACROSS USA</b>	<b>2</b>	<b>18</b>	<b>2</b>	<b>6</b>	<b>1</b>	<b>260</b>



**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	CATEGORY	DATE	NEWS STORY
Texas	Client Death	8/19/2022	<a href="https://abc13.com/jimmy-simerskey-martie-oscoffie-murder-texas-massage-therapy-license-banned-masseuse/12144597/">https://abc13.com/jimmy-simerskey-martie-oscoffie-murder-texas-massage-therapy-license-banned-masseuse/12144597/</a>
AMTA	D. Watson	8/19/2022	<a href="https://www.prnewswire.com/news-releases/amta-dissatisfied-with-weak-response-from-nfl-301609314.html">https://www.prnewswire.com/news-releases/amta-dissatisfied-with-weak-response-from-nfl-301609314.html</a>
ESPN	D. Watson	6/7/2022	<a href="https://www.espn.com/nfl/story/_/id/34054310/cleveland-browns-qb-deshaun-watson-saw-least-66-massage-therapists-17-month-period-report-says">https://www.espn.com/nfl/story/_/id/34054310/cleveland-browns-qb-deshaun-watson-saw-least-66-massage-therapists-17-month-period-report-says</a>
Forbes	D. Watson	8/18/2022	<a href="https://www.forbes.com/sites/nicholasreimann/2022/08/18/deshaun-watson-now-suspended-11-games-and-handed-largest-player-fine-in-nfl-history/">https://www.forbes.com/sites/nicholasreimann/2022/08/18/deshaun-watson-now-suspended-11-games-and-handed-largest-player-fine-in-nfl-history/</a>
Fox News	D. Watson	6/7/2022	<a href="https://www.foxnews.com/sports/deshaun-watson-reacts-report-texans-alleged-role">https://www.foxnews.com/sports/deshaun-watson-reacts-report-texans-alleged-role</a>
Massage Magazine	D. Watson	8/8/2022	<a href="https://www.massagemag.com/the-nfls-deshaun-watson-problem-a-call-to-action-for-massage-therapists-guest-editorial-135991/">https://www.massagemag.com/the-nfls-deshaun-watson-problem-a-call-to-action-for-massage-therapists-guest-editorial-135991/</a>
Ohio	D. Watson	6/26/2022	<a href="https://www.si.com/nfl/browns/browns-maven-features/suspending-watson-full-year-causes-browns-positives">https://www.si.com/nfl/browns/browns-maven-features/suspending-watson-full-year-causes-browns-positives</a>
Ohio	D. Watson	6/27/2022	<a href="https://www.nfl.com/news/texans-sued-for-allegedly-enabling-former-qb-deshaun-watson-s-behavior-during-ma">https://www.nfl.com/news/texans-sued-for-allegedly-enabling-former-qb-deshaun-watson-s-behavior-during-ma</a>
Ohio	D. Watson	8/12/2022	<a href="https://fox8.com/news/massage-therapist-says-watsons-apology-fell-short-urges-others-to-boycott-browns/">https://fox8.com/news/massage-therapist-says-watsons-apology-fell-short-urges-others-to-boycott-browns/</a>
Ohio	D. Watson	8/5/2022	<a href="https://www.audacy.com/937thefan/sports/cleveland-is-hosting-a-massage-convention">https://www.audacy.com/937thefan/sports/cleveland-is-hosting-a-massage-convention</a>
Ohio	D. Watson	8/19/2022	<a href="https://www.cleveland.com/opinion/2022/08/cleveland-can-transform-outrage-over-deshaun-watson-into-an-opportunity-to-fix-perceptions-about-massage-therapy-diane-mastnardo.html">https://www.cleveland.com/opinion/2022/08/cleveland-can-transform-outrage-over-deshaun-watson-into-an-opportunity-to-fix-perceptions-about-massage-therapy-diane-mastnardo.html</a>
Ohio	D. Watson	8/4/2022	<a href="https://www.clevescene.com/news/cleveland-new-home-of-deshuan-watson-is-hosting-the-national-massage-therapists-convention-this-month-39442444">https://www.clevescene.com/news/cleveland-new-home-of-deshuan-watson-is-hosting-the-national-massage-therapists-convention-this-month-39442444</a>
Ohio	D. Watson	8/12/2022	<a href="https://www.nfl.com/news/browns-qb-deshaun-watson-publicly-apologizes-for-first-time">https://www.nfl.com/news/browns-qb-deshaun-watson-publicly-apologizes-for-first-time</a>
Ohio	D. Watson	11/16/2022	<a href="https://www.outkick.com/deshaun-watson-buys-cleveland-house-with-plenty-of-rooms-for-massages/">https://www.outkick.com/deshaun-watson-buys-cleveland-house-with-plenty-of-rooms-for-massages/</a>
Ohio	D. Watson	12/22/2022	<a href="https://thesportsrush.com/nfl-news-never-give-him-a-massage-fans-warn-deshaun-watsons-girlfriend-jilly-anais-to-stay-away-from-the-controversial-qb/">https://thesportsrush.com/nfl-news-never-give-him-a-massage-fans-warn-deshaun-watsons-girlfriend-jilly-anais-to-stay-away-from-the-controversial-qb/</a>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	CATEGORY	DATE	NEWS STORY
Ohio	D. Watson	11/29/2022	<a href="https://www.t TMZ.com/2022/11/29/deshaun-watsons-accusers-attending-browns-game-houston-texans-tony-buzbee/?adid=social-fbs">https://www.t TMZ.com/2022/11/29/deshaun-watsons-accusers-attending-browns-game-houston-texans-tony-buzbee/?adid=social-fbs</a>
South Carolina	D. Watson	5/24/2022	<a href="https://www.abccolumbia.com/2022/05/24/watson-accuser-felt-scared-and-threatened-by-deshaun-watson/#:~:text=Associated%20Press,made%20following%20a%20therapy%20session">https://www.abccolumbia.com/2022/05/24/watson-accuser-felt-scared-and-threatened-by-deshaun-watson/#:~:text=Associated%20Press,made%20following%20a%20therapy%20session</a>
Texas	D. Watson	6/1/2022	<a href="https://www.news4jax.com/sports/2022/06/06/browns-watson-named-in-24th-lawsuit-by-massage-therapists/">https://www.news4jax.com/sports/2022/06/06/browns-watson-named-in-24th-lawsuit-by-massage-therapists/</a>
Texas	D. Watson	6/27/2022	<a href="https://www.abc13.com/news/sports/deshaun-watson-lawsuit-against-houston-texans-alleges-team-enabled-former-quarterback-s-behavior-abc13-houston/">Deshaun Watson: Lawsuit filed against Houston Texans alleges team 'enabled' former quarterback's behavior - ABC13 Houston</a>
Texas	D. Watson	8/19/2022	<a href="https://www.houstonchronicle.com/texas-sports-nation/texans/article/Deshaun-Watson-civil-lawsuit-not-settled-massage-17384818.php">https://www.houstonchronicle.com/texas-sports-nation/texans/article/Deshaun-Watson-civil-lawsuit-not-settled-massage-17384818.php</a>
Texas	D. Watson	8/18/2022	<a href="https://www.houstonchronicle.com/texas-sports-nation/texans/article/Deshaun-Watson-NFL-reach-settlement-first-game-17382001.php">https://www.houstonchronicle.com/texas-sports-nation/texans/article/Deshaun-Watson-NFL-reach-settlement-first-game-17382001.php</a>
Texas	D. Watson	8/26/2022	<a href="https://nowthisnews.com/news/deshaun-watson-nfl-suspension-massage-therapists">https://nowthisnews.com/news/deshaun-watson-nfl-suspension-massage-therapists</a>
Texas	D. Watson	11/14/2022	<a href="https://spectrumlocalnews.com/tx/south-texas-el-paso/news/2022/11/14/watson-cleared-to-practice-as-suspension-nears-end">https://spectrumlocalnews.com/tx/south-texas-el-paso/news/2022/11/14/watson-cleared-to-practice-as-suspension-nears-end</a>
Texas	D. Watson	3/8/2022	<a href="https://www.sports-talk.com/news/hardin-watson-to-take-fifth-amendment-in-first-civil-lawsuit-deposition">Hardin: Watson to take Fifth Amendment in first civil lawsuit deposition   SportsTalk 790 (iheart.com)</a>
Texas	D. Watson	3/24/2022	<a href="https://www.sports-illustrated.com/story/news/investigations/2022/08/20/deshaun-watson-case-dangerous-demand-sex-massage-therapists/7854684001/">Texas Grand Jury to Hear Evidence on Case Against Deshaun Watson, Cleveland Browns Aware - Sports Illustrated Cleveland Browns News, Analysis and More</a>
USA Today	D. Watson	8/20/2022	<a href="https://www.usatoday.com/story/news/investigations/2022/08/20/deshaun-watson-case-dangerous-demand-sex-massage-therapists/7854684001/">https://www.usatoday.com/story/news/investigations/2022/08/20/deshaun-watson-case-dangerous-demand-sex-massage-therapists/7854684001/</a>
Washington D.C.	D. Watson	9/20/2022	<a href="https://www.washingtonpost.com/magazine/2022/09/20/mike-florio-football-nfl/">https://www.washingtonpost.com/magazine/2022/09/20/mike-florio-football-nfl/</a>
Wyoming	D. Watson	10/13/2022	<a href="https://www.wyomingnewsnow.tv/2022/10/14/deshaun-watson-facing-new-lawsuit-claiming-sexual-misconduct/">https://www.wyomingnewsnow.tv/2022/10/14/deshaun-watson-facing-new-lawsuit-claiming-sexual-misconduct/</a>
New Jersey	Ed Fraud	7/11/2022	<a href="https://www.justice.gov/usao-nj/pr/hunterdon-county-man-sentenced-33-months-prison-producing-phony-massage-therapy-training">https://www.justice.gov/usao-nj/pr/hunterdon-county-man-sentenced-33-months-prison-producing-phony-massage-therapy-training</a>
New York	Ed Fraud	3/4/2022	<a href="https://www.westfaironline.com/news/mount-kisco-massage-school-owner-accused-of-mishandling-assets">Mount Kisco massage school owner accused of mishandling assets (westfaironline.com)</a>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

New Mexico	Ed Positive	6/2/2022	<a href="https://www.pr.com/press-release/862672">https://www.pr.com/press-release/862672</a>
Ohio	Ed Positive	10/17/2022	<a href="https://www.prweb.com/releases/2022/9/prweb18904152.htm">https://www.prweb.com/releases/2022/9/prweb18904152.htm</a>
Texas	Ed Positive	10/11/2022	<a href="https://www.news-journal.com/news/business/local/spa-industry-training-on-the-rise-in-east-texas/article_fcf5a540-3f76-11ed-99a6-9f29e7baf28f.html">https://www.news-journal.com/news/business/local/spa-industry-training-on-the-rise-in-east-texas/article_fcf5a540-3f76-11ed-99a6-9f29e7baf28f.html</a>
Tennessee	Ed SA	4/18/2022	<a href="https://www.wbir.com/article/news/crime/roane-state-massage-therapy-professor-charged-with-sexual-battery/51-762f76e1-0a72-43c5-bd0d-ace839d963a8">https://www.wbir.com/article/news/crime/roane-state-massage-therapy-professor-charged-with-sexual-battery/51-762f76e1-0a72-43c5-bd0d-ace839d963a8</a>
Utah	Ed SA	8/30/2022	<a href="https://www.ksl.com/article/50466628/utah-massage-school-instructor-charged-with-grooming-abusing-students">https://www.ksl.com/article/50466628/utah-massage-school-instructor-charged-with-grooming-abusing-students</a>
Hawaii	Federal Gov	2/8/2022	<a href="https://www.hawaiinewsnow.com/congress-moves-to-end-forced-arbitration-for-sex-misconduct">Congress moves to end forced arbitration for sex misconduct (hawaiinewsnow.com)</a>
Washington D.C.	Federal Gvmt	4/25/2022	<a href="https://www.eff.org/deeplinks/2022/04/plaintiffs-press-appeals-court-rule-fosta-violates-first-amendment">https://www.eff.org/deeplinks/2022/04/plaintiffs-press-appeals-court-rule-fosta-violates-first-amendment</a>
Franchise	Hand & Stone	1/27/2022	<a href="https://www.yahoo.com/news/hand-stone-doubles-year-over-year-franchise-deals-with-59-development-agreements-signed-in-2021-11272022.html">HAND &amp; STONE DOUBLES YEAR-OVER-YEAR FRANCHISE DEALS WITH 59 DEVELOPMENT AGREEMENTS SIGNED IN 2021 (yahoo.com)</a>
Virginia / Franchise	Hand & Stone	5/23/2022	<a href="https://www.wric.com/news/northern-virginia/84-year-old-man-charged-with-indecent-exposure-assault-after-hand-and-stone-massage-session/">https://www.wric.com/news/northern-virginia/84-year-old-man-charged-with-indecent-exposure-assault-after-hand-and-stone-massage-session/</a>
Franchise	Hand & Stone	3/9/2022	<a href="https://www.yahoo.com/news/hand-stone-enlists-gohappy-to-capture-measure-frontline-employee-feedback-03092022.html">Hand &amp; Stone Enlists goHappy to Capture, Measure Frontline Employee Feedback (yahoo.com)</a>
Business	Labor Shortage	2/19/2022	<a href="https://www.businessinsider.com/sf-no-tip-profit-sharing-restaurant-wasnt-hit-by-labor-shortage-2022-2">SF No-Tip, Profit-Sharing Restaurant 'Wasn't Hit by Labor Shortage' (businessinsider.com)</a>
Alabama	Legislation	1/15/2022	<a href="https://www.bama-politics.com/hb453-alabama-2022-session/">HB453 - Alabama 2022 Session   Bama Politics</a>
Alaska	Legislation	12/13/2022	<a href="https://www.thecentersquare.com/alaska/study-alaskans-pay-more-for-professional-licenses/article_e1818ff8-7aff-11ed-9020-139fb315b3f0.html">https://www.thecentersquare.com/alaska/study-alaskans-pay-more-for-professional-licenses/article_e1818ff8-7aff-11ed-9020-139fb315b3f0.html</a>
Arizona	Legislation	8/11/2022	<a href="https://www.azcentral.com/story/news/local/arizona/2022/08/11/audit-arizona-massage-board-failed-investigate-complaints/10293709002/">https://www.azcentral.com/story/news/local/arizona/2022/08/11/audit-arizona-massage-board-failed-investigate-complaints/10293709002/</a>
Arizona	Legislation	2/21/2022	<a href="https://www.azcentral.com/story/news/local/arizona/2022/02/21/massage-therapy-bill-passes-arizona-house-moves-to-senate/10293709002/">Massage therapy bill passes Arizona House, moves to Senate (azcentral.com)</a>
New York	Legislation	12/28/2022	<a href="https://www.littler.com/publication-press/publication/new-york-becomes-latest-state-require-salary-transparency-job-postings">https://www.littler.com/publication-press/publication/new-york-becomes-latest-state-require-salary-transparency-job-postings</a>
STATE	CATEGORY	DATE	<a href="#">NEWS STORY</a>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

California	Legislation	1/29/2022	<a href="https://www.cnbc.com/2022/12/29/new-salary-transparency-laws-going-into-effect-in-2023.html">https://www.cnbc.com/2022/12/29/new-salary-transparency-laws-going-into-effect-in-2023.html</a>
California	Legislation	12/26/2022	<a href="https://www.sandiegouniontribune.com/communities/south-county/story/2022-12-26/new-rule-coming-to-massage-parlors-in-chula-vista">https://www.sandiegouniontribune.com/communities/south-county/story/2022-12-26/new-rule-coming-to-massage-parlors-in-chula-vista</a>
Colorado	Legislation	7/1/2022	<a href="https://www.thedenverchannel.com/news/local-news/denver-massage-therapy-businesses-must-have-new-license-to-operate">https://www.thedenverchannel.com/news/local-news/denver-massage-therapy-businesses-must-have-new-license-to-operate</a>
Colorado	Legislation	2/16/2022	<a href="#">Springs lawmaker introduces bill to fix massage therapy license loophole uncovered by 13 Investigates   KRDO</a>
Florida	Legislation	2/17/2022	<a href="#">Groping someone could result in 'indecent battery' charge under Florida proposal (tampabay.com)</a>
Florida	Legislation	2/17/2022	<a href="#">Groping someone could result in 'indecent battery' charge under Florida proposal (tampabay.com)</a>
Louisiana	Legislation	7/26/2022	<a href="https://www.theadvocate.com/baton_rouge/news/article_6993908e-0d15-11ed-a08f-1f5d4af734e1.html">https://www.theadvocate.com/baton_rouge/news/article_6993908e-0d15-11ed-a08f-1f5d4af734e1.html</a>
Missouri	Legislation	8/17/2022	<a href="https://communityimpact.com/houston/sugar-land-missouri-city/government/2022/08/17/missouri-city-city-council-approves-new-regulations-for-massage-establishments/">https://communityimpact.com/houston/sugar-land-missouri-city/government/2022/08/17/missouri-city-city-council-approves-new-regulations-for-massage-establishments/</a>
Missouri	Legislation	8/18/2022	<a href="https://www.houstonpublicmedia.org/articles/news/local/2022/08/18/431134/missouri-city-officials-pass-massage-parlor-ordinance/">https://www.houstonpublicmedia.org/articles/news/local/2022/08/18/431134/missouri-city-officials-pass-massage-parlor-ordinance/</a>
Montana	Legislation	10/25/2022	<a href="https://pacificlegal.org/montana-treats-massage-therapists-like-sex-workers/">https://pacificlegal.org/montana-treats-massage-therapists-like-sex-workers/</a>
New Mexico	Legislation	2/12/2022	<a href="#">Governor-Backed Legislation To Reduce Licensing Barriers Heads To New Mexico Senate (ladailypost.com)</a>
New Mexico	Legislation	3/4/2022	<a href="#">4 Investigates: A 'missed opportunity' to make massage businesses more safe - KOB.com</a>
New York	Legislation	12/5/2022	<a href="https://www.postbulletin.com/news/local/rochester-council-reviews-proposal-for-added-massage-therapy-oversight">https://www.postbulletin.com/news/local/rochester-council-reviews-proposal-for-added-massage-therapy-oversight</a>
New York	Legislation	3/1/2022	<a href="#">Advocates Call for State Legislature to Pass González-Rojas' Bill to Decriminalize Unlicensed Massage Parlors - Astoria Post</a>
New York	Legislation	3/8/2022	<a href="#">N.Y. Bill Could Stop Massage Parlor Raids (nextcity.org)</a>
North Dakota	Legislation	8/19/2022	<a href="https://www.valleynewslive.com/2022/08/19/fargo-require-additional-licenses-massage-therapists-next-month/">https://www.valleynewslive.com/2022/08/19/fargo-require-additional-licenses-massage-therapists-next-month/</a>



**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	CATEGORY	DATE	NEWS STORY
Business	Mental Health	8/1/2022	<a href="https://www.hrmorning.com/articles/younger-employees-wellness/">https://www.hrmorning.com/articles/younger-employees-wellness/</a>
Kansas	Mental Health	7/20/2022	<a href="https://www.va.gov/eastern-kansas-health-care/work-with-us/volunteer-or-donate/whole-health/employee-whole-health/">https://www.va.gov/eastern-kansas-health-care/work-with-us/volunteer-or-donate/whole-health/employee-whole-health/</a>
Business	Mental Health	7/5/2022	<a href="https://skift.com/2022/07/05/hotel-spas-expand-into-mental-wellness-beyond-the-staple-of-massage/">https://skift.com/2022/07/05/hotel-spas-expand-into-mental-wellness-beyond-the-staple-of-massage/</a>
Business	Mental Health	7/28/2022	<a href="https://www.forbes.com/sites/jenniferpalumbo/2022/07/28/actionable-ways-business-leaders-can-prioritize-mental-wellness-and-inclusion/">https://www.forbes.com/sites/jenniferpalumbo/2022/07/28/actionable-ways-business-leaders-can-prioritize-mental-wellness-and-inclusion/</a>
Business	Mental Health	3/9/2022	<a href="https://www.beckershospitalreview.com/why-healthcare-organizations-must-focus-on-caregivers-mental-health-tips-from-2-top-systems/">Why healthcare organizations must focus on caregivers' mental health: tips from 2 top systems (beckershospitalreview.com)</a>
Business	Mental Health	8/8/2022	<a href="https://www.entrepreneur.com/article/432589">https://www.entrepreneur.com/article/432589</a>
Colorado	MT Death	11/18/2022	<a href="https://gazette.com/premium/parolee-with-history-of-violent-assault-now-charged-with-murder-of-colorado-springs-woman/article_d1f154d6-66cf-11ed-bb19-bf5b7c0c0752.html">https://gazette.com/premium/parolee-with-history-of-violent-assault-now-charged-with-murder-of-colorado-springs-woman/article_d1f154d6-66cf-11ed-bb19-bf5b7c0c0752.html</a>
New Mexico	MT Death	1/26/2022	<a href="https://www.koat.com/article/wonderful-massage-shooting-murder-abq-nm/38890214">https://www.koat.com/article/wonderful-massage-shooting-murder-abq-nm/38890214</a>
Minnesota	MT Death	9/28/2022	<a href="https://lawandcrime.com/crime/minnesota-man-and-woman-charged-with-murder-over-alleged-massage-gone-awry/">https://lawandcrime.com/crime/minnesota-man-and-woman-charged-with-murder-over-alleged-massage-gone-awry/</a>
Business	New Treatments	12/8/2022	<a href="https://business-review.eu/business/how-to-make-your-spa-business-much-better-234284">https://business-review.eu/business/how-to-make-your-spa-business-much-better-234284</a>
Business	New Treatments	11/1/2022	<a href="https://www.businesswire.com/news/home/20221116005921/en/Aescape-Announces-30M-Series-A-to-Transform-the-Massage-Therapy-Experience">https://www.businesswire.com/news/home/20221116005921/en/Aescape-Announces-30M-Series-A-to-Transform-the-Massage-Therapy-Experience</a>
Business	New Treatments	11/16/2022	<a href="https://www.sportstechie.com/aescape-30-million-series-a-automated-massage-therapy">https://www.sportstechie.com/aescape-30-million-series-a-automated-massage-therapy</a>
Business	New Treatments	1/6/2022	<a href="https://www.techradar.com/news/robotics/massage-robotics-wants-you-to-come-and-be-touched-by-a-robot-if-that-s-your-thing">Massage Robotics wants you to come and be touched by a robot - if that's your thing   TechRadar</a>
Forbes	New Treatments	7/28/2022	<a href="https://www.forbes.com/sites/annahaines/2022/07/28/the-rise-of-biohacking-spa-treatments/">https://www.forbes.com/sites/annahaines/2022/07/28/the-rise-of-biohacking-spa-treatments/</a>
Iowa	New Treatments	8/7/2022	<a href="https://www.kcci.com/article/spas-around-the-world-are-seeing-an-increase-in-non-traditional-treatments/40783146">https://www.kcci.com/article/spas-around-the-world-are-seeing-an-increase-in-non-traditional-treatments/40783146</a>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	CATEGORY	DATE	<a href="#">NEWS STORY</a>
New Hampshire	New Treatments	7/8/2022	<a href="https://www.wbur.org/news/2022/07/08/massage-therapy-inclusivity-trans-body-positivity">https://www.wbur.org/news/2022/07/08/massage-therapy-inclusivity-trans-body-positivity</a>
New York	New Treatments	8/20/2022	<a href="https://www.allure.com/story/what-is-a-head-spa">https://www.allure.com/story/what-is-a-head-spa</a>
Texas	New Treatments	8/19/2022	<a href="https://www.popsugar.com/beauty/brazilian-lymphatic-massage-editor-experiment-48922492">https://www.popsugar.com/beauty/brazilian-lymphatic-massage-editor-experiment-48922492</a>
United Kingdom	New Treatments	8/17/2022	<a href="https://www.medicalnewstoday.com/articles/sound-and-electrical-body-stimulation-have-potential-to-treat-chronic-pain">https://www.medicalnewstoday.com/articles/sound-and-electrical-body-stimulation-have-potential-to-treat-chronic-pain</a>
New York	Pathology	2/1/2022	<a href="#">Summary of the 2022 Clinical Practice Guideline for Prescribing Opioids for Pain   Opioids   CDC</a>
Business	Pathology	8/2/2022	<a href="https://www.shrm.org/hr-today/news/hr-news/pages/monkeypox-whos-at-risk-at-work.aspx">https://www.shrm.org/hr-today/news/hr-news/pages/monkeypox-whos-at-risk-at-work.aspx</a>
California	Pathology	6/8/2022	<a href="https://www.ebar.com/story.php?ch=news&amp;sc=business&amp;id=316259">https://www.ebar.com/story.php?ch=news&amp;sc=business&amp;id=316259</a>
California	Pathology	8/2/2022	<a href="https://www.cnn.com/2022/08/01/health/california-newsom-state-of-emergency-monkeypox/index.html">https://www.cnn.com/2022/08/01/health/california-newsom-state-of-emergency-monkeypox/index.html</a>
California	Pathology	8/21/2022	<a href="https://www.psypost.org/2022/08/covid-19-linked-with-a-higher-rate-of-psychiatric-and-brain-disorders-up-to-two-years-after-infection-63758">https://www.psypost.org/2022/08/covid-19-linked-with-a-higher-rate-of-psychiatric-and-brain-disorders-up-to-two-years-after-infection-63758</a>
Massachusetts	Pathology	6/24/2022	<a href="https://www.justice.gov/usao-ma/pr/former-owner-illicit-massage-parlor-sentenced-nearly-30000-covid-19-relief-fraud">https://www.justice.gov/usao-ma/pr/former-owner-illicit-massage-parlor-sentenced-nearly-30000-covid-19-relief-fraud</a>
Massage Magazine	Pathology	8/30/2022	<a href="https://www.massagemag.com/this-is-what-mts-need-to-know-about-monkeypox-134840/">https://www.massagemag.com/this-is-what-mts-need-to-know-about-monkeypox-134840/</a>
New Jersey	Pathology	8/21/2022	<a href="https://www.cnbc.com/2022/08/21/monkeypox-risk-activities-that-are-arent-safe-experts-say.html">https://www.cnbc.com/2022/08/21/monkeypox-risk-activities-that-are-arent-safe-experts-say.html</a>
New York	Pathology	8/21/2022	<a href="https://www.thedailybeast.com/scientists-fear-polio-plan-will-be-repeat-of-covid-horror-show?source=world&amp;via=rss">https://www.thedailybeast.com/scientists-fear-polio-plan-will-be-repeat-of-covid-horror-show?source=world&amp;via=rss</a>
New York	Pathology	2/15/2022	<a href="#">Why Chiropractors Don't Like the COVID-19 Vaccine - InsideHook</a>
Science	Pathology	11/8/2022	<a href="https://www.nature.com/articles/s41598-022-23372-w">https://www.nature.com/articles/s41598-022-23372-w</a>
United Kingdom	Pathology	8/9/2022	<a href="https://www.medicalnewstoday.com/articles/new-monkeypox-symptoms-identified-in-current-outbreak-what-to-know">https://www.medicalnewstoday.com/articles/new-monkeypox-symptoms-identified-in-current-outbreak-what-to-know</a>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	CATEGORY	DATE	NEWS STORY
United Kingdom	Pathology	8/2/2022	<a href="https://www.livescience.com/monkeypox-mutating-fast">https://www.livescience.com/monkeypox-mutating-fast</a>
Virginia	Pathology	7/29/2022	<a href="https://www.lexology.com/library/detail.aspx?g=a4509f20-1d80-440e-a7d0-61471fbc005">https://www.lexology.com/library/detail.aspx?g=a4509f20-1d80-440e-a7d0-61471fbc005</a>
Washington	Pathology	7/6/2022	<a href="https://spotonwashington.com/puget-sound/2010630/the-7-best-cbd-topical-creams-pain-creams.html">https://spotonwashington.com/puget-sound/2010630/the-7-best-cbd-topical-creams-pain-creams.html</a>
Washington, D. C.	Pathology	8/4/2022	<a href="https://www.cnbc.com/2022/08/04/biden-administration-will-declare-monkeypox-outbreak-a-public-health-emergency-in-the-us.html">https://www.cnbc.com/2022/08/04/biden-administration-will-declare-monkeypox-outbreak-a-public-health-emergency-in-the-us.html</a>
Washington, D. C.	Pathology	8/19/2022	<a href="https://www.cnbc.com/2022/08/19/stalled-monkeypox-vaccines-raise-risk-of-spillover-wider-outbreak.html">https://www.cnbc.com/2022/08/19/stalled-monkeypox-vaccines-raise-risk-of-spillover-wider-outbreak.html</a>
Washinton	Pathology	8/19/2022	<a href="https://www.seattletimes.com/seattle-news/health/king-county-declares-public-health-emergency-over-monkeypox-outbreak/?utm_source=RSS&amp;utm_medium=Referral&amp;utm_campaign=RSS_seattle-news">https://www.seattletimes.com/seattle-news/health/king-county-declares-public-health-emergency-over-monkeypox-outbreak/?utm_source=RSS&amp;utm_medium=Referral&amp;utm_campaign=RSS_seattle-news</a>
Massage Magazine	Pathology	10/25/2022	<a href="https://www.massagemag.com/burnout-distress-and-resilience-project-cope-details-health-care-providers-pandemic-experiences-137184/">https://www.massagemag.com/burnout-distress-and-resilience-project-cope-details-health-care-providers-pandemic-experiences-137184/</a>
Massage Magazine	Positive	7/14/2022	<a href="https://www.massagemag.com/massage-magazine-announces-new-massage-organization-of-the-year-award-135524/">https://www.massagemag.com/massage-magazine-announces-new-massage-organization-of-the-year-award-135524/</a>
Massage Magazine	Positive	9/15/2022	<a href="https://www.massagemag.com/massage-magazine-wins-olio-eddies-national-magazine-award-136635/">https://www.massagemag.com/massage-magazine-wins-olio-eddies-national-magazine-award-136635/</a>
New York	Positive	8/18/2022	<a href="https://finance.yahoo.com/news/global-massage-equipment-market-size-121200114.html">https://finance.yahoo.com/news/global-massage-equipment-market-size-121200114.html</a>
Massage Magazine	Postive	2/23/2022	<a href="https://www.fsmtb.com/fsmtb-initiates-litigation-to-protect-the-integrity-of-the-mblex-massage-magazine">FSMTB INITIATES LITIGATION TO PROTECT THE INTEGRITY OF THE MBLEx® - MASSAGE Magazine</a>
Arizona	Prostitution	8/10/2022	<a href="https://azdailysun.com/news/local/crime-and-courts/defense-attorneys-say-flagstaff-massage-parlor-investigator-might-need-legal-counsel/article_eea164e4-182e-11ed-bd1d-3fe1109e95a6.html">https://azdailysun.com/news/local/crime-and-courts/defense-attorneys-say-flagstaff-massage-parlor-investigator-might-need-legal-counsel/article_eea164e4-182e-11ed-bd1d-3fe1109e95a6.html</a>
Arizona	Prostitution	8/3/2022	<a href="https://www.abc15.com/news/local-news/investigations/flagstaff-police-chief-put-on-leave-after-abc15-looks-into-massage-investigation">https://www.abc15.com/news/local-news/investigations/flagstaff-police-chief-put-on-leave-after-abc15-looks-into-massage-investigation</a>
Arkansas	Prostitution	11/15/2022	<a href="https://www.thv11.com/article/news/local/arrest-conway-women-prostitution/91-b6566e80-e3ca-40fe-8ebd-d39eafd79fc5">https://www.thv11.com/article/news/local/arrest-conway-women-prostitution/91-b6566e80-e3ca-40fe-8ebd-d39eafd79fc5</a>



**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	CATEGORY	DATE	NEWS STORY
Arkansas	Prostitution	11/15/2022	<a href="https://www.thv11.com/article/news/local/arrest-conway-women-prostitution/91-b6566e80-e3ca-40fe-8ebd-d39eafd79fc5">https://www.thv11.com/article/news/local/arrest-conway-women-prostitution/91-b6566e80-e3ca-40fe-8ebd-d39eafd79fc5</a>
California	Prostitution	8/17/2022	<a href="https://www.occrp.org/en/daily/16662-former-san-diego-vice-squad-officer-charged-with-running-prostitution-ring">https://www.occrp.org/en/daily/16662-former-san-diego-vice-squad-officer-charged-with-running-prostitution-ring</a>
California	Prostitution	7/29/2022	<a href="https://www.vcstar.com/story/news/local/communities/county/2022/07/29/massage-parlor-ring-leader-gets-4-years-prison-more-sentenced/10169529002/">https://www.vcstar.com/story/news/local/communities/county/2022/07/29/massage-parlor-ring-leader-gets-4-years-prison-more-sentenced/10169529002/</a>
Colorado	Prostitution	11/28/2022	<a href="https://www.kktv.com/2022/11/29/trial-starts-colorado-woman-accused-running-prostitution-scheme-behind-massage-parlor-front/">https://www.kktv.com/2022/11/29/trial-starts-colorado-woman-accused-running-prostitution-scheme-behind-massage-parlor-front/</a>
Colorado	Prostitution	10/27/2022	<a href="https://krdo.com/news/13-investigations/2022/10/27/despite-new-law-illegal-activity-continues-to-highlight-colorado-springs-massage-businesses/">https://krdo.com/news/13-investigations/2022/10/27/despite-new-law-illegal-activity-continues-to-highlight-colorado-springs-massage-businesses/</a>
Colorado	Prostitution	3/17/2022	<a href="https://kgab.com/fort-collins-massage-parlor-owner-arrested-for-prostitution/">https://kgab.com/fort-collins-massage-parlor-owner-arrested-for-prostitution/</a>
Connecticut	Prostitution	10/20/2022	<a href="https://www.ctpost.com/news/article/Norwalk-massage-parlor-prostitution-wages-17523157.php">https://www.ctpost.com/news/article/Norwalk-massage-parlor-prostitution-wages-17523157.php</a>
Illinois	Prostitution	11/4/2022	<a href="https://www.fox32chicago.com/news/aurora-police-raid-massage-parlors-for-prostitution-which-can-lead-to-discovery-of-human-trafficking-rings">https://www.fox32chicago.com/news/aurora-police-raid-massage-parlors-for-prostitution-which-can-lead-to-discovery-of-human-trafficking-rings</a>
Illinois	Prostitution	11/27/2022	<a href="https://patch.com/illinois/crystallake/woman-faces-prostitution-charges-after-massage-cary-business">https://patch.com/illinois/crystallake/woman-faces-prostitution-charges-after-massage-cary-business</a>
Indiana	Prostitution	1/16/2022	<a href="https://www.wevv.com/news/crime/woman-arrested-after-prostitution-investigation-at-newburgh-massage-and-spa-business/article_d5e036a8-7d76-11ed-a9c7-53eb0a4185d3.html">https://www.wevv.com/news/crime/woman-arrested-after-prostitution-investigation-at-newburgh-massage-and-spa-business/article_d5e036a8-7d76-11ed-a9c7-53eb0a4185d3.html</a>
Louisiana	Prostitution	8/26/2022	<a href="https://www.theadvocate.com/acadiana/news/crime_police/article_96096858-258b-11ed-8500-4b13ddd40b51.html">https://www.theadvocate.com/acadiana/news/crime_police/article_96096858-258b-11ed-8500-4b13ddd40b51.html</a>
Louisiana	Prostitution	2/1/2022	<a href="#">Behind a web of illicit Louisiana massage parlors: casino money laundering, weak regulation   Crime/Police   theadvocate.com</a>
Louisiana	Prostitution	3/4/2022	<a href="#">How an undercover investigation into Denham Springs massage parlors could lead to a new law   Crime/Police   theadvocate.com</a>
Massachusetts	Prostitution	11/15/2022	<a href="https://www.boston25news.com/news/local/worcester-county/police-sturbridge-massage-parlor-busted-prostitution-operation/2WD4Z6LK3BDHFI3RKNHZDOSJI/">https://www.boston25news.com/news/local/worcester-county/police-sturbridge-massage-parlor-busted-prostitution-operation/2WD4Z6LK3BDHFI3RKNHZDOSJI/</a>
Massachusetts	Prostitution	11/15/2022	<a href="https://www.wvlp.com/news/crime/owner-of-fiskdale-spa-not-licensed-in-massachusetts-charged-with-sexual-conduct-for-a-fee/">https://www.wvlp.com/news/crime/owner-of-fiskdale-spa-not-licensed-in-massachusetts-charged-with-sexual-conduct-for-a-fee/</a>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	CATEGORY	DATE	NEWS STORY
Michigan	Prostitution	9/15/2022	<a href="https://www.fox2detroit.com/news/police-michigan-couple-used-massage-parlor-as-front-for-prostitution-potential-human-trafficking">https://www.fox2detroit.com/news/police-michigan-couple-used-massage-parlor-as-front-for-prostitution-potential-human-trafficking</a>
Michigan	Prostitution	12/2/2022	<a href="https://news.yahoo.com/trio-women-accused-running-prostitution-215601935.html">https://news.yahoo.com/trio-women-accused-running-prostitution-215601935.html</a>
Missouri	Prostitution	10/5/2022	<a href="https://www.kttn.com/news/missouri-attorney-general-obtains-consent-judgment-in-illicit-massage-business-lawsuit">Missouri Attorney General obtains consent judgment in illicit massage business lawsuit (ktn.com)</a>
Nevada	Prostitution	9/7/2022	<a href="https://www.foxnews.com/politics/massage-parlors-listings-illicit-website-operate-properties-owned-nevada-gop-candidates-family">https://www.foxnews.com/politics/massage-parlors-listings-illicit-website-operate-properties-owned-nevada-gop-candidates-family</a>
New Jersey	Prostitution	12/19/2022	<a href="https://nj1015.com/illegal-massage-parlor-crackdown-nets-20-arrests-in-edison-nj/">https://nj1015.com/illegal-massage-parlor-crackdown-nets-20-arrests-in-edison-nj/</a>
New Mexico	Prostitution	4/22/2022	<a href="https://www.krqe.com/news/crime/new-mexico-massage-parlor-owner-facing-prostitution-charges/">https://www.krqe.com/news/crime/new-mexico-massage-parlor-owner-facing-prostitution-charges/</a>
New York	Prostitution	12/27/2022	<a href="https://gothamist.com/news/there-used-to-be-tens-of-thousands-of-prostitution-arrests-in-nyc-now-about-100">https://gothamist.com/news/there-used-to-be-tens-of-thousands-of-prostitution-arrests-in-nyc-now-about-100</a>
New York	Prostitution	12/14/2022	<a href="https://hudsonvalley.news12.com/police-9-edison-massage-parlors-busted-for-prostitution-drugs">https://hudsonvalley.news12.com/police-9-edison-massage-parlors-busted-for-prostitution-drugs</a>
New York	Prostitution	10/27/2022	<a href="https://www.liherald.com/seaford/stories/police-shut-down-massage-parlors-accused-of-prostitution,149173">https://www.liherald.com/seaford/stories/police-shut-down-massage-parlors-accused-of-prostitution,149173</a>
New York	Prostitution	10/28/2022	<a href="https://nypost.com/2022/10/28/tiktok-accidentally-books-a-happy-ending-massage/">https://nypost.com/2022/10/28/tiktok-accidentally-books-a-happy-ending-massage/</a>
New York	Prostitution	10/23/2022	<a href="https://patch.com/new-york/new-rochelle/hudson-valley-crime-roundup-massage-parlor-raid-prostitution-arrests">https://patch.com/new-york/new-rochelle/hudson-valley-crime-roundup-massage-parlor-raid-prostitution-arrests</a>
New York	Prostitution	11/3/2022	<a href="https://patch.com/new-york/hicksville/hicksville-massage-parlor-closed-woman-charged-prostitution-pd">https://patch.com/new-york/hicksville/hicksville-massage-parlor-closed-woman-charged-prostitution-pd</a>
North Dakota	Prostitution	9/22/2022	<a href="https://myfox8.com/news/north-carolina/woman-bribed-undercover-agent-to-protect-illicit-massage-parlors-in-north-carolina-doj-says/">https://myfox8.com/news/north-carolina/woman-bribed-undercover-agent-to-protect-illicit-massage-parlors-in-north-carolina-doj-says/</a>
North Dakota	Prostitution	12/13/2022	<a href="https://www.kfyrtv.com/2022/12/13/bismarck-based-massage-parlor-pleads-guilty-promoting-prostitution/">https://www.kfyrtv.com/2022/12/13/bismarck-based-massage-parlor-pleads-guilty-promoting-prostitution/</a>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	CATEGORY	DATE	NEWS STORY
Ohio	Prostitution	11/10/2022	<a href="https://www.sciotopost.com/ohio-massage-parlor-shut-down-after-prostitution-investigation/">https://www.sciotopost.com/ohio-massage-parlor-shut-down-after-prostitution-investigation/</a>
Ohio	Prostitution	11/3/2022	<a href="https://www.wtol.com/article/news/crime/several-women-arrested-prostitution-toledo-massage-parlors/512-34723f40-2038-44a6-88f1-1f7150718ae5">https://www.wtol.com/article/news/crime/several-women-arrested-prostitution-toledo-massage-parlors/512-34723f40-2038-44a6-88f1-1f7150718ae5</a>
Ohio	Prostitution	11/3/2022	<a href="https://www.wtol.com/article/news/crime/several-women-arrested-prostitution-toledo-massage-parlors/512-34723f40-2038-44a6-88f1-1f7150718ae5">https://www.wtol.com/article/news/crime/several-women-arrested-prostitution-toledo-massage-parlors/512-34723f40-2038-44a6-88f1-1f7150718ae5</a>
Ohio	Prostitution	11/14/2022	<a href="https://www.wtrf.com/ohio/ohio-man-charged-for-involvement-in-ohio-massage-parlor-prostitution-investigation/">https://www.wtrf.com/ohio/ohio-man-charged-for-involvement-in-ohio-massage-parlor-prostitution-investigation/</a>
Oklahoma	Prostitution	12/28/2022	<a href="https://okcfox.com/news/local/oklahoma-city-police-women-undercover-operation-massage-parlor-prostitution-sexual-favors">https://okcfox.com/news/local/oklahoma-city-police-women-undercover-operation-massage-parlor-prostitution-sexual-favors</a>
Pennsylvania	Prostitution	12/22/2022	<a href="https://patch.com/pennsylvania/newtown-pa/police-execute-search-warrant-buckingham-green-day-spa">https://patch.com/pennsylvania/newtown-pa/police-execute-search-warrant-buckingham-green-day-spa</a>
Pennsylvania	Prostitution	12/30/2022	<a href="https://www.thesheridanpress.com/news/local/uprising-asks-legislators-for-support-in-making-illicit-massage-illegal/article_b4ef3964-8639-11ed-8987-77fc8e6f8738.html">https://www.thesheridanpress.com/news/local/uprising-asks-legislators-for-support-in-making-illicit-massage-illegal/article_b4ef3964-8639-11ed-8987-77fc8e6f8738.html</a>
Pennsylvania	Prostitution	8/18/2022	<a href="https://www.pennlive.com/opinion/2022/08/massage-therapy-is-not-sex-work-period-opinion.html">https://www.pennlive.com/opinion/2022/08/massage-therapy-is-not-sex-work-period-opinion.html</a>
South Carolina	Prostitution	10/13/2022	<a href="https://www.wyff4.com/article/south-carolina-anderson-prostitution-bust-sex/41604019">https://www.wyff4.com/article/south-carolina-anderson-prostitution-bust-sex/41604019</a>
Texas	Prostitution	10/5/2022	<a href="https://www.galvnews.com/news/police/free/article_4a53a756-7649-50b1-aa0c-4b01b2882c55.html">https://www.galvnews.com/news/police/free/article_4a53a756-7649-50b1-aa0c-4b01b2882c55.html</a>
Vermont	Prostitution	8/10/2022	<a href="https://www.reformer.com/local-news/law-enforcement-action-at-local-massage-parlor/article_ed897734-18d5-11ed-80ba-1b7a898fd20d.html">https://www.reformer.com/local-news/law-enforcement-action-at-local-massage-parlor/article_ed897734-18d5-11ed-80ba-1b7a898fd20d.html</a>
Arizona	SA Against Client	7/25/2022	<a href="https://www.azcentral.com/story/news/local/scottsdale/2022/07/25/scottsdale-massage-therapist-loses-license-sex-abuse-charges/10108512002/">https://www.azcentral.com/story/news/local/scottsdale/2022/07/25/scottsdale-massage-therapist-loses-license-sex-abuse-charges/10108512002/</a>
Arizona	SA Against Client	12/28/2022	<a href="https://www.azfamily.com/2022/12/29/buckeye-man-arrested-reportedly-groping-women-during-massage-therapy/">https://www.azfamily.com/2022/12/29/buckeye-man-arrested-reportedly-groping-women-during-massage-therapy/</a>
Arizona	SA Against Client	12/22/2022	<a href="https://original.newsbreak.com/@edy-zoo-1600640/2865869823925-massage-therapist-in-scottsdale-agrees-to-surrender-license-after-allegations-of-inappropriate-touching">https://original.newsbreak.com/@edy-zoo-1600640/2865869823925-massage-therapist-in-scottsdale-agrees-to-surrender-license-after-allegations-of-inappropriate-touching</a>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	CATEGORY	DATE	<a href="#">NEWS STORY</a>
Arizona	SA Against Client	12/30/2022	<a href="https://www.youtube.com/watch?v=QJYMWaOeVo0">https://www.youtube.com/watch?v=QJYMWaOeVo0</a>
Arkansas	SA Against Client	9/13/2022	<a href="https://www.kait8.com/2022/09/14/greene-county-massage-therapist-arrested/">https://www.kait8.com/2022/09/14/greene-county-massage-therapist-arrested/</a>
California	SA Against Client	11/3/2022	<a href="https://www.foxnews.com/us/california-massage-parlor-employee-arrested-sexual-assault-police">https://www.foxnews.com/us/california-massage-parlor-employee-arrested-sexual-assault-police</a>
California	SA Against Client	11/3/2022	<a href="https://www.foxnews.com/us/california-massage-parlor-employee-arrested-sexual-assault-police">https://www.foxnews.com/us/california-massage-parlor-employee-arrested-sexual-assault-police</a>
Colorado	SA Against Client	11/29/2022	<a href="https://www.fcgov.com/news/?id=8400">https://www.fcgov.com/news/?id=8400</a>
Connecticut	SA Against Client	8/23/2022	<a href="https://connecticut.news12.com/police-shelton-massage-therapist-touched-woman-inappropriately-operated-without-license">https://connecticut.news12.com/police-shelton-massage-therapist-touched-woman-inappropriately-operated-without-license</a>
Connecticut	SA Against Client	8/23/2022	<a href="https://www.fox61.com/article/news/local/fairfield-county/seymour-shelton-connecticut-sexual-assault-massage-therapy-investigation/520-81ae4f1b-d915-4a7c-9056-96bc8ae8d29a">https://www.fox61.com/article/news/local/fairfield-county/seymour-shelton-connecticut-sexual-assault-massage-therapy-investigation/520-81ae4f1b-d915-4a7c-9056-96bc8ae8d29a</a>
Florida	SA Against Client	10/25/2022	<a href="https://www.floridatoday.com/story/news/2022/10/25/massage-therapist-accused-sex-crimes-appear-court-tuesday/10594802002/">https://www.floridatoday.com/story/news/2022/10/25/massage-therapist-accused-sex-crimes-appear-court-tuesday/10594802002/</a>
Illinois	SA Against Client	11/8/2022	<a href="https://www.cbsnews.com/chicago/news/massage-therapist-sex-offender-registry/">https://www.cbsnews.com/chicago/news/massage-therapist-sex-offender-registry/</a>
Iowa	SA Against Client	8/25/2022	<a href="https://iowacapitaldispatch.com/briefs/massage-therapist-accused-of-sex-related-rule-violations/">https://iowacapitaldispatch.com/briefs/massage-therapist-accused-of-sex-related-rule-violations/</a>
Kansas	SA Against Client	8/5/2022	<a href="https://www.aol.com/news/wichita-massage-therapist-arrested-client-201656049.html">https://www.aol.com/news/wichita-massage-therapist-arrested-client-201656049.html</a>
Kansas	SA Against Client	8/8/2022	<a href="https://www.1011now.com/2022/08/08/massage-therapist-charged-with-sexually-assaulting-3-women-police-say/">https://www.1011now.com/2022/08/08/massage-therapist-charged-with-sexually-assaulting-3-women-police-say/</a>
Massachusetts	SA Against Client	12/30/2022	<a href="https://www.nbcboston.com/news/local/misled-warning-signs-massage-therapist-charged-with-rape/2932449/">https://www.nbcboston.com/news/local/misled-warning-signs-massage-therapist-charged-with-rape/2932449/</a>
Michigan	SA Against Client	6/2/2022	<a href="https://www.mlive.com/news/grand-rapids/2022/06/former-massage-therapist-gets-jail-for-sexual-touching-of-clients.html">https://www.mlive.com/news/grand-rapids/2022/06/former-massage-therapist-gets-jail-for-sexual-touching-of-clients.html</a>
Michigan	SA Against Client	3/23/2022	<a href="https://www.mlive.com/news/grand-rapids/2022/03/former-grand-rapids-area-massage-therapist-pleads-to-sex-assault-charges.html">https://www.mlive.com/news/grand-rapids/2022/03/former-grand-rapids-area-massage-therapist-pleads-to-sex-assault-charges.html</a>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	CATEGORY	DATE	NEWS STORY
Michigan	SA Against Client	2/11/2022	<a href="https://www.wzzm13.com/news/local/massage-therapist-charged-with-criminal-sexual-conduct">Massage therapist charged with criminal sexual conduct   wzzm13.com</a>
Missouri	SA Against Client	10/13/2022	<a href="https://khqa.com/news/local-mugshots/northeast-missouri-massage-man-pleads-guilty-to-4-sexual-abuse-charges-callao-calvin-vose-adair-county-trial-macon-county-almightys-touch-massage-east-second-street">https://khqa.com/news/local-mugshots/northeast-missouri-massage-man-pleads-guilty-to-4-sexual-abuse-charges-callao-calvin-vose-adair-county-trial-macon-county-almightys-touch-massage-east-second-street</a>
New York	SA Against Client	8/2/2022	<a href="https://www.dailymail.co.uk/news/article-11074267/NYC-woman-sues-home-massage-app-Soothe-claiming-male-therapist-raped-her.html">https://www.dailymail.co.uk/news/article-11074267/NYC-woman-sues-home-massage-app-Soothe-claiming-male-therapist-raped-her.html</a>
Oklahoma	SA Against Client	9/7/2022	<a href="https://kfor.com/news/local/i-could-hear-him-touching-himself-partial-owner-and-masseuse-of-edmond-massage-parlor-accused-of-unwanted-sexual-acts-police-investigating/">https://kfor.com/news/local/i-could-hear-him-touching-himself-partial-owner-and-masseuse-of-edmond-massage-parlor-accused-of-unwanted-sexual-acts-police-investigating/</a>
Oklahoma	SA Against Client	9/13/2022	<a href="https://kfor.com/news/local/police-arrest-partial-owner-of-edmond-massage-parlor-on-7-counts-of-sexual-battery/">https://kfor.com/news/local/police-arrest-partial-owner-of-edmond-massage-parlor-on-7-counts-of-sexual-battery/</a>
Oregon	SA Against Client	8/11/2022	<a href="https://oregoncapitalchronicle.com/2022/08/11/oregon-state-house-candidate-who-reported-groping-by-masseuse-sues-woodburn-spa/">https://oregoncapitalchronicle.com/2022/08/11/oregon-state-house-candidate-who-reported-groping-by-masseuse-sues-woodburn-spa/</a>
Oregon	SA Against Client	8/11/2022	<a href="https://www.opb.org/article/2022/08/11/oregon-house-candidate-democrat-anthony-medina-sues-the-woodburn-spa-massage-parlor/">https://www.opb.org/article/2022/08/11/oregon-house-candidate-democrat-anthony-medina-sues-the-woodburn-spa-massage-parlor/</a>
Pennsylvania	SA Against Client	11/1/2022	<a href="https://www.mychesco.com/a/news/social-issues/crime/malvern-chiropractor-massage-therapist-found-guilty-of-indecent-assault/">https://www.mychesco.com/a/news/social-issues/crime/malvern-chiropractor-massage-therapist-found-guilty-of-indecent-assault/</a>
Pennsylvania	SA Against Client	11/10/2022	<a href="https://www.pennlive.com/news/2022/11/massage-therapist-to-spend-at-least-10-years-in-prison-for-sexual-abuse-of-7-women.html">https://www.pennlive.com/news/2022/11/massage-therapist-to-spend-at-least-10-years-in-prison-for-sexual-abuse-of-7-women.html</a>
Pennsylvania	SA Against Client	11/10/2022	<a href="https://www.pennlive.com/news/2022/11/massage-therapist-to-spend-at-least-10-years-in-prison-for-sexual-abuse-of-7-women.html">https://www.pennlive.com/news/2022/11/massage-therapist-to-spend-at-least-10-years-in-prison-for-sexual-abuse-of-7-women.html</a>
Pennsylvania	SA Against Client	8/2/2022	<a href="https://www.phillymag.com/news/2022/08/02/eric-elliott-massage-therapist-arrested/">https://www.phillymag.com/news/2022/08/02/eric-elliott-massage-therapist-arrested/</a>
Rhode Island	SA Against Client	12/5/2022	<a href="https://www.golocalprov.com/news/ri-massage-therapists-license-suspended-for-having-sex-with-patient">https://www.golocalprov.com/news/ri-massage-therapists-license-suspended-for-having-sex-with-patient</a>
Rhode Island	SA Against Client	12/8/2022	<a href="https://www.wpri.com/news/local-news/east-bay/newport-massage-therapist-charged-with-sexual-assault/">https://www.wpri.com/news/local-news/east-bay/newport-massage-therapist-charged-with-sexual-assault/</a>
South Carolina	SA Against Client	9/29/2022	<a href="https://www.abc6.com/newport-massage-therapist-accused-of-sexually-assaulting-woman/">https://www.abc6.com/newport-massage-therapist-accused-of-sexually-assaulting-woman/</a>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	CATEGORY	DATE	NEWS STORY
South Carolina	SA Against Client	7/26/2022	<a href="https://www.thestate.com/news/state/south-carolina/article263828912.html">https://www.thestate.com/news/state/south-carolina/article263828912.html</a>
Texas	SA Against Client	11/13/2022	<a href="https://www.ksat.com/news/ksat-investigates/2022/11/13/lawsuits-accuse-unlicensed-massage-therapist-at-ft-sam-of-sexually-assaulting-two-female-service-members-on-same-day/">https://www.ksat.com/news/ksat-investigates/2022/11/13/lawsuits-accuse-unlicensed-massage-therapist-at-ft-sam-of-sexually-assaulting-two-female-service-members-on-same-day/</a>
Texas	SA Against Client	12/29/2022	<a href="https://www.kwtx.com/2022/12/29/man-charged-sexual-assault-woman-waco-massage-parlor/">https://www.kwtx.com/2022/12/29/man-charged-sexual-assault-woman-waco-massage-parlor/</a>
Texas	SA Against Client	11/1/2022	<a href="https://www.kxan.com/news/local/austin/therapist-charged-with-sexual-assault-after-massage-at-austin-area-spa/">https://www.kxan.com/news/local/austin/therapist-charged-with-sexual-assault-after-massage-at-austin-area-spa/</a>
Texas	SA Against Client	11/11/2022	<a href="https://www.kxan.com/news/local/austin/therapist-charged-with-sexual-assault-after-massage-at-austin-area-spa/">https://www.kxan.com/news/local/austin/therapist-charged-with-sexual-assault-after-massage-at-austin-area-spa/</a>
United Kingdom	SA Against Client	7/12/2022	<a href="https://www.bbc.com/news/uk-62081247">https://www.bbc.com/news/uk-62081247</a>
Utah	SA Against Client	12/8/2022	<a href="https://www.ksl.com/article/50535268/salt-lake-massage-parlor-owner-accused-of-sexually-abusing-clients-">https://www.ksl.com/article/50535268/salt-lake-massage-parlor-owner-accused-of-sexually-abusing-clients-</a>
Virginia	SA Against Client	12/9/2022	<a href="https://patch.com/virginia/woodbridge-va/man-sexually-assaulted-woman-during-home-massage-service-police">https://patch.com/virginia/woodbridge-va/man-sexually-assaulted-woman-during-home-massage-service-police</a>
Virginia	SA Against Client	11/14/2022	<a href="https://valawyersweekly.com/2022/11/14/masseur-correctly-convicted-of-sex-crimes/">https://valawyersweekly.com/2022/11/14/masseur-correctly-convicted-of-sex-crimes/</a>
Virginia	SA Against Client	2/9/2022	<a href="#">Victims of sexual assault at Massage Luxe file \$100M lawsuit against company, Williamsburg location (wtkr.com)</a>
Washington	SA Against Client	10/4/2022	<a href="https://newstalk870.am/richland-massage-therapist-suspended-facing-indecnt-liberties/">https://newstalk870.am/richland-massage-therapist-suspended-facing-indecnt-liberties/</a>
Washington	SA Against Client	10/28/2022	<a href="https://www.chronline.com/stories/washington-massage-therapist-sentenced-to-three-years-in-prison-for-inappropriate-touching,302587">https://www.chronline.com/stories/washington-massage-therapist-sentenced-to-three-years-in-prison-for-inappropriate-touching,302587</a>
Washington	SA Against Client	10/3/2022	<a href="https://doh.wa.gov/newsroom/benton-county-massage-therapist-suspended-alleged-inappropriate-touching">https://doh.wa.gov/newsroom/benton-county-massage-therapist-suspended-alleged-inappropriate-touching</a>
Wisconsin	SA Against Client	10/9/2022	<a href="#">More victims come forward to accuse Sparta massage therapist of assault   Crime   news8000.com</a>







**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	CATEGORY	DATE	<a href="#">NEWS STORY</a>
Vermont	Trafficking	12/21/2022	<a href="https://www.manchesterjournal.com/rainbow-spa-manager-pleads-not-guilty-in-human-trafficking-case/article_bb519ca4-8155-11ed-b84b-a7ce3c6ab468.html">https://www.manchesterjournal.com/rainbow-spa-manager-pleads-not-guilty-in-human-trafficking-case/article_bb519ca4-8155-11ed-b84b-a7ce3c6ab468.html</a>
Virginia	Trafficking	5/9/2022	<a href="https://www.wtkr.com/news/3-people-arrested-for-crimes-related-to-human-trafficking-in-hampton-roads">https://www.wtkr.com/news/3-people-arrested-for-crimes-related-to-human-trafficking-in-hampton-roads</a>
Virginia	Trafficking	8/11/2022	<a href="https://www.benningtonbanner.com/local-news/virginia-woman-cited-in-human-trafficking-raid/article_150e7382-19b1-11ed-b2f9-8b9effdc49f1.html">https://www.benningtonbanner.com/local-news/virginia-woman-cited-in-human-trafficking-raid/article_150e7382-19b1-11ed-b2f9-8b9effdc49f1.html</a>
Virginia	Trafficking	9/13/2022	<a href="https://wtop.com/prince-william-county/2022/09/virginia-attorney-general-holds-roundtable-on-combating-human-trafficking/">https://wtop.com/prince-william-county/2022/09/virginia-attorney-general-holds-roundtable-on-combating-human-trafficking/</a>
West Virginia	Trafficking	11/15/2022	<a href="https://www.newsandsentinel.com/news/local-news/2022/11/wood-washington-county-authorities-participate-in-human-trafficking-probe/">https://www.newsandsentinel.com/news/local-news/2022/11/wood-washington-county-authorities-participate-in-human-trafficking-probe/</a>
West Virginia	Trafficking	11/15/2022	<a href="https://www.newsandsentinel.com/news/local-news/2022/11/wood-washington-county-authorities-participate-in-human-trafficking-probe/">https://www.newsandsentinel.com/news/local-news/2022/11/wood-washington-county-authorities-participate-in-human-trafficking-probe/</a>
Wisconsin	Trafficking	11/3/2022	<a href="https://www.wbay.com/2022/11/03/police-investigate-possible-human-trafficking-oshkosh-massage-parlor/">https://www.wbay.com/2022/11/03/police-investigate-possible-human-trafficking-oshkosh-massage-parlor/</a>
Dubai	Unlicensed	8/21/2022	<a href="https://english.alarabiya.net/News/gulf/2022/08/21/Dubai-Police-urges-public-to-avoid-unlicensed-massage-centers-cites-extortion-threat">https://english.alarabiya.net/News/gulf/2022/08/21/Dubai-Police-urges-public-to-avoid-unlicensed-massage-centers-cites-extortion-threat</a>
Wisconsin	Unlicensed	11/7/2022	<a href="https://www.waff.com/2022/11/07/o-chi-massage-spa-ordered-cease-desist/">https://www.waff.com/2022/11/07/o-chi-massage-spa-ordered-cease-desist/</a>
Florida	Violence Ag. Client	8/2/2022	<a href="#">Broward 'facial specialist' jailed after unlicensed massages hospitalized client, cops say (aol.com)</a>
Florida	Violence Ag. Client	8/9/2022	<a href="https://www.wfla.com/news/pinellas-county/st-pete-massage-envy-therapist-accused-of-battery/">https://www.wfla.com/news/pinellas-county/st-pete-massage-envy-therapist-accused-of-battery/</a>
Utah	Violence Against MT	7/17/2022	<a href="https://www.abc4.com/news/local-news/west-valley-city-man-with-condom-bdsm-mask-allegedly-holds-gun-to-massage-therapist/">https://www.abc4.com/news/local-news/west-valley-city-man-with-condom-bdsm-mask-allegedly-holds-gun-to-massage-therapist/</a>
Utah	Violence Against MT	11/1/2022	<a href="https://www.ksl.com/article/50507558/kearns-man-who-sexually-assaulted-2-at-gunpoint-charged-in-attack-of-3rd-woman">https://www.ksl.com/article/50507558/kearns-man-who-sexually-assaulted-2-at-gunpoint-charged-in-attack-of-3rd-woman</a>

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	PUBLICATION	AUTHOR	TITLE	EMAIL	Phone
Alabama	Bama Politics	Brent Wilson	CEO & Owner	lance.ulanoff@futurenet.com	
Alaska	Center Square	Carolyn Grindrod		<a href="mailto:matt@ksl.com">matt@ksl.com</a>	801-515-2309
AMTA	Cision	AMTA	P. Release	<a href="mailto:akight@wevv.com">akight@wevv.com</a>	(812) 465-4567
Arizona	ABC 15	Zach Crenshaw	Reporter/Anchor	jennifer.liu@nbcuni.com	
Arizona	Arizona Daily Sun	Sierra Ferguson	Staff Reporter	ejacobs@fish-consulting.com	954-893-9150
Arizona	Arizona Family	Dani Birzer	Journalist	None	
Arizona	Arizona Republic	Anne Ryman	Sr. Reporter	jeff.werner@patch.com	
Arizona	Arizona Republic	Anne Ryman	Reporter	lskene@theadvocate.com	
Arizona	Original Newsbreak	Edy Zoo		mprice@ap.org	
Arizona	The Arizona Republic	Anne Ryman	Sr. Investigative Reporter	None	(505) 884-6324
Arizona	YouTube	YouTube	Fox10 Phoenix - Video	antoinette.delbel@wtkr.com	
Arkansas	KAIT8	Grendel Levy	News Director	news@13onyourside.com	
Arkansas	KAIT8	Jace Passmore	Journalist	communications@amtamassage.org	
Arkansas	THV 11	THV11 Digital	Jessica Aimes	caclark@ladailypost.com	(505.490.0938)
Arkansas	THV 11	THV11 Digital	Jessica Aimes	tgarrity@insidehook.com	
Business	Becker's Hospital	None	None	<a href="#">None</a>	
Business	Business Insider	Grace Dean	Sr. Business Reporter	<a href="mailto:aceballos@miamiherald.com">aceballos@miamiherald.com</a>	
Business	Business Review	Mihai-Alexandru Cristea	Staff Writer	<a href="mailto:jderobertis@theadvocate.com">jderobertis@theadvocate.com</a>	
Business	Business Wire	Press Release		None	
Business	EN Treprenneur	Ginni Saraswati	CEO, Ginni Media	<a href="mailto:dpersinger@fsmtb.org">dpersinger@fsmtb.org</a>	913.681.0380
Business	FO Rbes	Jennifer Palumbo	Reporter	<a href="mailto:news@queenspost.com">news@queenspost.com</a>	
Business	HR Morning	Dr. Viral Patel	HR Expert Contributor	<a href="mailto:cpierucci@le.utah.gov">cpierucci@le.utah.gov</a>	
Business	SHRM	Kathy Gurchiek	Editor	<a href="mailto:arlingtonnews@gmail.com">arlingtonnews@gmail.com</a>	
Business	Skift	Carley Thornell	Staff Writer	<a href="mailto:anne.ryman@arizonarepublic.com">anne.ryman@arizonarepublic.com</a>	
Business	Sport Tech	Joe LeMire		<a href="mailto:oscar@nextcity.org">oscar@nextcity.org</a>	
Business	Tech Radar	Lance Ulanoff	US Editor in Chief	None	
California	CNBC	Jennifer Liu	Lead Work Reporter	<a href="mailto:dovalle@miamiherald.com">dovalle@miamiherald.com</a>	<a href="tel:305-376-3379">305-376-3379</a>
California	CNN	Nouran Salahieh	Assoc. Writer	<a href="#">Resources   Lyra Health</a>	

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	PUBLICATION	AUTHOR	TITLE	EMAIL	Phone
California	Forbes	Zachary Snowdon Smith	Reporter	<a href="mailto:webdesk@krqe.com">webdesk@krqe.com</a>	
California	Fox News	Pilar Arius	Reporter	Jenny.Vrentas@nytimes.com	
California	Fox News	Pilar Arius	Reporter	<a href="mailto:Contact WBIR in Knoxville   wbir.com">Contact WBIR in Knoxville   wbir.com</a>	(865) 637-1010
California	Organized Crime	HENRY POPE	Writer	None	
California	PsyPost	Paul Harrison	Oxford U	<a href="mailto:phylicia.peterson@townsquaremedia.com">phylicia.peterson@townsquaremedia.com</a>	307-632-4400
California	San Diego Union Tribune	Tammy Murga	Reporter	<a href="mailto:amackey@eff.org">amackey@eff.org</a>	
California	The Bay Area Reporter	Matthew S. Bajko	Assistant Editor	None	
California	Ventura County Star	Victoria Talbot	Justice Reporter	<a href="mailto:jtunison@mlive.com">jtunison@mlive.com</a>	
Colorado	FC Gov	Press Release	N/A	<a href="mailto:eric.dexheimer@chron.com">eric.dexheimer@chron.com</a>	
Colorado	Gazette	Christopher Osher	Reporter	<a href="mailto:khammond@wric.com">khammond@wric.com</a>	
Colorado	KGAB	Doug Randall	Journalist	editorial@1851franchise.com	
Colorado	KKTV	Melissa Henry	Reporter	<a href="mailto:twithers@ap.org">twithers@ap.org</a>	
Colorado	KRDO	Dan Beedie	Reporter	<a href="mailto:twithers@ap.org">twithers@ap.org</a>	
Colorado	KRDO Network	Chelsea Brentzel	Assistant News Director	<a href="mailto:zak.dahlheimer@wtkr.com">zak.dahlheimer@wtkr.com</a>	
Colorado	The Denver Channel	Micah Smith	Social Equity Reporter	<a href="mailto:Contact Information (forbes.com)">Contact Information (forbes.com)</a>	(212) 620-1887
Connecticut	CT Post	Caroline Tien	Reporter	<a href="mailto:ryan.gaydos@fox.com">ryan.gaydos@fox.com</a>	
Connecticut	Fox 61	Jennifer Glatz	Reporter	<a href="mailto:bstiller@massageenvy.com">bstiller@massageenvy.com</a>	
Connecticut	News 12	News12 Staff	Staff Writers	<a href="mailto:jtunison@mlive.com">jtunison@mlive.com</a>	
Dubai	Alarabiya	Tala Michel Issa	English Writer	<a href="mailto:Contact Us - ESPN Press Room U.S.">Contact Us - ESPN Press Room U.S.</a>	
ESPN	ESPN	Jake Trotter	Sarah Barshopp	matthew@ebar.com	
Florida	AOL	Omar Ortiz	Reporter	<a href="mailto:National Football League">National Football League</a>	

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	PUBLICATION	AUTHOR	TITLE	EMAIL	Phone
Florida	Florida Today	J. D. Gallup	Reporter	<a href="mailto:bewen@franchisetimes.com">bewen@franchisetimes.com</a>	
Florida	Miami Herald	Anna Ceballos	Politics/Policy Reporter	<a href="#">Contact Us - ESPN Press Room U.S.</a>	
Florida	Tampa Bay Times	David Ovalle	Crime/Courts Reporter	<a href="mailto:support@si.com">support@si.com</a>	
Florida	WFLA	Olivia Steen	Reporter	<a href="mailto:apply@nmschoolofmassage.com">apply@nmschoolofmassage.com</a>	505-472-6401
Forbes	Forbes	Anna Haines	Style & Beauty	<a href="mailto:jtunison@mlive.com">jtunison@mlive.com</a>	
Forbes	Forbes	Nichola Reimann	Reporter	<a href="mailto:eromero@kyma.com">eromero@kyma.com</a>	928-217-5520
Fox News	Fox News Digital	Ryan Gaydos	Sports Editor	None	617-748-9152
Franchise	Cision	Beth Stiller, CEO	Massage Envy	<a href="mailto:news12ct@news12.com">news12ct@news12.com</a>	(203) 849-1321
Franchise	CISION PR Newswire	Alexis Prather	Corporate	<a href="mailto:jschecker@wfla.com">jschecker@wfla.com</a>	
Franchise	Class Action	Erin Shaak	Reporter	<a href="mailto:hmarrow@communityimpact.com">hmarrow@communityimpact.com</a>	
Franchise	Franchise Times	Beth Ewen	Senior Editor	<a href="mailto:sferguson@azdailysun.com">sferguson@azdailysun.com</a>	(928)607-0782
Franchise	KSL	Matt Gephardt	Reporter	<a href="mailto:oortiz@miamiherald.com">oortiz@miamiherald.com</a>	
Franchise	Patch	Emily Rosca		<a href="#">None</a>	
Franchise	WFLA News Channel 8	Justin Schecker	Reporter	<a href="mailto:jessica.willey@abc.com">jessica.willey@abc.com</a>	
Franchise	Yahoo Finance	Erin Jacobs	Fish Consulting	<a href="#">GoLocalProv</a>	
Franchise	Yahoo Finance	Shawn Boyer	Founder & CEO	<a href="mailto:becca.robbins08@gmail.com">becca.robbins08@gmail.com</a>	
Franchise	AZ Foothills Mag.	Savannah Leedy	Staff Writer	<a href="mailto:alexis.prather@ketchum.com">alexis.prather@ketchum.com</a>	404-322-8942
Franchise	Fox 17	Press Release	Squeeze	<a href="mailto:editor.english@alarabiya.net">editor.english@alarabiya.net</a>	
Franchise	1851 Franchise Mag	The Now	Franchies	<a href="#">Ed Gallek (@edgallekfox8) / Twitter</a>	
Hawaii	Hawaii News Now	Michelle L. Price	Nt'l Political Reporter	<a href="mailto:melissa.reid@fox8.com">melissa.reid@fox8.com</a>	1 216-218-3651
Illinois	CBS News	TARA MOLINA		<a href="mailto:ckauffman@iowacapitaldispatch.com">ckauffman@iowacapitaldispatch.com</a>	
Illinois	Fox News	Elizabeth Matthews	Reporter	<a href="mailto:Kaylee.olivas@kfor.com">Kaylee.olivas@kfor.com</a>	
Illinois	Patch	Amie Schaenzer		<a href="#">Kaylee Douglas (@kayleedd) / Twitter</a>	
Indiana	KYMA	Ernesto Romero	News Director	<a href="mailto:CRafferty@cbs17.com">CRafferty@cbs17.com</a>	
Indiana	WEVV	Adam Knight	Dig. Content Manager	<a href="mailto:tips@lawnewz.com">tips@lawnewz.com</a>	<a href="tel:646.512.9555">646.512.9555</a>
Iowa	Iowa Capital Dispatch	Clark Kaufmann	Deputy Editor	<a href="mailto:website@nowthismedia.com">website@nowthismedia.com</a>	
Iowa	KCCI	Allison Smith	News Director	<a href="mailto:jshumway@oregoncapitalchronicle.com">jshumway@oregoncapitalchronicle.com</a>	
Kansas	1011 Now	Emily Van de Riet	Digital Content Producer	<a href="mailto:support@skift.com">support@skift.com</a>	(516) 399-0304

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	PUBLICATION	AUTHOR	TITLE	EMAIL	Phone
Kansas	AOL	MICHAEL STAVOLA	Wichita Eagle Reporter	<a href="#">None</a>	
Kansas	Veterans Association	VA	None	<a href="mailto:mmurillo@wtop.com">mmurillo@wtop.com</a>	
Kentucky	USA Today	Elise Brisco	Reporter	<a href="mailto:Emily.Vanderiet@gray.tv">Emily.Vanderiet@gray.tv</a>	
Louisiana	Fox 8	Fox 8 Staff	Staff Writers	<a href="mailto:news@abc6.com">news@abc6.com</a>	401-453-8000
Louisiana	The Advocate	David Mitchell	Staff Writer	<a href="mailto:mstavola@wichitaeagle.com">mstavola@wichitaeagle.com</a>	316-268-6278
Louisiana	The Advocate	Jacqueline DeRobertis	Staff Writer	<a href="mailto:news@abc4.com">news@abc4.com</a>	(801) 975-4444
Louisiana	The Advocate	Katie Gagliano	Staff Writer	<a href="#">Let's Talk! — alaina demopoulos</a>	
Louisiana	The Advocate	Lea Skene	Staff Writer	<a href="mailto:zach.crenshaw@abc15.com">zach.crenshaw@abc15.com</a>	
Maryland	Patch	Jacob Baumgart		<a href="#">Web Form</a>	
Maryland	WMAR 2	Ryan Dickstein	Digital Content Producer	<a href="mailto:corpcomms@audacy.com">corpcomms@audacy.com</a>	
Maryland	WUSA9	Brittney Melton	Reporter	<a href="mailto:anne.ryman@arizonarepublic.com">anne.ryman@arizonarepublic.com</a>	
Maryland	WUSA9	Laura Wainman	Reporter	<a href="mailto:anne.ryman@arizonarepublic.com">anne.ryman@arizonarepublic.com</a>	602-444-8000
Massachussets	Boston 25	Timothy Nazzaro	Staff Writer	<a href="mailto:raudette@reformer.com">raudette@reformer.com</a>	
Massachussets	NBC Boston	Kathy Curran	Staff	<a href="mailto:erin@classaction.org">erin@classaction.org</a>	
Massachussets	US Justice Dept.	Clerk's Office	None	<a href="#">Contact Home</a>   <a href="#">Contact the BBC</a>	+44 370 410 1060
Massachussets	WWLP	Ashley Shook	Writer	<a href="mailto:dmastnardo@gmail.com">dmastnardo@gmail.com</a>	440.772.5028
Industry	M. Magazine	Allison M. Payne	Writer	<a href="mailto:jen.smith@mailonline.com">jen.smith@mailonline.com</a>	
Industry	M. Magazine	Debra Persinger, PhD	Executive Director, FSMTB	<a href="mailto:sallard@clevescene.com">sallard@clevescene.com</a>	
Industry	M. Magazine	Karen Menahan	Editor in Chief	<a href="#">Submit a request – CNBC Help Center</a>	1 (877) 280-4548
Industry	M. Magazine	Karen Menahan	Editor in Chief	<a href="#">Karen Gilchrist (@ karengilchrist)</a>	
Industry	M. Magazine	Priscilla Fleming	LMT	<a href="mailto:natalie@nataliearahhal.com">natalie@nataliearahhal.com</a>	405.308.7890
Industry	M. Magazine	Selena Belisle	Founder, CE Institute	<a href="#">CNN   Help Center</a>	
Michigan	ABC-13	Keely Lovern	Author	<a href="mailto:letspod@ginnimedia.com">letspod@ginnimedia.com</a>	(833) 538-7763
Michigan	FOX2 Deroit	Amber Ainsworth	Reporter	<a href="#">Contact Information (forbes.com)</a>	(212) 620-1887
Michigan	Michigan Live	John Tunison	Reporter	<a href="#">Contact Information (forbes.com)</a>	(212) 620-1887

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	PUBLICATION	AUTHOR	TITLE	EMAIL	Phone
Michigan	Michigan Live	John Tunison	Journalist	<a href="mailto:annahaines3@gmail.com">annahaines3@gmail.com</a>	(800) 295-0893
Michigan	Michigan Live	John Tunison	Reporter	<a href="mailto:preavy@deseretdigital.com">preavy@deseretdigital.com</a>	
Michigan	Yahoo News	Carl Samson	Reporter	<a href="mailto:fox2newsdesk@foxtv.com">fox2newsdesk@foxtv.com</a>	(248) 557-2000
Minnesota	Law and Crime	Colin Kalmacher	Reporter	<a href="mailto:Contact FOX61 WTIC   fox61.com">Contact FOX61 WTIC   fox61.com</a>	860-727-0082
Minnesota	Star Tribune		Peyton Sitz	<a href="mailto:fox8news@fox8live.com">fox8news@fox8live.com</a>	504-483-1503
Missouri	Community Impact	Hunter Marrow		<a href="mailto:andrew.murray@fox.com">andrew.murray@fox.com</a>	1 (888) 369-4762
Missouri	Houston Public Media	ShaVonne Herndon		<a href="mailto:matt.young@chron.com">matt.young@chron.com</a>	
Missouri	KHQA-ABC	John Garlock	Reporter	<a href="mailto:Jonathan M Alexander">Jonathan M Alexander</a>	
Missouri	KTTN	Jason Hancock	Reporter	<a href="mailto:Contact Us – Houston Public Media">Contact Us – Houston Public Media</a>	
Montana	Pacific Legal	Brittany Hunter		<a href="mailto:support@hrmorning.com">support@hrmorning.com</a>	
N. Dakota	InForum	Melissa Van der Stad		<a href="mailto:carakelly@usatoday.com">carakelly@usatoday.com</a>	
National	KIMT	Erika Craven	Reporter	<a href="mailto:None">None</a>	973-645-2700
Nevada	1011 Now	Elaine Emerson	Dir. Of Content	<a href="mailto:Jace.Passmore@kait8.com">Jace.Passmore@kait8.com</a>	
Nevada	8 News Now	David Charns	Journalist	<a href="mailto:Grendel.Levy@kait8.com">Grendel.Levy@kait8.com</a>	
Nevada	Fox 5 Vegas	Kim Passoth	Reporter	<a href="mailto:arsmith@hearst.com">arsmith@hearst.com</a>	(515) 247-8888
Nevada	Fox News	Andrew Murray		-	(973) 645-2700
N. Hampshire	WBUR	Alli Fam	NH Public Radio	<a href="mailto:preavy@deseretdigital.com">preavy@deseretdigital.com</a>	
New Jersey	CNBC	Natalie A. Rahhal		<a href="mailto:bill.white@phelps.com">bill.white@phelps.com</a>	504-566-1311
New Jersey	NJ1015	Erin Vogt		<a href="mailto:edit@massagemag.com">edit@massagemag.com</a>	904.285.6020
New Jersey	North Jersey	Mary Chao	Staff Writer	<a href="mailto:Info@pflemingmassage.com">Info@pflemingmassage.com</a>	
New Jersey	US Justice Dept.	Ageneral	None	<a href="mailto:ben.turner@futurenet.com">ben.turner@futurenet.com</a>	
New Mexico	KBO4	Chris Ramirez	Reporter	<a href="mailto:corrie.pelc@gmail.com">corrie.pelc@gmail.com</a>	
New Mexico	KOAT	Maggie Krajewski	Reporter	<a href="mailto:info@CeInstitute.com">info@CeInstitute.com</a>	
New Mexico	KRQE	Scott Brown	Digital Reporter	<a href="mailto:dvanderhart@opb.org">dvanderhart@opb.org</a>	
New Mexico	Los Alamos Daily Post	Carol A. Clark	Publisher	<a href="mailto:(15) Annie Lennon   LinkedIn">(15) Annie Lennon   LinkedIn</a>	
New Mexico	PR.Com	ME & NM School of Msg	Massage Envy	<a href="mailto:National Football League">National Football League</a>	
New York	Allure	Alaina Demopoulos	Beauty Editor	<a href="mailto:Paul.harrison@psych.ox.ac.uk">Paul.harrison@psych.ox.ac.uk</a>	
New York	Astroia Post	Allie Griffin	Reporter	<a href="mailto:Jessica Grey Ourisman">Jessica Grey Ourisman</a>	

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	PUBLICATION	AUTHOR	TITLE	EMAIL	Phone
New York	Daily Beast	David Axe	Writer	<a href="mailto:raudette@reformer.com">raudette@reformer.com</a>	
New York	Daily Mail	Jennifer Smith	Contributor	<a href="mailto:raudette@reformer.com">raudette@reformer.com</a>	
New York	Gothamist	Matt Katz	Reporter	<a href="https://twitter.com/AbigailPesta">@AbigailPesta</a>	
New York	Hudson Valley News	Staff	Staff Writer	<a href="mailto:etakahama@seattletimes.com">etakahama@seattletimes.com</a>	
New York	Inside Hook	Tanner Garrity	Senior Editor	<a href="mailto:victor@phillymag.com">victor@phillymag.com</a>	
New York	LI Herold Seaford	Michael Malaszczyk	Reporter	<a href="mailto:Kathleen.Gurchiek@shrm.org">Kathleen.Gurchiek@shrm.org</a>	
New York	Littler	Eli Freedberg	Shareholder	<a href="mailto:bheltzel@westfairinc.com">bheltzel@westfairinc.com</a>	
New York	Next City	Oscar Abello	Reporter	<a href="mailto:bstiller@massageenvy.com">bstiller@massageenvy.com</a>	
New York	NY Post	Emily Lefroy		<a href="mailto:stephanie@sweetwaternow.com">stephanie@sweetwaternow.com</a>	307-922-0700 Ext. 700
New York	NY Times / CDC	Jan Hoffman	Features Reporter	<a href="mailto:oped@pennlive.com">oped@pennlive.com</a>	
New York	Patch	Jeff Edwards	Investigative Reporter	<a href="mailto:kgagliano@theadvocate.com">kgagliano@theadvocate.com</a>	225-383-1111
New York	Post Bulletin	Press Release	City Council	<a href="mailto:dmitchell@theadvocate.com">dmitchell@theadvocate.com</a>	225-383-1111
New York	Westfair Business Jrnl	Bill Heltzel	Reporter	<a href="mailto:info@amtamassage.org">info@amtamassage.org</a>	
New York	Yahoo Finance	None	None	<a href="mailto:gdean@insider.com">gdean@insider.com</a>	385-414-1488
New York	Patch	Alex Costello	Patch Staff	<a href="mailto:david.t.axe@gmail.com">david.t.axe@gmail.com</a>	225-383-1111
N. Dakota	Fox 8	Chloe Rafferty	Reporter	<a href="mailto:micah.smith@thedenverchannel.com">micah.smith@thedenverchannel.com</a>	
N. Dakota	KFYR TV			<a href="http://Ask.VA.gov">Ask.VA.gov</a>   <a href="#">Veteran Affairs</a>	800-698-2411
N. Dakota	Valley News Live	Staff	None	<a href="mailto:sjasper@newsobserver.com">sjasper@newsobserver.com</a>	
Ohio	Audacy 93.7 The Fan	Andrew Limberg	<a href="#">Contact Us   Audacy Inc.</a>	<a href="mailto:osteen@wfla.com">osteen@wfla.com</a>	
Ohio	Cision PR Web	Mr. Bill Tahy	P. Release	<a href="#">Submit a News Tip   Boston 25</a>	(781) 467-2525
Ohio	Cleveland Scene	Sam Allard	Writer	<a href="mailto:dcharns@8newsnow.com">dcharns@8newsnow.com</a>	
Ohio	Cleveland.com	Dianne Mastnardo	LMT	<a href="mailto:elaine.emerson@gray.tv">elaine.emerson@gray.tv</a>	
Ohio	Fox News	Ed Gallek	Anchor	<a href="#">The Washington Post</a>	(202) 334-6100
Ohio	Fox News	Melissa Reid	Reporter	<a href="mailto:info@wbur.org">info@wbur.org</a>	(617) 353-0909
Ohio	NFL	<a href="#">NFL Network Hosts</a>	Staff Writers	<a href="mailto:victoria.talbot@vcstar.com">victoria.talbot@vcstar.com</a>	
Ohio	NFL	<a href="#">NFL Network Hosts</a>	Staff Writers	<a href="mailto:dani.birzer@azfamily.com">dani.birzer@azfamily.com</a>	
Ohio	Outkick	Joe Kinsey		<a href="mailto:mihai.cristea@business-review.eu">mihai.cristea@business-review.eu</a>	

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	PUBLICATION	AUTHOR	TITLE	EMAIL	Phone
Ohio	Scio to Post	Jeremy Newman		<a href="mailto:partnerships@aescape.co">partnerships@aescape.co</a>	
Ohio	SI	Evan Crowell	Intern Staff Writer	<a href="mailto:news@valleynewslive.com">news@valleynewslive.com</a>	
Ohio	The Sports Rush		Shubham Bhargav	<a href="http://CBS.Chicago(cbsnews.com)">CBS Chicago (cbsnews.com)</a>	
Ohio	TMZ	Staff		-	(937) 294-2006
Ohio	U Dayton	Univ. of Dayton	Students	<a href="mailto:tips@ctnews.com">tips@ctnews.com</a>	203-330-6223
Ohio	WTOL	Newsroom	Staff	-	
Ohio	WTOL	Newsroom	Staff	<a href="mailto:jdgallop@floridatoday.com">jdgallop@floridatoday.com</a>	
Ohio	WTRF	John Lynch		<a href="mailto:help@squeezemassage.com">help@squeezemassage.com</a>	1-855-858-6263
Oklahoma	KFOR	Kaylee Douglas	Writer	<a href="mailto:Pilar.Arias(@PilarFOXNews)">Pilar Arias (@PilarFOXNews)</a>	
Oklahoma	KFOR	Kaylee Olivas	Anchor	<a href="mailto:Pilar.Arias(@PilarFOXNews)">Pilar Arias (@PilarFOXNews)</a>	
Oklahoma	KWTV-9	Feliz Romero	News Anchor	<a href="mailto:kim.passoth@gray.tv">kim.passoth@gray.tv</a>	
Oklahoma	OKC Fox	Miranda Vondale Foster		<a href="mailto:Elizabeth.Matthews@FOX.com">Elizabeth.Matthews@FOX.com</a>	
Oregon	Or. Capital Chronicle	Julia Shumway		<a href="mailto:Jose.mendiola@galvnews.com">Jose.mendiola@galvnews.com</a>	409-683-5200
Oregon	OPB	Dirk Vanderhart	Oregon Politics Writer	<a href="mailto:chris.osher@gazette.com">chris.osher@gazette.com</a>	
Penn.	My Chesco	My Chesco	Staff	<a href="mailto:news12hv@news12.com">news12hv@news12.com</a>	(845) 624-8780
Penn.	Patch	Jeff Edwards	Investigative Reporter	<a href="mailto:mvanderstad@forumcomm.com">mvanderstad@forumcomm.com</a>	
Penn.	Pennsylvania Live	Becky Metrick		-	
Penn.	Pennsylvania Live	Becky Metrick		<a href="mailto:news7@khqa.com">news7@khqa.com</a>	
Penn.	Sheridan Press	Ashleigh Snoozy		<a href="mailto:erika.craven@kfyrtv.com">erika.craven@kfyrtv.com</a>	
Penn.	The Reporter	Jeff Werner	Reporter	<a href="mailto:tips@gothamist.com">tips@gothamist.com</a>	
Penn.	Pennsylvania Live	Guest Editorial	OpEd	<a href="mailto:mhenry@kktv.com">mhenry@kktv.com</a>	
Penn.	Philly Mag.	Victor Fiorillo	Sr. Reporter	<a href="mailto:Dan.beedie@krdo.com">Dan.beedie@krdo.com</a>	
R. Island	Go Local	News Team		<a href="mailto:dcollier@ksat.com">dcollier@ksat.com</a>	
R. Island	WPRI	Sarah Dorian	Digital Producer	<a href="mailto:preavy@deseretdigital.com">preavy@deseretdigital.com</a>	



**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	PUBLICATION	AUTHOR	TITLE	EMAIL	Phone
Science	Nature	Gabriel Lopez	Rehabilitative Medicine	<a href="mailto:preavy@deseretdigital.com">preavy@deseretdigital.com</a>	
S. Carolina	ABC 25 Columbia	Tom Withers	Sports Writer	<a href="mailto:jhancock@missouriindependent.com">jhancock@missouriindependent.com</a>	
S. Carolina	ABC6	ABC6 News	Staff Writers	<a href="#">Contact Us (kwtx.com)</a>	
S. Carolina	The State	Simone Jasper	Reporter	<a href="mailto:brianna.hollis@kxan.com">brianna.hollis@kxan.com</a>	
S. Carolina	WYFF4 Fox	A.J. Davis	Digital Producer	<a href="mailto:brianna.hollis@kxan.com">brianna.hollis@kxan.com</a>	
Tennessee	WBIR	WBIR Staff	Staff Writers	<a href="mailto:mmalaszczyk@liherald.com">mmalaszczyk@liherald.com</a>	
Texas	ABC 13	Jessica Willey	Reporter	<a href="mailto:gabriel.lopez@mdanderson.org">gabriel.lopez@mdanderson.org</a>	
Texas	ABC 13 Texas	Jake Trotter, John Barr	Reporters	<a href="mailto:scoop@mychesco.com">scoop@mychesco.com</a>	
Texas	Galveston Cty Daily News	Jose Meniola	Reporter	<a href="mailto:mchao@NorthJersey.com">mchao@NorthJersey.com</a>	
Texas	Houston Chronicle	Eric Dexheimer	Reporter	<a href="mailto:raudette@reformer.com">raudette@reformer.com</a>	
Texas	Houston Chronicle	Jonathan M. Alexander	NFL Reporter	<a href="mailto:ebvins@newsandsentinel.com">ebvins@newsandsentinel.com</a>	
Texas	Houston Chronicle	Matt Young	Staff Writer	<a href="mailto:ebvins@newsandsentinel.com">ebvins@newsandsentinel.com</a>	
Texas	KSAT	Dillon Collier	Investigative Reporter	<a href="mailto:emily.lefroy@verizonmedia.com">emily.lefroy@verizonmedia.com</a>	
Texas	KWTX	KWTX Staff		<a href="#">Oklahoma City Contact</a>	
Texas	KXAN	Brianna Hollis	Reporter	<a href="#">Contact (newsbreak.com)</a>	
Texas	KXAN	Brianna Hollis	Reporter	<a href="#">Joe Kinsey (@JoeKinseyexp)</a>	
Texas	Longview News Journal	Jo Lee Ferguson	Reporter	<a href="mailto:bhunter@pacificalegal.org">bhunter@pacificalegal.org</a>	
Texas	News4Jax	Tom Withers	Sports Writer	<a href="#">Contact * Allison M. Payne</a>	
Texas	Now This News	Now This	Staff	<a href="mailto:Kathy.Curran@nbcuni.com">Kathy.Curran@nbcuni.com</a>	
Texas	NY Times	Jenny Vrentas	Reporter	<a href="mailto:jferguson@news-journal.com">jferguson@news-journal.com</a>	(903) 237-7744
Texas	PopSugar	Jessica Ourisman	Wellness Writer	<a href="mailto:news8@wkb.com">news8@wkb.com</a>	608-782-4678
Texas	Reason	Christian Britschgi	Assistant Editor	<a href="mailto:jeff.edwards@patch.com">jeff.edwards@patch.com</a>	610-453-6039

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	PUBLICATION	AUTHOR	TITLE	EMAIL	Phone
Texas	Reason	Christian Britschgi	Assistant Editor	<a href="mailto:alex.costello@patch.com">alex.costello@patch.com</a>	
Texas	Rolling Stone	Abigail Pesta	Writer	<a href="mailto:johnmckay@townsquaremedia.com">johnmckay@townsquaremedia.com</a>	(509) 547-8726
Texas	Spectrum	Associated Press		<a href="mailto:amie.schaenzer@patch.com">amie.schaenzer@patch.com</a>	
Texas	SportsTalk 790AM	Aaron Wilson	Reporter-Fired by H.Chronical	<a href="mailto:efreedberg@littler.com">efreedberg@littler.com</a>	
Texas	Sweetwater Now	Stephanie Thompson	Editorial News Leader	<a href="mailto:emily.rosca@patch.com">emily.rosca@patch.com</a>	
Texas	Sweetwater Now	Stephanie Thompson	Editorial News Leader	<a href="#">Contacting New Jersey 101.5</a>	
U. Kingdom	BBC	Eleanor Layhe	Video Journalist	<a href="mailto:jacob.baumgart@patch.com">jacob.baumgart@patch.com</a>	
U. Kingdom	Medical News Today	Annie Lennon	Medical Reporter	<a href="mailto:jacob.baumgart@patch.com">jacob.baumgart@patch.com</a>	
U. Kingdom	Medical News Today	Corrie Pelc	Writer	<a href="mailto:jeff.edwards@patch.com">jeff.edwards@patch.com</a>	610-453-6039
U. Kingdom	Live Science	Ben Turner	Staff Writer	<a href="mailto:bmerrick@pennlive.com">bmerrick@pennlive.com</a>	
USA Today	USA Today	Cara Kelley	Nt'l Investigative Reporter	<a href="mailto:bmerrick@pennlive.com">bmerrick@pennlive.com</a>	
Utah	ABC4	Staff Writers	None	<a href="mailto:christian.britschgi@reason.com">christian.britschgi@reason.com</a>	
Utah	CISION PR Newswire	AMTA	Communications	<a href="mailto:christian.britschgi@reason.com">christian.britschgi@reason.com</a>	
Utah	KSL	Pat Reavy	Reporter	<a href="#">Contact - Scioto Post</a>	
Utah	KSL	Pat Reavy	Police/Courts Reporter	<a href="#">New Feed from AP</a>	
Utah	KSL	Pat Reavy	Police/Courts Reporter	<a href="mailto:ashleigh.snoozy@thesheridanpress.com">ashleigh.snoozy@thesheridanpress.com</a>	
Utah	The Deseret	Pat Reavy	Reporter	<a href="mailto:tammy.murga@sduniontribune.com">tammy.murga@sduniontribune.com</a>	
Utah	Utah State Legislature	Candice B. Pierucci	Representative	<a href="#">City of Rochester   Contact Us</a>	
Vermont	Manchester Journal	Bob Audette		<a href="mailto:stephanie@sweetwaternow.com">stephanie@sweetwaternow.com</a>	307-922-0700 Ext. 700
Vermont	The Reformer	Bob Audette		<a href="#">Contact Us   MinnPost</a>	
Vermont	The Reformer	Bob Audette	Reporter	<a href="mailto:Joe.Lemire@sporttechie.com">Joe.Lemire@sporttechie.com</a>	
Virginia	3WKTR	Antoinette DelBel	Web Staff	<a href="#">Contact Us   About   thecentersquare.com</a>	

**USOLMT  
MASAGE IN THE MEDIA  
THE YEAR 2022**

STATE	PUBLICATION	AUTHOR	TITLE	EMAIL	Phone
Virginia	Bennington Banner	Bob Audette	Reporter	<a href="#">Contact Us (tmz.com)</a>	
Virginia	Lexology	Bill White	ED,Phelps Dunbar	<a href="#">Contact Us : University of Dayton, Ohio</a>	
Virginia	Patch	Jacob Baumgart		<a href="mailto:ebrisco@gannett.com">ebrisco@gannett.com</a>	
Virginia	VA Lawyers Weekly	Virginia Lawyers Weekly	Staff	<a href="https://bit.ly/3HSO91U">https://bit.ly/3HSO91U</a>	
Virginia	WTKR	Zak Dalheimer	Anchor & Reporter	<a href="#">Shubham Bhargav (@shubhbhargav21)</a>	
Virginia	WTOP	Mike Murillo	Staff Reporter	<a href="mailto:jessica.amis@thv11.com">jessica.amis@thv11.com</a>	(501) 244-4527
Franchise	ABC 8 News	Kassidy Hammond	Digital Content Producer	<a href="mailto:jessica.amis@thv11.com">jessica.amis@thv11.com</a>	(501) 244-4527
Washington	News Talk 870	John McKay	Brand Manager	<a href="mailto:nick.kremer@waff.com">nick.kremer@waff.com</a>	
Washington	Spot On Washinton	CBD Companies	Affiliate Post	<a href="mailto:Sharon.moysiuk@doh.wa.gov">Sharon.moysiuk@doh.wa.gov</a>	360-549-6471
Washington	The Chronicle		Becca Robbins	<a href="#">Contact Us (wbay.com)</a>	
Washington	WA Dept. of Health	Sharon Moysiuk	Communications	<a href="#">Contact WUSA9   wusa9.com</a>	
Washington	Seattle Times	Elise Takahama	Reporter	<a href="#">Contact WUSA9   wusa9.com</a>	
Wa. D.C.	Electronic Founder Foundation	Aaron Mackey	Sr. Staff Attorney	<a href="#">Contact Us (wmar2news.com)</a>	
Wa. D.C.	Washington Post	Robin Rose Parker	Reporter	<a href="mailto:sdoiron@wpri.com">sdoiron@wpri.com</a>	
Wa. D.C.	CNBC	Karen Gilchrist	Correspondent, London	<a href="#">Contact Us   wtol.com</a>	
Wa. D.C.	CNBC	Spencer Kimball	Health Reporter	<a href="#">Contact Us   wtol.com</a>	
Wa. D.C.	ARL Now	Arlington News	Staff Writers	<a href="mailto:jlynch@wtrf.com">jlynch@wtrf.com</a>	
W. Virginia	News & Sentinel	Evan Bevans	Staff Writer	<a href="#">Contact Us   WWLP</a>	
W. Virginia	News & Sentinel	Evan Bevans	Staff Writer	<a href="mailto:twithers@ap.org">twithers@ap.org</a>	
Wisconsin	News 8000	Amy DuPont	Reporter	<a href="mailto:aj.davis@hearst.com">aj.davis@hearst.com</a>	(864) 242-4404
Wisconsin	WAFF	Nick Kremer	Digital Content Producer		
Wisconsin	WBAY	News Staff		<a href="mailto:wyo4news@wyoming.com">wyo4news@wyoming.com</a>	
Wyoming	Wy New Now	Tom Withers	Sports Writer	<a href="mailto:tbrittain@rocketminer.com">tbrittain@rocketminer.com</a>	
Wyoming	WYO4 News	Wyo4news Staff	Press Release	<a href="#">Carl Samson (@carl_nextshark)</a>	
Wyoming	Wyoming News	Trina Dennis Brittain		<a href="#">Contact Us (fox10phoenix.com)</a>	(602) 257-1234