

Executive Branch Personnel Public Financial Disclosure Report (OGE Form 278e)

Filer's Information

Reich, Brian

Director of Speechwriting, ASPA, Department of Health & Human Services

Date of Appointment: 01/03/2023

Other Federal Government Positions Held During the Preceding 12 Months:

None

Electronic Signature - I certify that the statements I have made in this form are true, complete and correct to the best of my knowledge.

/s/ Reich, Brian [electronically signed on 11/18/2022 by Reich, Brian in Integrity.gov]

Agency Ethics Official's Opinion - On the basis of information contained in this report, I conclude that the filer is in compliance with applicable laws and regulations (subject to any comments below).

/s/ Olesh, Stanley, Certifying Official [electronically signed on 01/05/2023 by Olesh, Stanley in Integrity.gov]

Other review conducted by

/s/ Olesh, Stanley, Ethics Official [electronically signed on 01/05/2023 by Olesh, Stanley in Integrity.gov]

U.S. Office of Government Ethics Certification

Data Revised 01/05/2023

Data Revised 01/03/2023

Data Revised 11/22/2022

Data Revised 11/21/2022

Comments of Reviewing Officials (public annotations):

PART	#	REFERENCE	COMMENT
N/A	N/A	General	(01/05/2023, Olesh, Stanley): 1/4/23 - rec'd signed EA -- SO

1. Filer's Positions Held Outside United States Government

#	ORGANIZATION NAME		CITY, STATE	ORGANIZATION TYPE	POSITION HELD	FROM	TO
1	Murmuration		New York, New York	Non-Profit	SVP of Branding & Marketing	3/2020	12/2022
2	little m media	See Endnote	New York, New York	LLC	Partner/Consultant	4/2009	12/2022
3	Mike Bloomberg for President	See Endnote	New York, NY	Political Campaign	Director, Policy Communications	12/2019	3/2020

2. Filer's Employment Assets & Income and Retirement Accounts

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
1	Murmuration	N/A		Salary	\$414,163
2	Little m Media (ownership interest with spouse in LLC Partnership - communications consultancy) (Value difficult to ascertain)	N/A		Consulting fees	\$270,453
3	SEP IRA	No			
3.1	DoubleLine Core Fixed Income Fund Class (IDBLFX)	Yes	\$15,001 - \$50,000		None (or less than \$201)
3.2	WCM Focused International Growth Fund Instit. class (WCMIX)	Yes	\$100,001 - \$250,000		None (or less than \$201)
3.3	Nuance Mid Cap Value Fund Instit. class (NMVLX)	Yes	\$100,001 - \$250,000		None (or less than \$201)
4	Rollover IRA	No			
4.1	iShares Russell 2000 Value ETF (IWN)	Yes	\$15,001 - \$50,000		None (or less than \$201)

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
4.2	DoubleLine Core Fixed Income Fund (DBLFX)	Yes	\$15,001 - \$50,000		None (or less than \$201)
4.3	FDIC Insured Deposit Account IDA13	N/A	None (or less than \$1,001)		None (or less than \$201)
5	Murmuration	No			
5.1	SSgA Emerging Markets Index Retirement Account	Yes	\$1,001 - \$15,000		None (or less than \$201)
5.2	Vanguard Institutional Target Retirement 2040 Fund (VIRSX)	Yes	\$50,001 - \$100,000		None (or less than \$201)

3. Filer's Employment Agreements and Arrangements

#	EMPLOYER OR PARTY	CITY, STATE	STATUS AND TERMS	DATE
1	Murmuration	New York, New York	I will not participate in this defined contribution plan after my separation.	11/2018

4. Filer's Sources of Compensation Exceeding \$5,000 in a Year

#	SOURCE NAME	CITY, STATE	BRIEF DESCRIPTION OF DUTIES
1	Murmuration	New York, New York	SVP of Branding & Marketing
2	Little m Media	New York, New York	Partner - PR consulting firm
3	Aurea/Trilogy Group Companies	Austin, Texas	writing/consulting -- client of Little m Media)
4	Combs Enterprises. CE OPCO LLC	West Hollywood, California	writing/consulting -- client of Little m Media)

#	SOURCE NAME	CITY, STATE	BRIEF DESCRIPTION OF DUTIES
5	Premier Partnerships Inc.	Santa Monica, California	writing/consulting -- client of Little m Media)
6	TelcoDR	Austin, Texas	writing/consulting -- client of Little m Media)
7	Tillco Media LLC	Dallas, Texas	writing/consulting -- client of Little m Media)

5. Spouse's Employment Assets & Income and Retirement Accounts

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
1	Guild Education (Education)	N/A		salary (until resignation in Jan. 2021)	
2	Rollover IRA	No			
2.1	Muzinich Credit Opportunities Fund Supra Instit. (MZCSX)	Yes	\$15,001 - \$50,000		None (or less than \$201)
2.2	Federated Hermes Strategic Value Dividend Fund (SVAIX)	Yes	\$15,001 - \$50,000		None (or less than \$201)
2.3	Money Market Deposit Account	N/A	\$15,001 - \$50,000		None (or less than \$201)
2.4	Polen Growth Fund Institutional Class (POLIX)	Yes	\$1,001 - \$15,000		None (or less than \$201)
3	SEP IRA	No			
3.1	iShares Preferred and Income Securities ETF (PFF)	Yes	\$15,001 - \$50,000		None (or less than \$201)
3.2	AMG Yacktman Fund (YACKX)	Yes	\$50,001 - \$100,000		None (or less than \$201)
3.3	Money Market Deposit Acct MMDA13	N/A	\$1,001 - \$15,000		None (or less than \$201)

6. Other Assets and Income

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
1	Joint Tenants WROS	No			None (or less than \$201)
1.1	Castle Focus Fund Investor Class Shares (MOATX)	Yes	\$50,001 - \$100,000		None (or less than \$201)
2	American Funds 529 (Child #1)	No			
2.1	American Funds US Government Money Market Fund Class 529-A Shares (AAFXX)	Yes	\$1,001 - \$15,000		None (or less than \$201)
2.2	American Funds College 2024 Fund Class 529-A Shares (CFTAX)	Yes	\$100,001 - \$250,000		None (or less than \$201)
3	American Funds (Child #2)	No			
3.1	American Funds US Government Money Market Fund Class 529-A Shares (AAFXX)	Yes	\$1,001 - \$15,000		None (or less than \$201)
3.2	American Funds College 2027 Fund Class 529-A Shares (CSTAX)	Yes	\$100,001 - \$250,000		None (or less than \$201)
4	First Republic Bank (San Francisco, California) (FRC)	See Endnote	N/A	\$250,001 - \$500,000	None (or less than \$201)
5	Capitol One Personal Savings and Checking Accounts	N/A		\$100,001 - \$250,000	None (or less than \$201)

7. Transactions

(N/A) - Not required for this type of report

8. Liabilities

None

9. Gifts and Travel Reimbursements

(N/A) - Not required for this type of report

Endnotes

PART	#	ENDNOTE
1.	2	Ceased performing all consulting work for Little m ; only ownership interest remains
1.	3	The legal names reported on the W2 forms issued by the campaign were Vensure HR, Inc followed by National Employer Services.
6.	4	Bank account for little m media, llc partnership

Summary of Contents

1. Filer's Positions Held Outside United States Government

Part 1 discloses positions that the filer held at any time during the reporting period (excluding positions with the United States Government). Positions are reportable even if the filer did not receive compensation.

This section does not include the following: (1) positions with religious, social, fraternal, or political organizations; (2) positions solely of an honorary nature; (3) positions held as part of the filer's official duties with the United States Government; (4) mere membership in an organization; and (5) passive investment interests as a limited partner or non-managing member of a limited liability company.

2. Filer's Employment Assets & Income and Retirement Accounts

Part 2 discloses the following:

- Sources of earned and other non-investment income of the filer totaling more than \$200 during the reporting period (e.g., salary, fees, partnership share, honoraria, scholarships, and prizes)
- Assets related to the filer's business, employment, or other income-generating activities (1) that ended the reporting period with a value greater than \$1,000 or (2) from which more than \$200 in income was received during the reporting period (e.g., equity in business or partnership, stock options, retirement plans/accounts and their underlying holdings as appropriate, deferred compensation, and intellectual property, such as book deals and patents)

This section does not include assets or income from United States Government employment or assets that were acquired separately from the filer's business, employment, or other income-generating activities (e.g., assets purchased through a brokerage account). Note: The type of income is not required if the amount of income is \$0 - \$200 or if the asset qualifies as an excepted investment fund (EIF).

3. Filer's Employment Agreements and Arrangements

Part 3 discloses agreements or arrangements that the filer had during the reporting period with an employer or former employer (except the United States Government), such as the following:

- Future employment
- Leave of absence
- Continuing payments from an employer, including severance and payments not yet received for previous work (excluding ordinary salary from a current employer)
- Continuing participation in an employee welfare, retirement, or other benefit plan, such as pensions or a deferred compensation plan
- Retention or disposition of employer-awarded equity, sharing in profits or carried interests (e.g., vested and unvested stock options, restricted stock, future share of a company's profits, etc.)

4. Filer's Sources of Compensation Exceeding \$5,000 in a Year

Part 4 discloses sources (except the United States Government) that paid more than \$5,000 in a calendar year for the filer's services during any year of the reporting period.

The filer discloses payments both from employers and from any clients to whom the filer personally provided services. The filer discloses a source even if the source made its payment to the filer's employer and not to the filer. The filer does not disclose a client's payment to the filer's employer if the filer did not provide the services for which the client is paying.

5. Spouse's Employment Assets & Income and Retirement Accounts

Part 5 discloses the following:

- Sources of earned income (excluding honoraria) for the filer's spouse totaling more than \$1,000 during the reporting period (e.g., salary, consulting fees, and partnership share)
- Sources of honoraria for the filer's spouse greater than \$200 during the reporting period
- Assets related to the filer's spouse's employment, business activities, other income-generating activities (1) that ended the reporting period with a value greater than \$1,000 or (2) from which more than \$200 in income was received during the reporting period (e.g., equity in business or partnership, stock options, retirement plans/accounts and their underlying holdings as appropriate, deferred compensation, and intellectual property, such as book deals and patents)

This section does not include assets or income from United States Government employment or assets that were acquired separately from the filer's spouse's business, employment, or other income-generating activities (e.g., assets purchased through a brokerage account). Note: The type of income is not required if the amount of income is \$0 - \$200 or if the asset qualifies as an excepted investment fund (EIF). Amounts of income are not required for a spouse's earned income (excluding honoraria).

6. Other Assets and Income

Part 6 discloses each asset, not already reported, (1) that ended the reporting period with a value greater than \$1,000 or (2) from which more than \$200 in investment income was received during the reporting period. For purposes of the value and income thresholds, the filer aggregates the filer's interests with those of the filer's spouse and dependent children.

This section does not include the following types of assets: (1) a personal residence (unless it was rented out during the reporting period); (2) income or retirement benefits associated with United States Government employment (e.g., Thrift Savings Plan); and (3) cash accounts (e.g., checking, savings, money market accounts) at a single financial institution with a value of \$5,000 or less (unless more than \$200 in income was received). Additional exceptions apply. Note: The type of income is not required if the amount of income is \$0 - \$200 or if the asset qualifies as an excepted investment fund (EIF).

7. Transactions

Part 7 discloses purchases, sales, or exchanges of real property or securities in excess of \$1,000 made on behalf of the filer, the filer's spouse or dependent child during the reporting period.

This section does not include transactions that concern the following: (1) a personal residence, unless rented out; (2) cash accounts (e.g., checking, savings, CDs, money market accounts) and money market mutual funds; (3) Treasury bills, bonds, and notes; and (4) holdings within a federal Thrift Savings Plan account. Additional exceptions apply.

8. Liabilities

Part 8 discloses liabilities over \$10,000 that the filer, the filer's spouse or dependent child owed at any time during the reporting period.

This section does not include the following types of liabilities: (1) mortgages on a personal residence, unless rented out (limitations apply for PAS filers); (2) loans secured by a personal motor vehicle, household furniture, or appliances, unless the loan exceeds the item's purchase price; and (3) revolving charge accounts, such as credit card balances, if the outstanding liability did not exceed \$10,000 at the end of the reporting period. Additional exceptions apply.

9. Gifts and Travel Reimbursements

This section discloses:

- Gifts totaling more than \$415 that the filer, the filer's spouse, and dependent children received from any one source during the reporting period.
- Travel reimbursements totaling more than \$415 that the filer, the filer's spouse, and dependent children received from any one source during the reporting period.

For purposes of this section, the filer need not aggregate any gift or travel reimbursement with a value of \$166 or less. Regardless of the value, this section does not include the following items: (1) anything received from relatives; (2) anything received from the United States Government or from the District of Columbia, state, or local governments; (3) bequests and other forms of inheritance; (4) gifts and travel reimbursements given to the filer's agency in connection with the filer's official travel; (5) gifts of hospitality (food, lodging, entertainment) at the donor's residence or personal premises; and (6) anything received by the filer's spouse or dependent children totally independent of their relationship to the filer. Additional exceptions apply.

Privacy Act Statement

Title I of the Ethics in Government Act of 1978, as amended (the Act), 5 U.S.C. app. § 101 et seq., as amended by the Stop Trading on Congressional Knowledge Act of 2012 (Pub. L. 112-105) (STOCK Act), and 5 C.F.R. Part 2634 of the U. S. Office of Government Ethics regulations require the reporting of this information. Failure to provide the requested information may result in separation, disciplinary action, or civil action. The primary use of the information on this report is for review by Government officials to determine compliance with applicable Federal laws and regulations. This report may also be disclosed upon request to any requesting person in accordance with sections 105 and 402(b)(1) of the Act or as otherwise authorized by law. You may inspect applications for public access of your own form upon request. Additional disclosures of the information on this report may be made: (1) to any requesting person, subject to the limitation contained in section 208(d)(1) of title 18, any determination granting an exemption pursuant to sections 208(b)(1) and 208(b)(3) of title 18; (2) to a Federal, State, or local law enforcement agency if the disclosing agency becomes aware of violations or potential violations of law or regulation; (3) to a source when necessary to obtain information relevant to a conflict of interest investigation or determination; (4) to the National Archives and Records Administration or the General Services Administration in records management inspections; (5) to the Office of Management and Budget during legislative coordination on private relief legislation; (6) when the disclosing agency determines that the records are arguably relevant to a proceeding before a court, grand jury, or administrative or adjudicative body, or in a proceeding before an administrative or adjudicative body when the adjudicator determines the records to be relevant to the proceeding; (7) to reviewing officials in a new office, department or agency when an employee transfers or is detailed from one covered position to another, a public financial disclosure report and any accompanying documents, including statements notifying an employee's supervising ethics office of the commencement of negotiations for future employment or compensation or of an agreement for future employment or compensation; (8) to a Member of Congress or a congressional office in response to an inquiry made on behalf of and at the request of an individual who is the subject of the record; (9) to contractors and other non-Government employees working on a contract, service or assignment for the Federal Government when necessary to accomplish a function related to this system of records; (10) on the OGE Website and to any person, department or agency, any written ethics agreement, including certifications of ethics agreement compliance, filed with OGE by an individual nominated by the President to a position requiring Senate confirmation; (11) on the OGE Website and to any person, department or agency, any certificate of divestiture issued by OGE; (12) on the OGE Website and to any person, department or agency, any waiver of the restrictions contained in Executive Order 13770 or any superseding executive order; (13) to appropriate agencies, entities and persons when there has been a suspected or confirmed breach of the system of records, the agency maintaining the records has determined that there is a risk of harm to individuals, the agency, the Federal Government, or national security, and the disclosure is reasonably necessary to assist in connection with the agency's efforts to respond to the suspected or confirmed breach or to prevent, minimize, or remedy such harm; and (14) to another Federal agency or Federal entity, when the agency maintaining the record determines that information from this system of records is reasonably necessary to assist the recipient agency or entity in responding to a suspected or confirmed breach or in preventing, minimizing, or remedying the risk of harm to individuals, the recipient agency or entity, the Federal Government, or national security. See also the OGE/GOVT-1 executive branch-wide Privacy Act system of records.

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