

Shrode, Blake

From: Shrode, Blake
Sent: Tuesday, February 02, 2010 1:26 PM
To: Farmer-Lane, Lisa D
Subject: RE: City of Hope contacts

No, on conf call here with different client.
Letting you take the lead!

From: Farmer-Lane, Lisa D
Sent: Tuesday, February 02, 2010 1:25 PM
To: Shrode, Blake
Subject: RE: City of Hope contacts

Blake,
Are you heading to City of Hope with us today?

LISA LANE
CBS2 & KCAL9 Promotion Manager
4200 Radford Ave
Studio City, CA 91604
818-655-2189
323-333-5008 (cell)

From: Shrode, Blake
Sent: Monday, February 01, 2010 11:39 AM
Cc: Rodriguez, Stephanie M; Maas, Michael S; Farmer-Lane, Lisa D
Subject: RE: City of Hope contacts

City of Hope contacts:

Senior Director, of Advertising and Branding Communications
Vicky Hoffman: 626.930.5468

Senior Account Supervisor, Communications
Kim D. Proescholdt: 626.256.8665

Senior Media Relations Specialist
Shawn Le: 626.471.7152

From: Shrode, Blake
Sent: Monday, February 01, 2010 11:32 AM
To: 'Hoffman, Vicky'; 'Le, Shawn'; 'kproescholdt@coh.org'
Cc: Rodriguez, Stephanie M; Maas, Michael S; Farmer-Lane, Lisa D

Subject: City of Hope/KCBS-TV Contacts for HealthWatch campaign

KCBS-TV

Public Affairs Director
Stephanie Rodriguez: 818.655.2517

On Air Promotion Manager
Lisa Lane: 818.655.2189

KCBS Producer
Mike Mass: 818.655.2188

Blake Shrode KCBS-TV Los Angeles
4200 Radford Ave | Studio City, CA 91604
ph 818.655.2082 | fax 655.2670
bdshrode@cbs.com

Shrode, Blake

From: Shrode, Blake
Sent: Tuesday, February 02, 2010 1:31 PM
To: Shrode, Blake
Subject: FW: Cituy of Hope Contract 2-2
Attachments: (KCBS)TVContractPrint_48784_10210.pdf

Blake Shrode | Account Executive | KCBS-TV Los Angeles
4200 Radford Ave | Studio City, CA 91604
ph 818.655.2082 | fax 655.2670
bdshrode@cbs.com

From: Coleman, Christie Y
Sent: Tuesday, February 02, 2010 9:58 AM
To: Shrode, Blake
Subject: Contracts

Christie Coleman McGuire
CBS-2 Broadcast Center
4200 Radford Avenue
Studio City, Ca. 91604
(818) 655-2071 Phone
(818) 655-2670 Fax

Shrode, Blake

From: Harvey Scott Kaner [harvey_kaner@thephelpsgroup.com]
Sent: Tuesday, February 02, 2010 4:21 PM
To: Shrode, Blake
Subject: RE: City of Hope: CBS Healthwatch Sponsorship

Perfect, thank you. We'll have that HDCAM tape to you by Thursday, 2/25, as requested. Thanks again for the extension.

Harvey S. Kaner | The Phelps Group | Integrated Marketing Communications
901 Wilshire Blvd. | Santa Monica, CA | 90401 | 310.752.4400 x143 | hkaner@thephelpsgroup.com
blog.thephelpsgroup.com | facebook.com/thephelpsgroup | twitter.com/thephelpsgroup

Our work influences millions of people daily, so truth is our highest value.

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From: Shrode, Blake [mailto:bdshrode@cbs.com]
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KCBS-TV Los Angeles
4200 Radford Ave
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Just trying to get all our ducks in a row so that once the spot is done, it can be trafficked quickly and efficiently by the deadline.

Thanks for all your help,
Harvey

From: Harvey Scott Kaner
Sent: Monday, February 01, 2010 5:47 PM
To: 'Shrode, Blake'
Cc: Erin Culling
Subject: RE: City of Hope: CBS Healthwatch Sponsorship

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Subject: RE: City of Hope: CBS Healthwatch Sponsorship

You can send to me if you choose.
Jim and Nancy are the internet contacts too.
Either of us is fine.
Thanks~

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From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Tuesday, January 26, 2010 12:05 PM
To: Mary Jo Sobotka
Subject: FW: City of Hope: CBS Healthwatch Sponsorship

Ad specs for TV. Web specs attached and video pre-roll format specs

Logo for Billboards; JPG or EPS

Thanks

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Blake,

Please find spec sheet attached.

330x25
300x250
728x90
160x600
:15 sec pre-roll
High Resolution Logo/EPS true vector file .ai/.eps

Thanks,
NZ

From: Shrode, Blake
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To: Zamudio, Nancy
Cc: Shaw, Jim
Subject: FW: City of Hope: CBS Healthwatch Sponsorship

Can you send me web specs for City of Hope

Blake Shrode | Account Executive | KCBS-TV Los Angeles
4200 Radford Ave | Studio City, CA 91604
ph 818.655.2082 | fax 655.2670
bdshrode@cbs.com

From: Mary Jo Sobotka [mailto:mj@thephelpsgroup.com]
Sent: Tuesday, January 26, 2010 9:45 AM
To: Shrode, Blake
Cc: Erin Culling; Kimberly Daily; Harvey Scott Kaner
Subject: City of Hope: CBS Healthwatch Sponsorship

Hi Blake,

Our phones were out the majority of yesterday and supposed to be ok today (although I've already had some issues!) -- so, if you have trouble calling me, sorry but I am on e-mail.

I wanted to nail down a few dates so we can work toward putting a production schedule together - let me know your thoughts on this proposed schedule. We're meeting with City of Hope at 11:30 so if you could get back this morning, we'd appreciate it.

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- Copy/logo for promo announcements from Phelps to CBS by Tuesday, Feb 23
 - :10 promo (M-W 9A-3P)
 - :05 billboard copy/logo (M-F 5A-9A, M-F 11-11:30A, M-F 5-6:30P)
 - :30 Community Calendar Sponsor - not sure what you need for this - logo?
Copy?
- :90 Units: CBS Health reporter to interview COH docs on campus. Need guidance from you on timing for this - if you want to set up a separate call with City of Hope, we can arrange for you - you will be interfacing with the COH Pr folks on this item.

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 - Home page sponsorship logo (let us know specs)
 - Colorectal Page Creative: Let us know specs on banners and :15 video pre-roll. As agreed, they will direct to COH.org. Our banners will be Flash with the possible exception of the 88 x 31 (this is small and might just be an animated or static gif)
 - 330 x 250
 - 300 x 250
 - 728 x 90
 - 160 x 600
 - 88 x 31
 - :15 Video for pre-roll on video player unit

I believe this covers everything - please let me know.

Thanks,
Mary Jo

Mary Jo Sobotka | VP, Integrated Media Strategy

The Phelps Group

901 Wilshire Blvd. | Santa Monica, CA | 90401

Phone: 310.752.4400 x 104 | Fax: 310.752.4446

mj@thephelpsgroup.com | www.thephelpsgroup.com

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Shrode, Blake

From: Rodriguez, Stephanie M
Sent: Wednesday, February 03, 2010 12:14 PM
To: Shrode, Blake; 'Hoffman, Vicky'; 'Le, Shawn'; 'kproescholdt@coh.org'
Cc: Maas, Michael S; Farmer-Lane, Lisa D; Wilgoren, Peter H; Sigell, Lisa
Subject: RE: City of Hope/KCBS-TV Contacts for HealthWatch campaign

Hello all,

We are excited to move forward with this partnership with City of Hope and are making good progress. I have been able to secure Lisa Sigell, the health & medicine news reporter for taping on Tuesday, February 16th. We expect to arrive around 10am for the crew to set-up our gear and will need the doctors available between noon and 3pm. Mike Maas, our producer, will have a production schedule prior to that date so you can let the doctors know a more specific time we will need them at each location.

Please confirm that this date works for everyone involved. Thanks for your help coordinating all of this.

Best,

Stephanie

Stephanie Medina Rodriguez
Director of Public Affairs, CBS2 & KCAL9
4200 Radford Ave., Studio City, CA 91604
818.655.2157 tel 818.655.2682 fax

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ph 818.655.2082 | fax 655.2670
bdshrode@cbs.com

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Sent: Wednesday, February 03, 2010 12:27 PM
To: Shaw, Jim
Cc: Zamudio, Nancy
Subject: FW: City of Hope: CBS Healthwatch Sponsorship

Will this work for pre roll?

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4200 Radford Ave | Studio City, CA 91604
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Logo for Billboards; JPG or EPS

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Mary Jo Sobotka | VP, Integrated Media Strategy

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Shrode, Blake

From: Shrode, Blake
Sent: Thursday, February 04, 2010 2:29 PM
To: Rodriguez, Stephanie M
Subject: RE: City of Hope/KCBS-TV Contacts for HealthWatch campaign

??? trouble

Blake Shrode | Account Executive | KCBS-TV Los Angeles
4200 Radford Ave | Studio City, CA 91604
ph 818.655.2082 | fax 655.2670
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From: Rodriguez, Stephanie M
Sent: Thursday, February 04, 2010 2:28 PM
To: Farmer-Lane, Lisa D; Shrode, Blake
Subject: FW: City of Hope/KCBS-TV Contacts for HealthWatch campaign

Fyi.....

From: Proescholdt, Kim [mailto:KProescholdt@coh.org]
Sent: Thursday, February 04, 2010 2:02 PM
To: Rodriguez, Stephanie M; Maas, Michael S
Subject: RE: City of Hope/KCBS-TV Contacts for HealthWatch campaign

Hi Stephanie and Mike.

It doesn't look as though the Visitor Center is available Wed., 2/17. So perhaps we can focus on backup options such as filming outside of the Visitor Center on the grassy lawn and/or the area w/the bench in the trimmed down Rose Garden (Mike, you seemed keen on this spot).

Just wanted to let you know so you can plan accordingly. Of course praying for no rain would be the first thing!

Talk with you soon.

Kim
626-256-8665

From: Rodriguez, Stephanie M [mailto:smrodriguez@cbs.com]
Sent: Wednesday, February 03, 2010 2:05 PM
To: Hoffman, Vicky; Shrode, Blake; Le, Shawn; Proescholdt, Kim
Cc: Maas, Michael S; Farmer-Lane, Lisa D; Wilgoren, Peter H; Sigell, Lisa
Subject: Re: City of Hope/KCBS-TV Contacts for HealthWatch campaign

Yes....let's do it on Wednesday. Thanks all.

From: Hoffman, Vicky <VHoffman@coh.org>
To: Rodriguez, Stephanie M; Shrode, Blake; Le, Shawn <SLe@coh.org>; Proescholdt, Kim

<KProescholdt@coh.org>

Cc: Maas, Michael S; Farmer-Lane, Lisa D; Wilgoren, Peter H; Sigell, Lisa

Sent: Wed Feb 03 13:57:25 2010

Subject: RE: City of Hope/KCBS-TV Contacts for HealthWatch campaign

Coordinating schedules is a job in itself! This is exciting and I would really like our Program Director of Colon (Dr. Julio Garcia-Aguilar) to be part of the interview. Unfortunately, he is not here on 2/16 and Dr. Levine isn't available either.

What is the availability of Wednesday 2/17? I know Dr. Levine can be available that day from noon to 1pm and Dr. Garcia-Aguilar can make anytime on Wednesday work.

Vicky

From: Rodriguez, Stephanie M [mailto:smrodriguez@cbs.com]

Sent: Wednesday, February 03, 2010 12:14 PM

To: Shrode, Blake; Hoffman, Vicky; Le, Shawn; Proescholdt, Kim

Cc: Maas, Michael S; Farmer-Lane, Lisa D; Wilgoren, Peter H; Sigell, Lisa

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Stephanie

Stephanie Medina Rodriguez

Director of Public Affairs, CBS2 & KCAL9

4200 Radford Ave., Studio City, CA 91604

818.655.2157 **tel** 818.655.2682 **fax**

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Farmer-Lane, Lisa D

From: Shrode, Blake
Sent: Monday, February 08, 2010 10:34 AM
To: 'Le, Shawn'; Rodriguez, Stephanie M; Hoffman, Vicky; Proescholdt, Kim
Cc: Maas, Michael S; Farmer-Lane, Lisa D; Shaw, Jim
Subject: RE: Myths and questions for HealthWatch campaign
Thanks for the guidance regarding the City of Hope vignettes.

Blake Shrode | Account Executive | KCBS-TV Los Angeles
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bdshrode@cbs.com

From: Le, Shawn [mailto:SLe@coh.org]
Sent: Friday, February 05, 2010 5:19 PM
To: Rodriguez, Stephanie M; Shrode, Blake; Hoffman, Vicky; Proescholdt, Kim
Cc: Maas, Michael S; Farmer-Lane, Lisa D; Wilgoren, Peter H; Sigell, Lisa
Subject: RE: Myths and questions for HealthWatch campaign

Hi everyone,

Attached are the cancer myths and questions we'd like to focus on for our spot. I don't anticipate being able to cover all of them in the allotted time, so we put them in a priority flow. General concerns followed by specific. You can treat the list as stone, or simply guidance.

Please let me know if you have any questions.

Shawn Le
Media Relations
City of Hope
Ext. 67152
Direct: (626) 471-7152
Mobile: (626) 905-9993
www.cityofhope.org/media

From: Rodriguez, Stephanie M [mailto:smrodriguez@cbs.com]
Sent: Wednesday, February 03, 2010 12:14 PM
To: Shrode, Blake; Hoffman, Vicky; Le, Shawn; Proescholdt, Kim
Cc: Maas, Michael S; Farmer-Lane, Lisa D; Wilgoren, Peter H; Sigell, Lisa
Subject: RE: City of Hope/KCBS-TV Contacts for HealthWatch campaign

Hello all,

We are excited to move forward with this partnership with City of Hope and are making good progress. I have been able to secure Lisa Sigell, the health & medicine news reporter for taping on Tuesday, February 16th. We expect to arrive around 10am for the crew to set-up our gear and will need the doctors available between noon and 3pm. Mike Maas, our producer, will have a production schedule prior to that date so you can let the doctors know a more specific time we will need them at each location.

Please confirm that this date works for everyone involved. Thanks for your help coordinating all of this.

Best,

Stephanie

Stephanie Medina Rodriguez
Director of Public Affairs, CBS2 & KCAL9
4200 Radford Ave., Studio City, CA 91604
818.655.2157 tel 818.655.2682 fax

From: Shrode, Blake
Sent: Monday, February 01, 2010 11:32 AM
To: 'Hoffman, Vicky'; 'Le, Shawn'; 'kproescholdt@coh.org'
Cc: Rodriguez, Stephanie M; Maas, Michael S; Farmer-Lane, Lisa D
Subject: City of Hope/KCBS-TV Contacts for HealthWatch campaign

KCBS-TV

Public Affairs Director
Stephanie Rodriguez: 818.655.2517

On Air Promotion Manager
Lisa Lane: 818.655.2189

KCBS Producer
Mike Mass: 818.655.2188

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