

Shrode, Blake

From: Harvey Scott Kaner [harvey_kaner@thephelpsgroup.com]
Sent: Wednesday, February 24, 2010 10:03 AM
To: Shrode, Blake
Cc: Erin Culling
Subject: FW: FedEx Shipment 798417229065 Delivered

Good morning, Blake. Your :15 City of Hope video pre-roll HDCAM tape has arrived, FYI. Please verify that we're all set on this part.

And DG has received the tape for our :30 spot as well.

Thank you,
Harvey

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](https://www.facebook.com/thephelpsgroup) | twitter.com/thephelpsgroup

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

We are dedicated to improving our environment and are proud to have received Santa Monica's Sustainable Quality Award.

From: TrackingUpdates@fedex.com [mailto:TrackingUpdates@fedex.com]
Sent: Wednesday, February 24, 2010 9:43 AM
To: Harvey Scott Kaner
Subject: FedEx Shipment 798417229065 Delivered

This tracking update has been requested by:

Company Name: The Phelps Group
Name: Harvey Kaner
E-mail: hkaner@thephelpsgroup.com
Message: Hi Blake, here's the HD tape of City of Hope's :15 pre-roll for HealthWatch.
Harvey Kaner, The Phelps Group 310 752 4478

Our records indicate that the following shipment has been delivered:

Reference: COH-0556 COLON PRE-ROLL
Ship (P/U) date: Feb 23, 2010
Delivery date: Feb 24, 2010 9:34 AM
Sign for by: E.SALONGA
Delivered to: Shipping/Receiving
Service type: FedEx Standard Overnight
Packaging type: FedEx Box

Number of pieces: 1
Weight: 1.00 lb.
Special handling/Services: Deliver Weekday
Tracking number: 798417229065

Shipper Information	Recipient Information
Harvey Kaner	BLAKE SHRODE
The Phelps Group	KCBS-TV LOS ANGELES
901 Wilshire Boulevard	4200 RADFORD AVE
Santa Monica	STUDIO CITY
CA	CA
US	US
90401	91604

Please do not respond to this message. This email was sent from an unattended mailbox. This report was generated at approximately 11:43 AM CST on 02/24/2010.
Learn more about new ways to track with FedEx.

All weights are estimated.

To track the latest status of your shipment, click on the tracking number above, or visit us at fedex.com. This tracking update has been sent to you by FedEx on the behalf of the Requestor noted above. FedEx does not validate the authenticity of the requestor and does not validate, guarantee or warrant the authenticity of the request, the requestor's message, or the accuracy of this tracking update. For tracking results and fedex.com's terms of use, go to fedex.com.

Thank you for your business.

Shrode, Blake

From: Shrode, Blake
Sent: Wednesday, February 24, 2010 10:38 AM
To: 'Harvey Scott Kaner'
Cc: Erin Culling; Mary Jo Sobotka; Escalon, Christian; Zamudio, Nancy
Subject: RE: COH :15 Colon Video - for TV too?

Got it... We will make sure the :15 stays on the web as pre-roll
Thanks

From: Harvey Scott Kaner [mailto:harvey_kaner@thephelpsgroup.com]
Sent: Wednesday, February 24, 2010 10:36 AM
To: Shrode, Blake
Cc: Erin Culling; Mary Jo Sobotka
Subject: RE: COH :15 Colon Video - for TV too?

Blake—

Thank you so much for the offer. We really appreciate that, especially for such a deserving client.

However, we did not purchase the rights to use our :15 Colon Canswer video on TV so we can't take you up on your offer.

Thanks again anyway,
Harvey

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Wednesday, February 24, 2010 10:22 AM
To: Harvey Scott Kaner
Cc: Mary Jo Sobotka
Subject: RE: COH :15 Colon Video - for TV too?

Yes, it would be if we run it
Just want to have approval to run on TV as a good option for COH.

From: Harvey Scott Kaner [mailto:harvey_kaner@thephelpsgroup.com]
Sent: Wednesday, February 24, 2010 10:15 AM
To: Shrode, Blake
Cc: Erin Culling
Subject: FW: COH :15 Colon Video - for TV too?

Hi Blake—

Is this bonus, in addition to the contract for the :30s? Please clarify.

Thanks,
Harvey

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Wednesday, February 24, 2010 10:11 AM
To: Harvey Scott Kaner
Cc: Erin Culling; Mary Jo Sobotka
Subject: COH

Quick question-
Do we have approval to run the :15 on TV?
If so, we might add to the TV rotation
Let me know, Thanks~

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: Harvey Scott Kaner [mailto:harvey_kaner@thephelpsgroup.com]
Sent: Wednesday, February 24, 2010 10:03 AM
To: Shrode, Blake
Cc: Erin Culling
Subject: FW: FedEx Shipment 798417229065 Delivered

Good morning, Blake. Your :15 City of Hope video pre-roll HDCAM tape has arrived, FYI. Please verify that we're all set on this part.

And DG has received the tape for our :30 spot as well.

Thank you,
Harvey

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.
We are dedicated to improving our environment and are proud to have received Santa Monica's Sustainable Quality Award.*

From: TrackingUpdates@fedex.com [mailto:TrackingUpdates@fedex.com]
Sent: Wednesday, February 24, 2010 9:43 AM
To: Harvey Scott Kaner
Subject: FedEx Shipment 798417229065 Delivered

This tracking update has been requested by:

Company The Phelps Group

Name:
Name: Harvey Kaner
E-mail: hkaner@thephelpsgroup.com

Message: Hi Blake, here's the HD tape of City of Hope's :15 pre-roll for HealthWatch.
Harvey Kaner, The Phelps Group 310 752 4478

Our records indicate that the following shipment has been delivered:

Reference: COH-0556 COLON PRE-ROLL
Ship (P/U) date: Feb 23, 2010
Delivery date: Feb 24, 2010 9:34 AM
Sign for by: E.SALONGA
Delivered to: Shipping/Receiving
Service type: FedEx Standard Overnight
Packaging type: FedEx Box
Number of pieces: 1
Weight: 1.00 lb.
Special handling/Services: Deliver Weekday

Tracking number: 798417229065

Shipper Information	Recipient Information
Harvey Kaner	BLAKE SHRODE
The Phelps Group	KCBS-TV LOS ANGELES
901 Wilshire Boulevard	4200 RADFORD AVE
Santa Monica	STUDIO CITY
CA	CA
US	US
90401	91604

Please do not respond to this message. This email was sent from an unattended mailbox. This report was generated at approximately 11:43 AM CST on 02/24/2010.

Learn more about new ways to track with FedEx.

All weights are estimated.

To track the latest status of your shipment, click on the tracking number above, or visit us at fedex.com.

This tracking update has been sent to you by FedEx on the behalf of the Requestor noted above. FedEx does not validate the authenticity of the requestor and does not validate, guarantee or warrant the authenticity of the request, the requestor's message, or the accuracy of this tracking update. For tracking results and fedex.com's terms of use, go to fedex.com.

Thank you for your business.

Farmer-Lane, Lisa D

From: Dacey-Young, Carole
Sent: Thursday, February 25, 2010 5:20 PM
To: Shrode, Blake; Rodriguez, Stephanie M; Farmer-Lane, Lisa D; Shaw, Jim
Subject: CBS HW CRC co-branded promo banner ads
Attachments: 728x90 HW branded.jpg; 160x600 HW branded.jpg; 300x250 HW brand2.jpg; FINAL 300x250 co brand2.jpg

Hi Guys,

The web site is up however we don't want to send anyone to it yet as we have more changes tomorrow.

Also I'm attaching the 3 co-branded web banners I referenced in the tool kit memo were coming. You can tag COH. These should drive to the colorectal url.

Are we going to have a local contribution again like for Jafra? If so it'll be slotted in the same area right under the quad "features" section up top. I can talk you through it if needed.

Here's how all the stations HealthWatch sites will be from this point going forward

Landing page where there will be a list of viable HW campaigns. Viewer chooses and is brought to either of the urls below. For the on-air spots and any promotional items we are driving everyone to the landing page /cbshealthwatch in order to be consistent with the "HealthWatch" branding. If you have any questions pls let me know. Thank you. C

<http://cbs2.com/cbshealthwatch>

<http://cbs2.com/colorectal>

<http://cbs2.com/diagnosisiskin>

Shrode, Blake

From: Shrode, Blake
Sent: Friday, February 26, 2010 8:56 AM
To: Escalon, Christian
Cc: Dacey-Young, Carole
Subject: RE COH :30

Can you send it for me to re-view?
I also will share it with Carole in NY.
Thanks

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: Escalon, Christian
Sent: Thursday, February 25, 2010 4:45 PM
To: Shrode, Blake
Subject: RE:

Yes we did

From: Shrode, Blake
Sent: Thursday, February 25, 2010 4:44 PM
To: Escalon, Christian
Subject: Fw:

Did you get the :30 city of hope spot via dg?

From: Shrode, Blake
To: Dacey-Young, Carole
Sent: Thu Feb 25 16:10:39 2010
Subject: Re:

No we did not get one

From: Dacey-Young, Carole
To: Shrode, Blake
Sent: Thu Feb 25 16:02:19 2010
Subject:
Any luck getting the script we discussed?

Shrode, Blake

From: Dacey-Young, Carole
Sent: Friday, February 26, 2010 2:03 PM
To: Shrode, Blake
Subject: COH

Blake, check it out.....

<http://cbs2.com/colorectal/chemotherapy.bath.colorectal.2.1523827.html>

<http://cbs2.com/colorectal/colorectal.colon.cancer.2.1523846.html>

<http://cbs2.com/colorectal/colorectal.colon.cancer.2.1523873.html>

Carolé Dacey-Young

Director of HealthCare Strategy
Exec Prod CBS HealthWatch(tm)
CBS Television Group
1700 Broadway
New York, NY 10019
212-975-1504
917-647-3236 cell
cdacey-young@cbs.com

Shrode, Blake

From: Dacey-Young, Carole
Sent: Friday, February 26, 2010 2:06 PM
To: Shrode, Blake
Subject: RE: COH

We have some last minute tweaks that may not be through the cache of each stations websites, these pages are done though if you'd like to share.

Are their HW spots done? I haven't seen anything yet?

From: Shrode, Blake
Sent: Friday, February 26, 2010 5:05 PM
To: Dacey-Young, Carole
Subject: RE: COH

Looks great!!
Everyone is very excited today at COH. I just spoke with them.
Is this official to view on line?

From: Dacey-Young, Carole
Sent: Friday, February 26, 2010 2:03 PM
To: Shrode, Blake
Subject: COH

Blake, check it out.....

<http://cbs2.com/colorectal/chemotherapy.bath.colorectal.2.1523827.html>

<http://cbs2.com/colorectal/colorectal.colon.cancer.2.1523846.html>

<http://cbs2.com/colorectal/colorectal.colon.cancer.2.1523873.html>

Carolé Dacey-Young
Director of HealthCare Strategy
Exec Prod CBS HealthWatch(tm)
CBS Television Group

1700 Broadway
New York, NY 10019
212-975-1504
917-647-3236 cell
cdacey-young@cbs.com

Shrode, Blake

From: Shrode, Blake
Sent: Friday, February 26, 2010 2:38 PM
To: Proescholdt, Kim; Hoffman, Vicky; Le, Shawn
Cc: Rodriguez, Stephanie M; Maas, Michael S
Subject: City of Hope: KCBS-TV prelog times for 3.1
Attachments: COH 3-1.xls

Attached are air times for Monday. We look forward to this starting @ 1105am!!

:06 spot is a billboard in news
:30 COH Brand spot
:15 Couric PSA with COH
:90 COH HealthWatch
:10 Tune in with COH.

Have a good weekend~
Blake

Shrode, Blake

From: Shrode, Blake
Sent: Friday, February 26, 2010 3:51 PM
To: Sanchez, Karla
Subject: COH spot 2

Mike~

Per NY-CBS @ 113 sec "screening test offer"

A screening test or screening tests..patient screening test?

Shrode, Blake

From: Dacey-Young, Carole
Sent: Tuesday, March 02, 2010 6:06 AM
To: Shaw, Jim
Cc: Zamudio, Nancy; Shrode, Blake
Subject: RE: City of Hope
Attachments: web header logo combo.jpg; home banner sample coh.ppt

Hi Jim, got your vm this morning.

I've asked our marketing dept if they can accommodate this morning by coming up with a solution for you similar to the first sample you sent or an alternate suggestion. I'll let you know once they get in if we can get this done for you. In the event they can't turn this request this morning, I am providing the campaign logo for you to create. A couple points for consideration which we discussed are stay with the 1st draft but make the COH slightly smaller so it doesn't look too crowded, the other is to position like the attached home banner sample, the COH logo is bigger in this scenario. The logo artwork would have to be resized instead of shrinking it as I did for the sample.

Let me know when you get in and hopefully I'll have received feedback from marketing by that time. Thx again sorry for the confusion on my part.

From: Shaw, Jim
Sent: Monday, March 01, 2010 7:57 PM
To: Dacey-Young, Carole
Cc: Zamudio, Nancy; Shrode, Blake
Subject: RE: City of Hope

Not sure I understand. The HW page will stay the same. I just need something like this on our home page...



From: Dacey-Young, Carole
Sent: Monday, March 01, 2010 4:52 PM
To: Shaw, Jim
Subject: Re: City of Hope

Was the logo artwork you sent for the home or to replace the logo on the HW page?

From: Shaw, Jim
To: Dacey-Young, Carole
Sent: Mon Mar 01 19:45:31 2010
Subject: RE: City of Hope
Correct. The Home Page of CBS2.com.

From: Dacey-Young, Carole
Sent: Monday, March 01, 2010 4:45 PM
To: Shaw, Jim; Shrode, Blake
Cc: Zamudio, Nancy
Subject: Re: City of Hope

I'm sure we can work something out. You're talking about the home page not the HW page correct?

From: Shaw, Jim
To: Dacey-Young, Carole; Shrode, Blake
Cc: Zamudio, Nancy
Sent: Mon Mar 01 19:40:50 2010
Subject: RE: City of Hope
Carole,

We committed to City of Hope that they would be present on a 500x50 banner on our home page, so we have to give them something. We can certainly create something that doesn't mention "CBS Healthwatch", but rather just says that it's "Colorectal Awareness Month" and to 'click here' for more info.

Thanks,

Jim

From: Dacey-Young, Carole
Sent: Monday, March 01, 2010 3:24 PM
To: Shaw, Jim; Oginski, Erik P
Cc: Zamudio, Nancy
Subject: RE: City of Hope

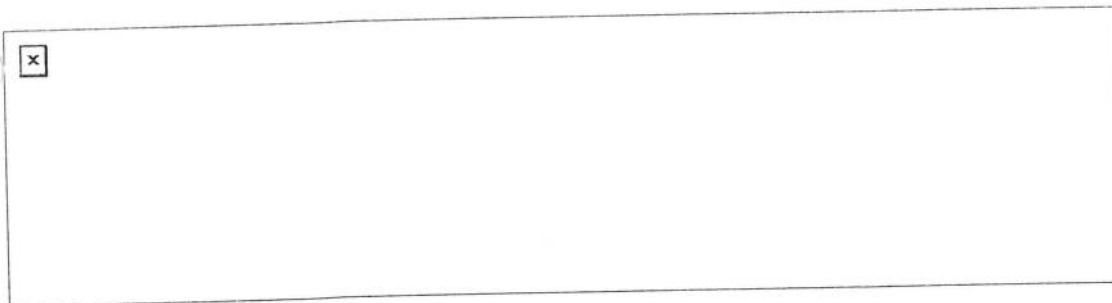
Hi Guys, I appreciate what you're suggesting, but we don't position sponsor logos in the HW brand logo. ASCRS is a partner not a sponsor for the campaign, and we didn't allow the logo sponsorship for Ethicon. The banner ads are the place for reserving sponsorship msgs if that's an option you're considering. The other alternative I can offer is the sales wild card. Thx, Carolé

From: Shaw, Jim
Sent: Monday, March 01, 2010 5:21 PM
To: Oginski, Erik P
Cc: Dacey-Young, Carole; Zamudio, Nancy
Subject: City of Hope

Erik,

Can we get a colorectal banner on the home page? Something like this...

It should link to- <http://cbs2.com/colorectal>



If so, I suppose we can get it produced up here. Carole, can you let us know if there are any elements we have to include in an ad like this?

Thanks,

Jim

Shrode, Blake

From: Dacey-Young, Carole
Sent: Tuesday, March 02, 2010 7:05 AM
To: Shaw, Jim
Cc: Zamudio, Nancy; Shrode, Blake; Sanson, Luana
Subject: RE: City of Hope
Importance: High

Please verify that you need a 500 x 50 sized jpg..Luana is standing by to compose. thanks

From: Shaw, Jim
Sent: Monday, March 01, 2010 7:57 PM
To: Dacey-Young, Carole
Cc: Zamudio, Nancy; Shrode, Blake
Subject: RE: City of Hope

Not sure I understand. The HW page will stay the same. I just need something like this on our home page...



From: Dacey-Young, Carole
Sent: Monday, March 01, 2010 4:52 PM
To: Shaw, Jim
Subject: Re: City of Hope

Was the logo artwork you sent for the home or to replace the logo on the HW page?

From: Shaw, Jim
To: Dacey-Young, Carole
Sent: Mon Mar 01 19:45:31 2010
Subject: RE: City of Hope
Correct. The Home Page of CBS2.com.

From: Dacey-Young, Carole
Sent: Monday, March 01, 2010 4:45 PM
To: Shaw, Jim; Shrode, Blake
Cc: Zamudio, Nancy
Subject: Re: City of Hope

I'm sure we can work something out. You're talking about the home page not the HW page correct?

From: Shaw, Jim
To: Dacey-Young, Carole; Shrode, Blake
Cc: Zamudio, Nancy
Sent: Mon Mar 01 19:40:50 2010
Subject: RE: City of Hope
Carole,

We committed to City of Hope that they would be present on a 500x50 banner on our home page, so we have to give them something. We can certainly create something that doesn't mention "CBS Healthwatch", but rather just says that it's "Colorectal Awareness Month" and to 'click here' for more info.

Thanks,

Jim

From: Dacey-Young, Carole
Sent: Monday, March 01, 2010 3:24 PM
To: Shaw, Jim; Oginski, Erik P
Cc: Zamudio, Nancy
Subject: RE: City of Hope

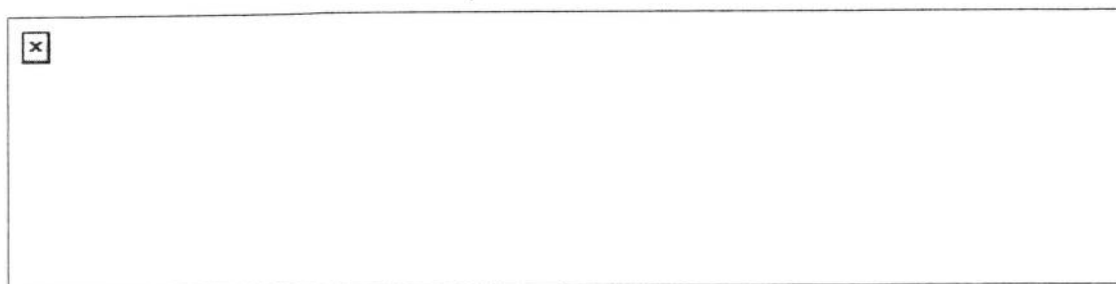
Hi Guys, I appreciate what you're suggesting, but we don't position sponsor logos in the HW brand logo. ASCRS is a partner not a sponsor for the campaign, and we didn't allow the logo sponsorship for Ethicon. The banner ads are the place for reserving sponsorship msgs if that's an option you're considering. The other alternative I can offer is the sales wild card. Thx, Carole

From: Shaw, Jim
Sent: Monday, March 01, 2010 5:21 PM
To: Oginski, Erik P
Cc: Dacey-Young, Carole; Zamudio, Nancy
Subject: City of Hope

Erik,

Can we get a colorectal banner on the home page? Something like this...

It should link to- <http://cbs2.com/colorectal>



If so, I suppose we can get it produced up here. Carole, can you let us know if there are any elements we have to include in an ad like this?

Thanks,

Jim

Shrode, Blake

From: Shrode, Blake
Sent: Tuesday, March 02, 2010 8:21 AM
To: Dacey-Young, Carole
Subject: FW: RE COH :30
Attachments: KCBS HD_2010-03-01_11_08_26.asf

What did you think?

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: Escalon, Christian
Sent: Monday, March 01, 2010 3:55 PM
To: Dacey-Young, Carole; Shrode, Blake
Subject: FW: RE COH :30

attached please locate CLIP of the :30 spot for COH

Isi Code: **COHT1004H**

Let me know if you have any questions.
Thank you,
Chris
KCBS TV L.A.

From: Coleman, Christie Y
Sent: Monday, March 01, 2010 6:48 PM
To: Escalon, Christian
Subject: FW: RE COH :30

From: Dacey-Young, Carole
Sent: Monday, March 01, 2010 3:32 PM
To: Shrode, Blake
Cc: Coleman, Christie Y
Subject: RE: RE COH :30

Hi did you get the copy of the brand spot?

From: Shrode, Blake
Sent: Friday, February 26, 2010 2:40 PM
Cc: Dacey-Young, Carole; Coleman, Christie Y
Subject: RE: RE COH :30

On Monday we can clip a copy off air and send to you via email they run first 30 @ 1105a

If that helps?

From: Escalon, Christian
Sent: Friday, February 26, 2010 9:16 AM
To: Shrode, Blake
Cc: Dacey-Young, Carole
Subject: RE: RE COH :30

I checked DG and they only submitted HD version for COH. Currently we are only capable of e-mailing SD spots from our flip factory.

From: Shrode, Blake
Sent: Friday, February 26, 2010 8:56 AM
To: Escalon, Christian
Cc: Dacey-Young, Carole
Subject: RE COH :30

Can you send it for me to re-view?
I also will share it with Carole in NY.
Thanks

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: Escalon, Christian
Sent: Thursday, February 25, 2010 4:45 PM
To: Shrode, Blake
Subject: RE:

Yes we did

From: Shrode, Blake
Sent: Thursday, February 25, 2010 4:44 PM
To: Escalon, Christian
Subject: Fw:

Did you get the :30 city of hope spot via dg?

From: Shrode, Blake
To: Dacey-Young, Carole
Sent: Thu Feb 25 16:10:39 2010
Subject: Re:
No we did not get one

From: Dacey-Young, Carole
To: Shrode, Blake
Sent: Thu Feb 25 16:02:19 2010
Subject:
Any luck getting the script we discussed?

Shrode, Blake

From: Dacey-Young, Carole
Sent: Tuesday, March 02, 2010 12:32 PM
To: Shaw, Jim
Cc: Shrode, Blake; Zamudio, Nancy
Subject: RE: City of hope

Attachments: 500x50.b.jpg



500x50.b.jpg (40 KB)

I'm not sure how to fit and make work in the space unless you want to move up the CBS HW logo and underneath have text "Colorectal Cancer Awareness" Not limiting it to "month" would be good since we're focusing on the topic for 12 weeks.

Do you want to play with it and see about adding the text, based on the non response I got here I'm thinking I've worn out my favors for the day...

-----Original Message-----

From: Shaw, Jim
Sent: Tuesday, March 02, 2010 12:34 PM
To: Dacey-Young, Carole
Cc: Shrode, Blake; Zamudio, Nancy
Subject: RE: City of hope

Thanks Carole. I like it, but shouldn't it mention Colorectal Cancer Awareness Month?

-----Original Message-----

From: Dacey-Young, Carole
Sent: Tuesday, March 02, 2010 9:26 AM
To: Shaw, Jim
Cc: Shrode, Blake; Zamudio, Nancy
Subject: FW: City of hope
Importance: High

Here you go Luana is providing two options. I like option b the first one, I think it pops more but you have a choice.

She got these done before I had a chance to leather know your preference would be to do a "presented by".

Is that something you can change if not I can see if Luana might adjust.

-----Original Message-----

From: Sanson, Luana
Sent: Tuesday, March 02, 2010 12:17 PM
To: Dacey-Young, Carole
Cc: Sheingold, Robin H
Subject: City of hope

Have two versions. I separated our logo from the star to make it fit. I think it looks fine. My preference is the white background on city of hope and blue background on HW.

Shrode, Blake

From: Rodriguez, Stephanie M
Sent: Tuesday, March 02, 2010 4:49 PM
To: Diener, Scott
Cc: Rangel, Marilyn R; Button, Paul K; Shrode, Blake
Subject: RE: City of Hope Spots

Absolutely! I have attached a link to see what was done last time with an advertiser so you can see what they are talking about. I will always make sure we get your approval.

www.agency29.com

user: jafra
pass: skincare

click on Client Jafra

They actually do look similar.....

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: Diener, Scott
Sent: Tuesday, March 02, 2010 3:12 PM
To: Rodriguez, Stephanie M
Cc: Rangel, Marilyn R; Button, Paul K
Subject: City of Hope Spots
Importance: High

Stephanie:

These City of Hope spots contain graphics, talent and formats that try to make them look very much like our newscasts. I am told by my managers this is not what was done last year during a similar project. I believe some folks took advantage of the change in newsroom leadership to push through a project that would not normally pass the "smell test." Please know it is my responsibility to protect the integrity of our news product. Please make sure I am in the loop in the future for any and all sponsored projects that involve our news talent or newscasts.

Thank you.

Scott Diener
Vice President and News Director
KCBS/KCAL
Los Angeles, CA
818-655-2201 (office)
818-903-7895 (mobile)

Shrode, Blake

From: Shrode, Blake
Sent: Tuesday, March 02, 2010 5:03 PM
To: 'Harvey Scott Kaner'; Mary Jo Sobotka
Subject: FW: CITY OF HOPE TAG- Community calendar

We removed the blue and moved the logo up.

Vicky approved the tag line on the graphic, science saving lives
Let me know what we should do.

From: Hoffman, Vicky [mailto:VHoffman@coh.org]
Sent: Thursday, February 25, 2010 11:24 AM
To: Sanchez, Karla; Le, Shawn; Proescholdt, Kim
Cc: Rodriguez, Stephanie M; Shrode, Blake
Subject: RE: CITY OF HOPE TAG

Thanks, Karla. Looks good.
vicky

From: Sanchez, Karla [mailto:KSanchez@cbs.com]
Sent: Thursday, February 25, 2010 11:16 AM
To: Hoffman, Vicky; Le, Shawn; Proescholdt, Kim
Cc: Rodriguez, Stephanie M; Shrode, Blake
Subject: CITY OF HOPE TAG


Good Morning,

Below is the link to the tag for the community calendar sponsorship for City of Hope. Per Stephanie and Blake, this tag will start airing on Monday, March 1st.

Have a nice day!

Thank You,

Karla Sanchez
Public Affairs Coordinator
CBS 2 / KCAL 9
4200 Radford Avenue
Studio City, CA 91604
(818)655-2159 Office
(818)655-2682 Fax
ksanchez@cbs.com

 Help save trees by not printing this e-mail.

CBS TELEVISION
STATIONS

Subject: CITY OF HOPE TAG
Message: PLEASE SEE THE FOLLOWING LINK TO DOWNLOAD

Use the following links to download your file(s).

[Click to Retrieve File\(s\)](#)

CITY_OF_HOPE_TAG.wmv

Note: These files will expire in 6.0 days from the time this email was generated.

Powered by www.SendThisFile.com

SECURITY/CONFIDENTIALITY WARNING:

This message and any attachments are intended solely for the individual or entity to which they are addressed. This communication may contain information that is privileged, confidential, or exempt from disclosure under applicable law (e.g., personal health information, research data, financial information). Because this e-mail has been sent without encryption, individuals other than the intended recipient may be able to view the information, forward it to others or tamper with the information without the knowledge or consent of the sender. If you are not the intended recipient, or the employee or person responsible for delivering the message to the intended recipient, any dissemination, distribution or copying of the communication is strictly prohibited. If you received the communication in error, please notify the sender immediately by replying to this message and deleting the message and any accompanying files from your system. If, due to the security risks, you do not wish to receive further communications via e-mail, please reply to this message and inform the sender that you do not wish to receive further e-mail from the sender.

Shrode, Blake

From: Shrode, Blake
Sent: Tuesday, March 02, 2010 5:12 PM
To: Hoffman, Vicky
Cc: Proescholdt, Kim; Le, Shawn; Mary Jo Sobotka
Subject: COH pre and post
Attachments: COH 3-2.xls

Per my telephone conversation with Vicky and Mary Jo, effective 3-2 we moved the :90 vignettes to 657pm coming out the network news with Katie Couric and leading into Entertainment Tonight, more viewers! We also adjusted the tune in spot to tell viewers to look for COH HealthWatch @ 657pm. See attached
Thanks

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

Shrode, Blake


From: Shrode, Blake
Sent: Tuesday, March 02, 2010 5:17 PM
To: 'Harvey Scott Kaner'; Mary Jo Sobotka
Subject: FW: CITY OF HOPE TAG V2

Copy of email

From: Sanchez, Karla
Sent: Tuesday, March 02, 2010 4:52 PM
To: Rodriguez, Stephanie M; Shrode, Blake
Subject: FW: CITY OF HOPE TAG V2

Thank You,

Karla Sanchez
Public Affairs Coordinator
CBS 2 / KCAL 9
4200 Radford Avenue
Studio City, CA 91604
(818)655-2159 Office
(818)655-2682 Fax
ksanchez@cbs.com

 Help save trees by not printing this e-mail.

From: Proescholdt, Kim [<mailto:KProescholdt@coh.org>]
Sent: Thursday, February 25, 2010 1:18 PM
To: Sanchez, Karla; Le, Shawn; Hoffman, Vicky
Cc: Rodriguez, Stephanie M; Shrode, Blake
Subject: RE: CITY OF HOPE TAG V2

Awesome Karla. This works out great! Thanks for making those changes. We like it!!

From: Sanchez, Karla [<mailto:KSanchez@cbs.com>]
Sent: Thursday, February 25, 2010 12:01 PM
To: Proescholdt, Kim; Le, Shawn; Hoffman, Vicky
Cc: Rodriguez, Stephanie M; Shrode, Blake
Subject: CITY OF HOPE TAG V2

Hello,

Below is the update tag.

Thank You,

Karla Sanchez
Public Affairs Coordinator
CBS 2 / KCAL 9
4200 Radford Avenue

Studio City, CA 91604
(818) 655-2159 Office
(818) 655-2682 Fax
ksanchez@cbs.com



Help save trees by not printing this e-mail.

CBS TELEVISION STATIONS

Subject: CITY OF HOPE TAG V2
Message: PLEASE CLICK ON THE FOLLOWING LINK...

Use the following links to download your file(s).

[Click to Retrieve File\(s\)](#)

CITY_OF_HOPE_TAG_V2.wmv

Note: These files will expire in 6.0 days from the time this email was generated.

Powered by www.SendThisFile.com

SECURITY/CONFIDENTIALITY WARNING:

This message and any attachments are intended solely for the individual or entity to which they are addressed. This communication may contain information that is privileged, confidential, or exempt from disclosure under applicable law (e.g., personal health information, research data, financial information). Because this e-mail has been sent without encryption, individuals other than the intended recipient may be able to view the information, forward it to others or tamper with the information without the knowledge or consent of the sender. If you are not the intended recipient, or the employee or person responsible for delivering the message to the intended recipient, any dissemination, distribution or copying of the communication is strictly prohibited. If you received the communication in error, please notify the sender immediately by replying to this message and deleting the message and any accompanying files from your system. If, due to the security risks, you do not wish to receive further communications via e-mail, please reply to this message and inform the sender that you do not wish to receive further e-mail from the sender.

Shrode, Blake

From: Shrode, Blake
Sent: Tuesday, March 02, 2010 5:18 PM
To: 'Harvey Scott Kaner'; Mary Jo Sobotka
Subject: FW: CITY OF HOPE TAG

From: Sanchez, Karla
Sent: Tuesday, March 02, 2010 4:52 PM
To: Rodriguez, Stephanie M; Shrode, Blake
Subject: FW: CITY OF HOPE TAG

Thank You,

Karla Sanchez
Public Affairs Coordinator
CBS 2 / KCAL 9
4200 Radford Avenue
Studio City, CA 91604
(818)655-2159 Office
(818)655-2682 Fax
ksanchez@cbs.com



Help save trees by not printing this e-mail.

From: Proescholdt, Kim [mailto:KProescholdt@coh.org]
Sent: Thursday, February 25, 2010 11:32 AM
To: Hoffman, Vicky; Sanchez, Karla; Le, Shawn
Cc: Rodriguez, Stephanie M; Shrode, Blake
Subject: RE: CITY OF HOPE TAG

Hi all. Loving it! But is it possible to move the logo upward a notch so there is no blue background behind it, and then change "Science Saving Lives" to upper and lowercase. I ran this by Vicky and she agrees as well. Let me know. Thanks so much.

From: Hoffman, Vicky
Sent: Thursday, February 25, 2010 11:24 AM
To: 'Sanchez, Karla'; Le, Shawn; Proescholdt, Kim
Cc: Rodriguez, Stephanie M; Shrode, Blake
Subject: RE: CITY OF HOPE TAG

Thanks, Karla. Looks good.
vicky

From: Sanchez, Karla [mailto:KSanchez@cbs.com]
Sent: Thursday, February 25, 2010 11:16 AM
To: Hoffman, Vicky; Le, Shawn; Proescholdt, Kim
Cc: Rodriguez, Stephanie M; Shrode, Blake

Subject: CITY OF HOPE TAG


Good Morning,

Below is the link to the tag for the community calendar sponsorship for City of Hope. Per Stephanie and Blake, this tag will start airing on Monday, March 1st.

Have a nice day!

Thank You,

Karla Sanchez
Public Affairs Coordinator
CBS 2 / KCAL 9
4200 Radford Avenue
Studio City, CA 91604
(818)655-2159 Office
(818)655-2682 Fax
ksanchez@cbs.com

 Help save trees by not printing this e-mail.

CBS TELEVISION STATIONS

Subject: CITY OF HOPE TAG

Message: PLEASE SEE THE FOLLOWING LINK TO DOWNLOAD

Use the following links to download your file(s).

[Click to Retrieve File\(s\)](#)

CITY_OF_HOPE_TAG.wmv

Note: These files will expire in 6.0 days from the time this email was generated.

Powered by www.SendThisFile.com

SECURITY/CONFIDENTIALITY WARNING:

This message and any attachments are intended solely for the individual or entity to which they are addressed. This communication may contain information that is privileged, confidential, or exempt from disclosure under applicable law (e.g., personal health information, research data, financial information). Because this e-mail has been sent without encryption, individuals other than the intended recipient may be able to view the information, forward it to others or tamper with the information without the knowledge or consent of the sender. If you are not the intended recipient, or the employee or person responsible for delivering the message to the intended recipient, any dissemination, distribution or copying of the communication is strictly prohibited. If you received the communication in error, please notify the sender immediately by replying to this message and deleting the message and any accompanying files from your system. If, due to the security risks, you do not wish to receive further

communications via e-mail, please reply to this message and inform the sender that you do not wish to receive further e-mail from the sender.

Shrode, Blake

From: Shrode, Blake
Sent: Tuesday, March 02, 2010 5:41 PM
To: Shaw, Jim; Oginski, Erik P; Zamudio, Nancy
Subject: RE: City of hope

Thanks

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

-----Original Message-----

From: Shaw, Jim
Sent: Tuesday, March 02, 2010 1:54 PM
To: Oginski, Erik P; Shrode, Blake; Zamudio, Nancy
Subject: FW: City of hope

Erik,

Assuming Scott is OK with it, here is the 500x50 banner.

Jim

Shrode, Blake

From: Shrode, Blake
Sent: Tuesday, March 02, 2010 6:16 PM
To: Farmer-Lane, Lisa D
Subject: RE: COH

No need to go less!

From: Farmer-Lane, Lisa D
Sent: Tuesday, March 02, 2010 5:51 PM
To: Shrode, Blake
Cc: Rodriguez, Stephanie M
Subject: RE: COH

I'll go back and re-add the figures now that the shoot is over.
It should be very close if not less.

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

From: Shrode, Blake
Sent: Tuesday, March 02, 2010 5:39 PM
To: Farmer-Lane, Lisa D
Cc: Rodriguez, Stephanie M
Subject: COH

Just making sure we are good with the \$ 4,500 allocated for budget on the order. # 48784
I want to finalize the contract for the client

Let me know
Thanks much!
B

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

Shrode, Blake

From: Coleman, Christie Y
Sent: Wednesday, March 03, 2010 8:31 AM
To: Shrode, Blake; Susan McNamee
Subject: RE: february

Attachments: ViewInvoiceMdi_dd1152e4-8283-454b-b40b-33dc8a1e2079.pdf; (KCBS)SolbrightInvoice_138655_10210(862129291).pdf; ViewInvoiceMdi_2baeafa8-2212-4719-a2a9-252c6c9fb43d.pdf; ViewInvoiceMdi_17cdb4b6-8049-4669-9870-1b1f0bc590dd.pdf; ViewInvoiceMdi_4064e946-504c-4c2d-84cf-5ce5c59f1bf5.pdf; ViewInvoiceMdi_c7133f2c-5d96-44a8-918e-afd997ba6af5.pdf; ViewInvoiceMdi_dcf538bb-f2a6-4d25-89d7-4a37eb52a9d8.pdf



ViewInvoiceMdi_dd1152e4-8283-4... KCBS)SolbrightInvc... ViewInvoiceMdi_2baeafa8-2212-4... ViewInvoiceMdi_17cdb4b6-8049-4... ViewInvoiceMdi_4064e946-504c-4... ViewInvoiceMdi_c7133f2c-5d96-4... ViewInvoiceMdi_dcf538bb-f2a6-4...

-----Original Message-----

From: Shrode, Blake
Sent: Tuesday, March 02, 2010 6:46 PM
To: Coleman, Christie Y
Subject: FW: february

Tnx

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

-----Original Message-----

From: Susan McNamee [mailto:smcnamee@aimmedia.com]
Sent: Tuesday, March 02, 2010 6:44 PM
To: Shrode, Blake
Subject: february

hi! can you fax me February invoices please! thanks.