

**Shrode, Blake**

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**From:** Shrode, Blake  
**Sent:** Tuesday, January 26, 2010 12:05 PM  
**To:** 'Mary Jo Sobotka'  
**Subject:** FW: City of Hope: CBS Healthwatch Sponsorship  
**Attachments:** ad-specifications-30.pdf; cbs-television-stations-accepted-video-formats.pdf; HDTV SPECS.doc

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

Logo for Billboards; JPG or EPS

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:** Zamudio, Nancy  
**Sent:** Tuesday, January 26, 2010 11:26 AM  
**To:** Shrode, Blake  
**Subject:** RE: City of Hope: CBS Healthwatch Sponsorship

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  
**Sent:** Tuesday, January 26, 2010 11:14 AM  
**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.

TV Inventory:

- Monday, 3/1 - Friday, April 30 (8 weeks + 5 days):
  - :30 spot - coming from Phelps to CBS by Tuesday, February 23 - please confirm traffic contact (name, e-mail, phone, fax)
  - 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.

Website:

- Monday, 3/1 - Friday, April 30 (8 weeks + 5 days):
- Online creative coming from Phelps to CBS by Tuesday, February 23 - please confirm traffic contact (name, e-mail, phone, fax) and note, we will third party ad serve all the banners via DART. We may need to send the :15 video directly to you
  - 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](mailto:mj@thephelpsgroup.com) | [www.thephelpsgroup.com](http://www.thephelpsgroup.com)

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## Shrode, Blake

---

**From:** Shrode, Blake  
**Sent:** Tuesday, January 26, 2010 2:48 PM  
**To:** 'Mary Jo Sobotka'  
**Subject:** City of Hope

**Attachments:** Scan001.PDF



Scan001.PDF (53  
KB)

Here is the preliminary agreement

Once we book I will send you a contract with monthly totals and spot allocation.  
We can use this to get things moving.

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: noreply@cbs.com [mailto:noreply@cbs.com]  
Sent: Monday, January 26, 2009 7:53 AM  
To: Shrode, Blake  
Subject: Scan from a Xerox WorkCentre

Please open the attached document. It was scanned and sent to you using a Xerox WorkCentre.

Attachment File Type: PDF

WorkCentre Location: Sales Department  
Device Name: SCBC-XRX-CC12

For more information on Xerox products and solutions, please visit <http://www.xerox.com>

**Shrode, Blake**

---

**From:** Shrode, Blake  
**Sent:** Wednesday, January 27, 2010 11:23 AM  
**To:** Dacey-Young, Carole  
**Subject:** RE: City of Hope: CBS Healthwatch package

Production meeting set up for Friday after Stephanie talks to our new, News Director!  
That meeting is today  
We have a signed order ☺

---

**From:** Dacey-Young, Carole  
**Sent:** Wednesday, January 27, 2010 11:19 AM  
**To:** Shrode, Blake  
**Cc:** O'Farrell, Kerry A; Rodriguez, Stephanie M  
**Subject:** RE: City of Hope: CBS Healthwatch package

Blake when is the production meeting?

We are sending down a new, slightly revised, graphic package with a logo for the opening animation, here's sneak peak of what I approved yesterday. The blue ribbon is the universal colorectal cancer symbol and this will animate when on screen. They'll be different version depending on application i.e. broadcast, web, print, etc.. There will also be a style sheet and list of what to expect and when from us including the Katie PSAs which we're shooting tomorrow. Thx.

✕

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

---

**From:** Shrode, Blake  
**Sent:** Monday, January 25, 2010 1:38 PM  
**To:** Dacey-Young, Carole  
**Cc:** O'Farrell, Kerry A; Rodriguez, Stephanie M  
**Subject:** City of Hope: CBS Healthwatch package

We worked it out, our rates were padded to protect us.  
Next meeting is for production, we should input order by 1/26 cob.  
COH is going to supply us with the :30 brand spot, we need to focus on :90's and :10 and :15 psa spot.

The station is very excited!!!!

B

---

**From:** Dacey-Young, Carole  
**Sent:** Sunday, January 24, 2010 9:29 AM  
**To:** Shrode, Blake  
**Subject:** Re: City of Hope: CBS Healthwatch package

Great although I can't believe they are asking for more value. Are u going to be able to accommodate?

---

**From:** Shrode, Blake  
**To:** Dacey-Young, Carole  
**Sent:** Fri Jan 22 16:54:04 2010  
**Subject:** FW: City of Hope: CBS Healthwatch package  
We are close!  
Meeting with management asap

**From:** Mary Jo Sobotka [mailto:mj@thephelpsgroup.com]  
**Sent:** Friday, January 22, 2010 11:57 AM  
**To:** Shrode, Blake  
**Subject:** City of Hope: CBS Healthwatch package

Hi Blake,

Vicky Hoffman and I discussed this yesterday and COH is very interested in moving forward. They are fine with the \$75K (net) investment but need to realize some additional value from the schedule. Would you consider adding 20 ROS :30s to the schedule - these could run M-SU 6A-Mid at anytime during the March/April flight. This would help bring the CPP down and afford City of Hope with some additional reach and frequency.

Please let me know your thoughts.

Best,  
Mary Jo

The Phelps Group

901 Wilshire Blvd. | Santa Monica, CA | 90401

Phone: 310.752.4400 x 104 | Fax: 310.752.4446

[mj@thephelpsgroup.com](mailto:mj@thephelpsgroup.com) | [www.thephelpsgroup.com](http://www.thephelpsgroup.com)

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**Shrode, Blake**

---

**From:** Mary Jo Sobotka [mj@thephelpsgroup.com]  
**Sent:** Wednesday, January 27, 2010 11:31 AM  
**To:** Shrode, Blake  
**Subject:** RE: City of Hope: CBS Healthwatch package

Not sure I needed to see the e-mail below where you told your internal folks that your rates were padded ...

I'm not sure what ASCRS is ?

---

**From:** Shrode, Blake [mailto:bdshrode@cbs.com]  
**Sent:** Wednesday, January 27, 2010 11:30 AM  
**To:** Mary Jo Sobotka  
**Subject:** FW: City of Hope: CBS Healthwatch package

Question.. does COH want to have an association with ASCRS?

---



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

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**Sent:** Monday, January 25, 2010 1:38 PM



**To:** Dacey-Young, Carole  
**Cc:** O'Farrell, Kerry A; Rodriguez, Stephanie M  
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**Sent:** Fri Jan 22 16:54:04 2010  
**Subject:** FW: City of Hope: CBS Healthwatch package  
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**Sent:** Friday, January 22, 2010 11:57 AM  
**To:** Shrode, Blake  
**Subject:** City of Hope: CBS Healthwatch package

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Please let me know your thoughts.

Best,  
Mary Jo

Mary Jo Sobotka | VP, Integrated Media Strategy  
The Phelps Group

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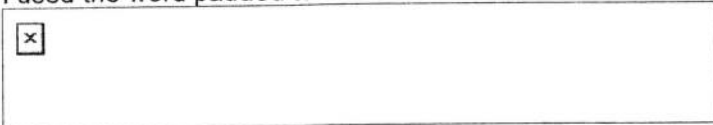
*We are dedicated to improving our environment and are proud to have received Santa Monica's 2007 Sustainable Quality Award.*

**Shrode, Blake**

---

**From:** Shrode, Blake  
**Sent:** Wednesday, January 27, 2010 11:52 AM  
**To:** 'Mary Jo Sobotka'  
**Subject:** RE: City of Hope: CBS Healthwatch package

I used the word padded to show we could run accommodate the extra 15 spots.. I agree not necessary to show.



**American Society of Colon and Rectal Surgeons (ASCRS)** - is the premier society for colon and rectal surgeons and other surgeons dedicated to advancing and promoting the science and practice of the treatment of patients with diseases and disorders affecting the colon and rectum

The folks are City of Hope are familiar with this is our first meeting.

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:** Mary Jo Sobotka [mj@thephelpsgroup.com]  
**Sent:** Thursday, January 28, 2010 11:58 AM  
**To:** Shrode, Blake  
**Subject:** FW: City of Hope EPS logo and :05 BB copy for CBS Healthwatch Sponsorship

**Attachments:** pri\_reg\_2c\_cmyk\_tm.eps



pri\_reg\_2c\_cmyk\_t  
m.eps (450 KB...

Hi Blake,

City of Hope logo for your use. Let us know if this works.

Best,  
Mary Jo

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

**From:** Harvey Scott Kaner  
**Sent:** Thursday, January 28, 2010 11:56 AM  
**To:** Mary Jo Sobotka  
**Cc:** Erin Culling  
**Subject:** City of Hope EPS logo and :05 BB copy for CBS Healthwatch Sponsorship

Hi MJ--

Attached please find the COH logo as requested by CBS. Below is our :05 BB copy:

"Brought to you by City of Hope. Science saving lives."

Thanks,  
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.

**Shrode, Blake**

---

**From:** Shrode, Blake  
**Sent:** Thursday, January 28, 2010 5:04 PM  
**To:** Shrode, Blake  
**Attachments:** City of Hope 1-27 weekly.XLS

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:** Dacey-Young, Carole  
**Sent:** Thursday, January 28, 2010 5:42 PM  
**To:** Shrode, Blake  
**Cc:** Coleman, Christie Y  
**Subject:** RE: COH

Hi Blake, I don't have a designated code, as long a "medical" related code is used that's fine and in the description, should be as you have it

"CBS HEALTHWATCH/COLORECTAL/DIGESTIVE DISEASES/COH"

Thanks.

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

---

**From:** Shrode, Blake  
**Sent:** Thursday, January 28, 2010 8:21 PM  
**To:** Dacey-Young, Carole  
**Cc:** Coleman, Christie Y  
**Subject:** COH

When I book CITY OF HOPE on Friday!!!!  
Do we use any special code for product?

CBS HEALTHWATCH/COLORECTAL/DIGESTIVE DISEASES/COH

Let us know

Thanks

---

**From:** Dacey-Young, Carole  
**Sent:** Tuesday, January 19, 2010 2:47 PM  
**To:** Shrode, Blake  
**Subject:** EES order for March-May/Colorectal

Hi Blake,

Here you are finally, please book based on the attached.

Use these codes ONLY.

Client is Johnson & Johnson # 41938

Agency is Johnson & Johnson care of Tom Daniello # 189520

Product code was 604 (Medical Equipment)

Product description : CBS HEALTHWATCH/COLORECTAL/DIGESTIVE DISEASES/ETHICON

This is direct and no agency commission.

Please let me know if you have any questions. Send me a copy or the order # once it's in.

Thanks,

**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, January 29, 2010 8:15 AM  
**To:** Coleman, Christie Y; Yip, Angela W  
**Subject:** City of Hope

New order-  
City of Hope/Phelps Group

---

**From:** Mary Jo Sobotka [mailto:mj@thephelpsgroup.com]  
**Sent:** Thursday, January 28, 2010 5:35 PM  
**To:** Shrode, Blake  
**Subject:** RE: COH

Yes, attention Makiko Goto.

---

**From:** Shrode, Blake [mailto:bdshrode@cbs.com]  
**Sent:** Thursday, January 28, 2010 5:09 PM  
**To:** Mary Jo Sobotka  
**Subject:** COH

Mary Jo

Do we sent invoice/billing to  
Phelps Group | Integrated Marketing Communications  
901 Wilshire Blvd. | Santa Monica, CA | 90401 |

Let me know so we can get all the placements in.  
Thanks  
Blake



**Shrode, Blake**

---

**From:** Shrode, Blake  
**Sent:** Friday, January 29, 2010 11:50 AM  
**To:** Farmer-Lane, Lisa D; Rodriguez, Stephanie M  
**Cc:** 'kproescholdt@coh.org'  
**Subject:** City of Hope

We are good to go~  
Conf call Monday 2/1 @ 11am is confirmed.

They will call me @ my desk and we can all go into the little conf room.  
I will reserve the room with Nina.

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:** Friday, January 29, 2010 4:00 PM  
**To:** Yip, Angela W  
**Subject:** RE: City of Hope / The Phelps Group

Ok, can you please release codes so we can book this correct?  
I will get all the credit info. This is A CBS Heathwatch campaign we are doing here in LA with the City of Hope  
Thanks much

---

**From:** Yip, Angela W  
**Sent:** Friday, January 29, 2010 3:54 PM  
**To:** Shrode, Blake  
**Cc:** Coleman, Christie Y  
**Subject:** RE: City of Hope / The Phelps Group

Blake,  
Who is taking financial responsibility ? Phelps or City of Hope ? No signed credit application in our file ? Let 's  
get one.  
Thanks.

---

**From:** Coleman, Christie Y  
**Sent:** Friday, January 29, 2010 10:55 AM  
**To:** Yip, Angela W  
**Cc:** Shrode, Blake  
**Subject:** City of Hope / The Phelps Group

Hi Angela,

We need these codes to be made local. The client is City of Hope #190481 and the agency is The Phelps Group  
#34930. Thank you!

*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:** 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:** Maas, Michael S  
**Sent:** Monday, February 01, 2010 11:42 AM  
**To:** Shrode, Blake; 'Hoffman, Vicky'; 'Le, Shawn'; 'kproescholdt@coh.org'  
**Cc:** Rodriguez, Stephanie M; Farmer-Lane, Lisa D  
**Subject:** RE: City of Hope/KCBS-TV Contacts for HealthWatch campaign

We're planning on tomorrow at 2:30 for the location scout...does that work for everyone?

Mike

---

**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

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Public Affairs Director  
Stephanie Rodriguez: 818.655.2517

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**Shrode, Blake**

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**From:** Shrode, Blake  
**Sent:** Monday, February 01, 2010 5:29 PM  
**To:** 'Harvey Scott Kaner'  
**Cc:** Shaw, Jim; Zamudio, Nancy  
**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~

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:** Monday, February 01, 2010 5:07 PM  
**To:** Shrode, Blake  
**Cc:** Erin Culling  
**Subject:** RE: City of Hope: CBS Healthwatch Sponsorship

Hi Blake—

So we send the :15 pre-roll through DG FastChannel as well or can we send directly to you? Please advise.

Thanks!  
Harvey

---

**From:** Harvey Scott Kaner  
**Sent:** Monday, February 01, 2010 2:52 PM  
**To:** 'Shrode, Blake'  
**Subject:** RE: City of Hope: CBS Healthwatch Sponsorship

Great, thanks!

---

**From:** Shrode, Blake [mailto:bdshrode@cbs.com]  
**Sent:** Monday, February 01, 2010 2:49 PM  
**To:** Harvey Scott Kaner  
**Subject:** RE: City of Hope: CBS Healthwatch Sponsorship

We do not need the spot here until 2/25  
Not a problem!  
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

---

**From:** Harvey Scott Kaner [mailto:harvey\_kaner@thephelpsgroup.com]  
**Sent:** Monday, February 01, 2010 2:27 PM  
**To:** Shrode, Blake  
**Cc:** Erin Culling  
**Subject:** RE: City of Hope: CBS Healthwatch Sponsorship  
**Importance:** High

Hi Blake—

Is there any way we could get an extension on our delivery of the :30 spot and the :15 pre-roll for City of Hope scheduled to start on Monday, 3/1? As of now, we were told you needed it by Tues., 2/23. Even one extra day would help.

Please let us know.

Thanks!  
Harvey

**Harvey S. Kaner** | The Phelps Group | Integrated Marketing Communications  
901 Wilshire Blvd. | Santa Monica, CA | 90401 | 310.752.4400 x143 | [hkaner@thephelpsgroup.com](mailto:hkaner@thephelpsgroup.com)  
[blog.thephelpsgroup.com](http://blog.thephelpsgroup.com) | [facebook.com/thephelpsgroup](https://www.facebook.com/thephelpsgroup) | [twitter.com/thephelpsgroup](https://twitter.com/thephelpsgroup)

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

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Logo for Billboards; JPG or EPS

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Blake,

Please find spec sheet attached.

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300x250  
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160x600  
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High Resolution Logo/EPS true vector file .ai/.eps

Thanks,  
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**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.

TV Inventory:

- Monday, 3/1 - Friday, April 30 (8 weeks + 5 days):
  - :30 spot - coming from Phelps to CBS by Tuesday, February 23 - please confirm traffic contact (name, e-mail, phone, fax)
  - 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.

Website:

- Monday, 3/1 - Friday, April 30 (8 weeks + 5 days):
- Online creative coming from Phelps to CBS by Tuesday, February 23 - please confirm traffic contact (name, e-mail, phone, fax) and note, we will third party ad serve all the banners via DART. We may need to send the :15 video directly to you
  - 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](mailto:mj@thephelpsgroup.com) | [www.thephelpsgroup.com](http://www.thephelpsgroup.com)

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**Shrode, Blake**

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**From:** Shrode, Blake  
**Sent:** Tuesday, February 02, 2010 11:34 AM  
**To:** Draper, Justin  
**Subject:** City of Hope; KCBS Healthwatch order # 48784

Hello Justin~

When you get a moment I would like to discuss this campaign with you as we have dollars allocated for production.

Have a good day.

Thanks

Blake

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