

Farmer-Lane, Lisa D

From: Rodriguez, Stephanie M
Sent: Wednesday, March 03, 2010 10:10 AM
To: Farmer-Lane, Lisa D; Maas, Michael S
Subject: FW: Colorectal Tool Kit

Hi there,

Can we check in about these to finalize. I know you have a lot on your plates and don't need to keep going back to this project. See below. Thanks.

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: Dacey-Young, Carole
Sent: Wednesday, March 03, 2010 10:04 AM
To: Rodriguez, Stephanie M; Shrode, Blake
Subject: RE: Colorectal Tool Kit

I made an error with KCBS instrux I sent 2/22, re the url tag since your station is one of 2 that chose /cbshealthwatch for the landing page for our HealthWatch campaigns, otherwise /healthwatch which you used reverts to your local health section.

The instructions below should have been /CBSHEALTHWATCH for the tag copy

I see where the 2 -90s have /healthwatch, and I need to check the instructions I sent you for the Ethicon spots since it might be the same situation.

Also check the Katie psas you tagged for COH, I have not seen those yet. Thx, C

From: Dacey-Young, Carole
Sent: Monday, February 22, 2010 4:29 PM
To: Rodriguez, Stephanie M
Cc: Shrode, Blake; Farmer-Lane, Lisa D
Subject: Colorectal Tool Kit
Importance: High

Stephanie and Gang,

1. Link to download the HW GRAPHIC ELEMENTS.

<http://bozeken.com/downloads/CBS/index.php?dir=healthwatch%2F>

You want the GFX folder

2. I'm attaching the STYLE GUIDE as well, please when using any standard broll use the full screen graphic (upper right hand corner of the style guide) as shown for the background.


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

STYLE GUIDE REVISE3.pdf

3. Link to download KATIE COURIC spots

http://cbsnewyork.tv/shared/COLORECTAL_COURIC_2010/


FIRST SCREEN


 [Clean 2010 ver Samples/](#) 19-Feb-2010 20:00 (you want this one)


 [Ethicon 2010 Ver and..>](#) 19-Feb-2010 18:19


 [Parent Directory](#) -

 [COLON Early Detectio..>](#) 19-Feb-2010 16:24 416M


 [COLON Early Detectio..>](#) 19-Feb-2010 16:24 0

 [COLON Early Detectio..>](#) 19-Feb-2010 16:48 408M

 [COLON Prevention 30.mov](#) 19-Feb-2010 18:46 798M

 [COLON Reduce Risk 30..>](#) 19-Feb-2010 19:37 798M

 [COLON Screening 15.mov](#) 19-Feb-2010 18:22 412M

 [COLON Symptoms 30.mov](#) 19-Feb-2010 20:04 803M

 [COLON Symptoms SAMPL..>](#) 19-Feb-2010 18:20 4.7M

4. KATIE TAG INSTRUCTIONS: **THERE'S A 15 AND 30 SEC SAMPLE IN THE ABOVE FOLDER FOR YOU TO FOLLOW**

30 Second Katie PSA tag (:10)

LEARN MORE ABOUT COLORECTAL CANCER AT [INSERT STATION URL] DOT COM SLASH HEALTHWATCH. SPONSORED BY (INSERT SPONSOR).

LOGOS – client & station

15 Second Katie PSA tag (:05)

LEARN MORE AT [INSERT STATION URL] DOT COM SLASH HEALTHWATCH. SPONSORED BY (INSERT SPONSOR).

LOGOS – client & station

The web promo banners will come later.

Please let me know if you have any questions. THANKS for your patience.

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: Rodriguez, Stephanie M
Sent: Friday, February 19, 2010 7:18 PM
To: Dacey-Young, Carole
Cc: Shrode, Blake; Farmer-Lane, Lisa D
Subject: RE: Colorectal Cancer/Digestive Disease Awareness March - May 2010

Thanks for the preview. I will expect to get it the tool kit on Monday. Have a good weekend.

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: Dacey-Young, Carole
Sent: Friday, February 19, 2010 4:08 PM
To: Rodriguez, Stephanie M
Cc: Shrode, Blake; Farmer-Lane, Lisa D
Subject: RE: Colorectal Cancer/Digestive Disease Awareness March - May 2010

I know it's not the final spots, but wanted you to see a sample of a Katie 30 from this year's series. I'm still waiting for WCBS to post the entire suite of Katie spots to the ftp. I'll have graphic package and style guide over to you Monday. Graphics are done and ftp loaded, just need to get you accompanying style guide for you to be able to piece your long form spots together. Thanks for your patience I know how important this is.

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

COLON_EarlyDetection_Ethicon_30.wmv

Carole 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: Rodriguez, Stephanie M
Sent: Friday, February 19, 2010 1:41 PM
To: Dacey-Young, Carole
Cc: Shrode, Blake; Farmer-Lane, Lisa D
Subject: RE: Colorectal Cancer/Digestive Disease Awareness March - May 2010

Hello Carole,

We are in production with our partners at City of Hope. The shoot went fantastic on Wednesday and looks beautiful. The doctors and the PR/Advertising folks were really happy. Now we need your direction to get it done in the next week for a March 1 launch. My question to you is when the Katie Couric spot will be sent to us so we can create the tag for COH. They are anxious to see everything before it hits air.

12/6/2010

Also, if there are guidelines you would like to give me as to how you would like this put together it would be most helpful. I remember you said you didn't like something about the Skin Diagnostics spots we did. Just let me know what you would like to see and we will make it happen.

Thanks for everything,

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**

Shrode, Blake

From: Mary Jo Sobotka [mj@thephelpsgroup.com]
Sent: Wednesday, March 03, 2010 11:05 AM
To: Shrode, Blake; Hoffman, Vicky
Cc: Proescholdt, Kim; Le, Shawn
Subject: RE: COH pre and post

Hi Blake,

City of Hope has decided to stay with the original spot time of 6:26 and not move to 6:57. Please confirm that they can move back to that time slot.

Thanks,
Mary Jo

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Tuesday, March 02, 2010 5:12 PM
To: Hoffman, Vicky
Cc: Proescholdt, Kim; Le, Shawn; Mary Jo Sobotka
Subject: COH pre and post

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: Diener, Scott
Sent: Wednesday, March 03, 2010 1:17 PM
To: Rodriguez, Stephanie M
Cc: Rangel, Marilyn R; Button, Paul K; Shrode, Blake
Subject: RE: City of Hope Spots

You are correct. This is even worst than the City of Hope. Our news talent should never be put in position like this. Kills our credibility.

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: Wednesday, March 03, 2010 5:04 PM
To: 'Proescholdt, Kim'; Le, Shawn; Hoffman, Vicky
Cc: Mary Jo Sobotka
Subject: FW: 3-2 NCIS
Attachments: Katie_Track1.asf

This is a national spot. CBS Cares

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: Wednesday, March 03, 2010 4:49 PM
To: Shrode, Blake
Subject: FW:

From: Coleman, Christie Y
Sent: Wednesday, March 03, 2010 4:47 PM
To: Coleman, Christie Y
Subject:

Shrode, Blake

From: Shrode, Blake
Sent: Wednesday, March 03, 2010 5:58 PM
To: O'Farrell, Kerry A
Subject: FW: COH

With the additional budget we have, need to offer Dr. Phil :90 COH.
Can we make sure this is ok. before I offer it. I will get them to agree to the new change
They like the old placement, as they wanted to be part of local news as the local sponsor of healthwatch.

|

From: Mary Jo Sobotka [mailto:mj@thephelpsgroup.com]
Sent: Wednesday, March 03, 2010 11:05 AM
To: Shrode, Blake; Hoffman, Vicky
Cc: Proescholdt, Kim; Le, Shawn
Subject: RE: COH pre and post

Hi Blake,

City of Hope has decided to stay with the original spot time of 6:26 and not move to 6:57. Please confirm that they can move back to that time slot.

Thanks,
Mary Jo

From: Shrode, Blake [mailto:bdshrode@cbs.com]
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To: Hoffman, Vicky
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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: Thursday, March 04, 2010 11:44 AM
To: Farmer-Lane, Lisa D; Draper, Justin
Cc: O'Farrell, Kerry A
Subject: RE: city of hope

After doing some math, if we revise production to \$2,500 @ 0% ancillary line #2

We can add into spot, \$ 6,560 gross. Budget will be 75,332 net. Right on budget

Thanks

From: Farmer-Lane, Lisa D
Sent: Thursday, March 04, 2010 11:13 AM
To: Draper, Justin
Cc: Shrode, Blake
Subject: city of hope

Hi Justin,

We came in way under budget on the City of Hope shoot.

Blake and I wanted to talk to you about what to bill the client – full amount, at cost only etc

Thanks

-lisa

LISA LANE

CBS2 & KCAL9 Promotion Manager

4200 Radford Ave

Studio City, CA 91604

818-655-2189

323-333-5008 (cell)

Shrode, Blake

From: Shrode, Blake
Sent: Thursday, March 04, 2010 12:39 PM
To: 'Proescholdt, Kim'; Hoffman, Vicky; Le, Shawn
Cc: Mary Jo Sobotka
Subject: COH :90 and pre-log for weekend 3-5
Attachments: COH pre Friday-Sun.xls

Attached are pre-logs, with added value spots (A), Prime Access and Late News have been added this week for the COH branding :30 !

3/6/10	07:51:00P	48784-040	30	\$0.00	(A)	S	ACCESS 7-8PM
3/7/10	11:19:27P	48784-041	30	\$0.00	(A)	S	LATE NEWS

Per my conversation with Kim this morning, we are going to leave the :90's at 657p M-W through March. Per station management and COH... Thanks

We also re-worked the schedule to add (3x) COH Healthwatch :90 W-F next week in the Dr. Phil show @ 430p, ownership of the entire break going out of Phil and back into Dr. Phil

I will get you pre logs for next week on Friday 3-5.

I am out next week.... we are in great shape heading into day 4 of this campaign.

Thanks

Blake

Shrode, Blake

From: Zamudio, Nancy
Sent: Thursday, March 04, 2010 1:59 PM
To: Shrode, Blake
Subject: RE: CBS HealthWatch Broadcast and Online Programs
Attachments: cbs-television-stations-accepted-video-formats.pdf

Blake,

The :30 spot will live with in a 300x250 banner and will run through out CBS2.com. We use Jivox technology and must upload video via one of the formats attached.

Let me know if you have any other questions.

Thanks,
NZ

From: Shrode, Blake
Sent: Thursday, March 04, 2010 1:55 PM
To: Zamudio, Nancy
Subject: Fw: CBS HealthWatch Broadcast and Online Programs

Can you help me his Q?
Thanks

From: Harvey Scott Kaner <harvey_kaner@thephelpsgroup.com>
To: Shrode, Blake
Cc: Erin Culling <erin@thephelpsgroup.com>
Sent: Thu Mar 04 13:49:47 2010
Subject: RE: CBS HealthWatch Broadcast and Online Programs
Hi Blake—

Can you please tell us where exactly our :30 spot will be going online? You mentioned this on a phone call but I don't remember exactly what you said.

Also, why is the format different for this request when we were asked to provide the :15 Colon spot, also for online, on an HDCAM tape?

Thanks,
Harvey

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Thursday, March 04, 2010 10:28 AM
To: Harvey Scott Kaner
Cc: Zamudio, Nancy
Subject: RE: CBS HealthWatch Broadcast and Online Programs

Need the :30 in W M V format for web

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, March 03, 2010 10:48 AM
To: Shrode, Blake
Cc: Erin Culling; Mary Jo Sobotka
Subject: FW: CBS HealthWatch Broadcast and Online Programs

Hi Blake—

Here's the follow up on the City of Hope issues:

1. We're going to leave the "Science Saving Lives" text graphic as you have it since the client approved that themselves
2. When you get a chance, please show us screen captures or something else that shows that white space has been added all around the COH logo at least as large as the height of the "H" in "Hope"
3. Please bring down the levels on our :15 pre-roll so the sound isn't so distorted and so that it is at the same volume compared to the other videos on your site.
4. Usage of our :30 spot for online is approved, thank you! Can you please tell me again where this will go?

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.

Shrode, Blake

From: Fallon, Nena R
Sent: Thursday, March 04, 2010 4:07 PM
To: Farmer-Lane, Lisa D
Cc: Shrode, Blake; Draper, Justin; Nakamura, Susan S
Subject: City of Hope Health Watch Actual Cost 2010
Attachments: City of Hope2010.xls

CITY OF HOPE HEALTH WATCH

ACTUAL COST

PHOTOGRAPHER:

KEN KOLLER	(payroll transfer from Velonnie)	\$770.26
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ROB PEARSON	(payroll transfer from Velonnie)	\$770.26
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FREELANCE AUDIO:

RICK MASSEI	(payroll transfer from Susan)	\$628.86
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AUDIO MIXER RENTAL

BEXEL	(Susan's PO not paid)	\$100.00
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LIGHTING RENTAL:

ACEY-DECY	(Susan's PO not paid)	\$228.00
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		\$2,497.38
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Shrode, Blake

From: Maas, Michael S
Sent: Thursday, March 04, 2010 4:30 PM
To: Dacey-Young, Carole; Rodriguez, Stephanie M; Sanchez, Karla; Shrode, Blake
Subject: FW: City of Hope rev 2

Final revisions

From: files@sendthisfile.com [mailto:files@sendthisfile.com]
Sent: Thursday, March 04, 2010 4:05 PM
To: Maas, Michael S
Subject: Cutry of Hopes rev 2

CBS TELEVISION STATIONS

Sender: gwashton@cbs.com
Recipient: mmaas@cbs.com
Upload Date: 2010-03-04 18:05:06.0

Subject: Cutry of Hopes rev 2
Message:

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

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

City of Hope 1 rev2.wmv
City of Hope 2 rev2.wmv

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

Powered by www.SendThisFile.com

Shrode, Blake

From: Harvey Scott Kaner [harvey_kaner@thephelpsgroup.com]
Sent: Thursday, March 04, 2010 5:31 PM
To: Zamudio, Nancy; Shrode, Blake
Cc: Erin Culling
Subject: RE: CBS HealthWatch Broadcast and Online Programs

Thanks Nancy, that should do it, but if the editor needs something else, I'll let you know.

Harvey

From: Zamudio, Nancy [mailto:nzamudio@cbs.com]
Sent: Thursday, March 04, 2010 2:55 PM
To: Harvey Scott Kaner; Shrode, Blake
Cc: Erin Culling
Subject: RE: CBS HealthWatch Broadcast and Online Programs

Harvey,

Let me know if you need anything else.

Video

The file formats we accept for videos are mov, wmv, mp4, flv, mpeg, mpg and avi.

The file size should not be larger than 60MB and no longer than 30 seconds in length. If the video clip is longer than 30 seconds only the first 30 seconds of the file will be uploaded to the ad platform.

We support all resolutions and bitrates but the recommended settings for optimal quality are:

4:3 resolution
300x224, 512 kbps or better
480x360, 1 mbps or better
640x480, 1.5 mbps or better

Thanks,
NZ

From: Harvey Scott Kaner [mailto:harvey_kaner@thephelpsgroup.com]
Sent: Thursday, March 04, 2010 2:14 PM
To: Shrode, Blake; Zamudio, Nancy
Cc: Erin Culling
Subject: RE: CBS HealthWatch Broadcast and Online Programs

So based on your last email and attachment, is it okay if we provide a Quicktime file instead? If so, what are the exact specs such as filesize and such? I see that it will go in a 300x250 banner, so I'm assuming this is the size you want. Please give us all the details so we can get you exactly what you need.

Thanks!
Harvey

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Thursday, March 04, 2010 10:28 AM
To: Harvey Scott Kaner
Cc: Zamudio, Nancy
Subject: RE: CBS HealthWatch Broadcast and Online Programs

Need the :30 in W M V format for web

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, March 03, 2010 10:48 AM
To: Shrode, Blake
Cc: Erin Culling; Mary Jo Sobotka
Subject: FW: CBS HealthWatch Broadcast and Online Programs

Hi Blake—

Here's the follow up on the City of Hope issues:

1. We're going to leave the "Science Saving Lives" text graphic as you have it since the client approved that themselves
2. When you get a chance, please show us screen captures or something else that shows that white space has been added all around the COH logo at least as large as the height of the "H" in "Hope"
3. Please bring down the levels on our :15 pre-roll so the sound isn't so distorted and so that it is at the same volume compared to the other videos on your site.
4. Usage of our :30 spot for online is approved, thank you! Can you please tell me again where this will go?

Thank you,
Harvey

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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: Zamudio, Nancy
Sent: Friday, March 05, 2010 11:54 AM
To: Harvey Scott Kaner; Shrode, Blake
Cc: Erin Culling
Subject: RE: CBS HealthWatch Broadcast and Online Programs

Harvey,

I have received the file and downloaded the 30 sec spot successfully. I will notify you if any problems occur. Will follow up with screen grabs once set live, this spot will run with in a 300x250 ad unit though out CBS2.com.

Thanks,
NZ

From: Harvey Scott Kaner [mailto:harvey_kaner@thephelpsgroup.com]
Sent: Friday, March 05, 2010 11:05 AM
To: Zamudio, Nancy; Shrode, Blake
Cc: Erin Culling
Subject: RE: CBS HealthWatch Broadcast and Online Programs

Hi Nancy and Blake—

I'll be sending you the Quicktime movie file per your specs shortly via a program called Sharefile. Please keep an eye out for that, then send me an email to confirm that you've received it and that the file will work for you.

We'd also love it if you could email us once you have it up and running, with a link to the page where it is running.

Thank you,
Harvey

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From: Zamudio, Nancy [mailto:nzamudio@cbs.com]
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To: Harvey Scott Kaner; Shrode, Blake
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Sent: Wednesday, March 03, 2010 10:48 AM
To: Shrode, Blake
Cc: Erin Culling; Mary Jo Sobotka
Subject: FW: CBS HealthWatch Broadcast and Online Programs

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