

Shrode, Blake

From: Shrode, Blake
Sent: Monday, February 08, 2010 10:35 AM
To: Shaw, Jim; Zamudio, Nancy
Subject: City of Hope questions for HealthWatch campaign
Attachments: MythsQuestions.doc

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: 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

Blake Shrode KCBS-TV Los Angeles
4200 Radford Ave | Studio City, CA 91604
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Shrode, Blake

From: Shrode, Blake
Sent: Monday, February 08, 2010 11:08 AM
To: Dacey-Young, Carole
Subject: City of Hope

Kevin Koga Vice President, Communications
213.241.7154

Email kkoga@coh.org

Shrode, Blake

From: Shrode, Blake
Sent: Monday, February 08, 2010 3:39 PM
To: Dacey-Young, Carole
Subject: RE:

Thanks!

From: Dacey-Young, Carole
Sent: Monday, February 08, 2010 3:06 PM
To: Shrode, Blake
Subject:

Blake, I called Kevin and he returned my call and gave me Vicky's info. Kevin offered for me to contact him if needed. I phoned Vicky and she needed me to speak with Sean Lee, the 2 of them conferenced with me. They will send me some info by cob Wed, I also asked for their logo and url so we could source the content.

Hopefully you can get some brownie points or mileage off this.

Let's talk next week with Jim re local web. Have a good one.

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: Tuesday, February 09, 2010 12:38 PM
To: Draper, Justin
Cc: Yip, Angela W; O'Farrell, Kerry A
Subject: FW: City of Hope / The Phelps Group

Hello Justin-
Let us know your decision on how we are to bill production?
Client prefers to see it billed as part of the agreed: \$75,332 net.
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: Yip, Angela W
Sent: Monday, February 08, 2010 5:04 PM
To: Shrode, Blake
Subject: RE: City of Hope / The Phelps Group

Have you follow up with Justin yet ? Regarding the production cost..Please advise.
Thanks.

Angela Yip
KCBS / KCAL TV
Credit & Collection Manager
818-655-2032 phone
818-655-2664 fax
awyip@cbs.com

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: Rodriguez, Stephanie M
Sent: Tuesday, February 09, 2010 2:24 PM
To: Shrode, Blake
Subject: RE: City of Hope/KCBS-TV Contacts for HealthWatch campaign

We plan to shoot on Wednesday, Feb. 17th. Set up folks and photographers to arrive at 10am. Shoot doctors between noon and 3pm and breakdown so we will be out of there by 4pm.

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: Tuesday, February 09, 2010 12:26 PM
To: Rodriguez, Stephanie M
Subject: RE: City of Hope/KCBS-TV Contacts for HealthWatch campaign

I will try to be on the shoot can you keep me in the loop as to what is going on.
Tnx!

From: Shrode, Blake
Sent: Wednesday, February 03, 2010 2:33 PM
To: Rodriguez, Stephanie M
Subject: Re: City of Hope/KCBS-TV Contacts for HealthWatch campaign

Perfect!

From: Rodriguez, Stephanie M
To: 'VHoffman@coh.org' <VHoffman@coh.org>; Shrode, Blake; 'SLe@coh.org' <SLe@coh.org>; 'KProescholdt@coh.org' <KProescholdt@coh.org>
Cc: Maas, Michael S; Farmer-Lane, Lisa D; Wilgoren, Peter H; Sigell, Lisa
Sent: Wed Feb 03 14:04:44 2010
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

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

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

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Shrode, Blake

From: Proescholdt, Kim [KProescholdt@coh.org]
Sent: Monday, February 15, 2010 12:44 PM
To: Le, Shawn; Rodriguez, Stephanie M; Shrode, Blake; Hoffman, Vicky
Cc: Maas, Michael S; Farmer-Lane, Lisa D; Wilgoren, Peter H; Sigell, Lisa
Subject: RE: Myths and questions for HealthWatch campaign
Importance: High

Hello everyone.

As Wednesday is right around the corner, I wanted to check in and find out if you have determined the location(s) here on campus where you'll be filming. As I mentioned to Mike shortly after the site visit, the Visitor Center is not available at all this Wednesday. Looks as though the weather should be bright and sunny, so maybe the outdoor locations in the Rose Garden and/or grassy area outside the Visitor Center will suffice. Please be so kind and confirm back your thoughts so we can prepare the location(s) (if needed) and inform our physicians where they need to be. Thanks so much and see you soon.

Best,
Kim Proescholdt
Ph: 626-256-8665
kproescholdt@coh.org

From: Le, Shawn
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

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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

Blake Shrode KCBS-TV Los Angeles
4200 Radford Ave|Studio City, CA 91604
ph 818.655.2082|fax 655.2670
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Farmer-Lane, Lisa D

From: Shrode, Blake
Sent: Tuesday, February 16, 2010 8:56 AM
To: Dacey-Young, Carole; Farmer-Lane, Lisa D
Subject: RE: City of Hope

Lisa Farmer is leading the way for us.
She is @ 818.655.2189
Thanks

From: Dacey-Young, Carole
Sent: Friday, February 12, 2010 10:08 AM
To: Shrode, Blake
Subject: RE: City of Hope

Link to file:

<https://rcpt.yousendit.com/815379792/ce97d28a9e878b954fc95ce2a6c9d620>

Hi Blake, Who is producing the COH pieces for KCBS? I want to know who to send the tool kit to next week along with cc'ing you of course. I just received the attached from one of the hospitals that is working with us. The 2 min piece is really good the way they tell the story about how the hospital is advancing treatment when it comes to colorectal cancer. And then there's a 30 sec brand spot. This might be inspiration or food for thought as your team is approaching production for COH.

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, February 08, 2010 2:08 PM
To: Dacey-Young, Carole
Subject: City of Hope

Kevin Koga Vice President, Communications
213.241.7154

Email kkoga@coh.org

12/6/2010

Farmer-Lane, Lisa D

From: Shrode, Blake
Sent: Tuesday, February 16, 2010 2:12 PM
To: Farmer-Lane, Lisa D
Subject: FW: COH Schedule

Do you have a final schedule you or I can get to Kim

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: Proescholdt, Kim [mailto:KProescholdt@coh.org]
Sent: Tuesday, February 16, 2010 1:55 PM
To: Shrode, Blake
Subject: Scoopage man

Yo Blake-ster. I spoke with Mike yesterday and he mentioned a possible itinerary for tomorrow. Does it exist cause we would love to know the schedule. I know Mike said the plan is to arrive around 9:30ish. We just want to be more prepared than not. Let me know. Thanks!

Kim D. Proescholdt
Sr. Account Supervisor, Communications
City of Hope
Direct: 626-256-8665; internal x65243
Fax: 626-930-5363
kproescholdt@coh.org; www.cityofhope.org

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Shrode, Blake

From: Proescholdt, Kim [KProescholdt@coh.org]
Sent: Tuesday, February 16, 2010 2:46 PM
To: Shrode, Blake
Subject: RE: COH

Also Blake, so you have handy...here are mine and Shawn's cell #s:

Shawn: 626-905-9993
Kim: 626-372-2923

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Tuesday, February 16, 2010 2:21 PM
To: Proescholdt, Kim
Subject: RE: COH

See you tomorrow, will get you the schedule today!

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: Proescholdt, Kim [mailto:KProescholdt@coh.org]
Sent: Tuesday, February 16, 2010 2:18 PM
To: Shrode, Blake
Subject: RE: Scoopage man

Thanks Blake. Will be most helpful.

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Tuesday, February 16, 2010 2:11 PM
To: Proescholdt, Kim
Subject: RE: Scoopage man

I will get it for you.

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: Proescholdt, Kim [mailto:KProescholdt@coh.org]
Sent: Tuesday, February 16, 2010 1:55 PM
To: Shrode, Blake
Subject: Scoopage man

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Kim D. Proescholdt

Sr. Account Supervisor, Communications

City of Hope

Direct: 626-256-8665; internal x65243

Fax: 626-930-5363

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Shrode, Blake

From: Draper, Justin
Sent: Wednesday, February 17, 2010 2:00 PM
To: Shrode, Blake
Cc: Yip, Angela W
Subject: FW: budget for city of hope shoot

ADD 2nd Ancillary NO commission

Blake,

See below estimate. \$4,500 net should be billed out under the ancillary line to cover production costs.

Thanks,

COH :90 production

Justin

See ISA with ??

Justin Draper

Controller, CBS2 & KCAL9

4200 Radford Ave., Studio City, CA 91604

818.655.2030 tel

www.cbs2.com www.kcal9.com

2/22/10

From: Farmer-Lane, Lisa D
Sent: Thursday, February 11, 2010 11:32 AM
To: Draper, Justin
Subject: FW: budget for city of hope shoot

Hi Justin, below is the City of Hope estimate.

And Thanks for you help with the Toyota shoot.

LISA LANE

CBS2 & KCAL9 Promotion Manager

4200 Radford Ave

Studio City, CA 91604

818-655-2189

323-333-5008 (cell)

From: Farmer-Lane, Lisa D
Sent: Wednesday, February 10, 2010 10:57 AM
To: Rodriguez, Stephanie M
Cc: Maas, Michael S
Subject: budget for city of hope shoot

Stephanie and Mike, take a look at the City of Hope shoot budget.

Give me your feedback. Is there anything I've left off?

-Lisa

Photographer *charged through payroll*
4 hour call – location scout
\$260.00

Photographer *charged through payroll*
Ken Koller & Rob Pearson, Feb. 17, 2010
\$773.76 straight time
\$30.96 vacation allowance
\$65.00 missed meal (may or may not take lunch)
\$217.43 fringe
total \$1,087.15

Freelance Audio Rico
Approx 500.00 (with fringe etc)
(charged through payroll at the IBEW rate of \$45.75 an hour)

Audio Mixer Rental
\$100

Freelance Editor (for post production)
Approx \$2200

Mileage for Producers
TBA

Lunch if taken/Water/Coffee

\$100

LISA LANE

CBS2 & KCAL9 Promotion Manager

4200 Radford Ave

Studio City, CA 91604

818-655-2189

323-333-5008 (cell)