

DVD and VHS Tape of City of Hope :90 Segments

Transcript of City of Hope :90 Segments

CITY OF HOPE – March 1, 2010, 6:26:44 PM Spot

Sigell: Cancer is probably one of the most terrifying and misunderstood diseases. City of Hope is world renowned for their cancer treatment and research. Today we explain the myths and mysteries with Dr. Alexandra Levine.

Sigell: A lot of people hear the word "cancer", and they think incurable. When you hear that, what do you say?

Levine: When I hear somebody saying cancer is incurable, it makes me angry actually because it's just not true.

Sigell: Many people think that cancer is all about genetics and it doesn't run in their families so they don't have to worry about that, is that true?

Levine: Most cancers are not directly caused by heredity at all; they are caused by defects in the DNA that are acquired when you are alive already, not from your parents at all.

Sigell: What can you do to cut your risk of cancer?

Levine: Simple things to take care of yourself in a general sense, exercise, eat properly, don't smoke. Those are powerful ways to prevent cancer of many different kinds.

Sigell: How excited are you about treatments for cancer?

Levine: This is the most exciting time in my lifetime as far as being able to treat cancer. We are using targeted kinds of therapy, knowing exactly what might cause that cancer and developing a drug specifically that might be able to get rid of the cause and therefore the continuation of that cancer in a patient.

Sigell: Cancer is not a death sentence, there is hope. For more information, go to CBS2.com.

TRANSCRIPT PREPARED BY CBS LAW DEPARTMENT,
DECEMBER 13, 2010

CITY OF HOPE – March 2, 2010, 6:57:27 PM Spot

Sigell: Colon cancer is one of the most common, yet preventable forms of cancer. Still many people are embarrassed by the subject. Today we talk with City of Hope's Dr. Julio Garcia-Aguilar about what you need to know.

Sigell: Doctor, how common is colon cancer?

Garcia-Aguilar: Colon cancer is quite common. It's the third most common cancer, both in male and females and it's the second cause of cancer death after lung cancer.

Sigell: A lot of people think that only men get colon cancer but you just answered that, that's not true.

Garcia-Aguilar: It's not true, both men and women can get colon cancer.

Sigell: At what age should somebody get screened for colon cancer?

Garcia-Aguilar: Individuals who have no previous history of conditions such as inflammatory bowel disease or family history of colon rectal cancer, the recommended age is 50. So it is a very simple test and it has been proven to save lives.

Sigell: What is the most important thing to do to prevent colon cancer?

Garcia-Aguilar: Well I think the most important thing to prevent colon cancer is to follow the guideline for screening. The mortality for colon rectal cancer has decreased in the last few years and that's probably a reflection of the introduction of the screening programs years ago, so I think in colon cancer, to some degree, we are winning the battle. I think the most important message is that colon cancer is preventable and screening is probably the best tool that we have today to fight it.

Sigell: 90% of colon cancers are curable if caught early. Go to CBS2.com for more information.

Employees Involved in Producing and Broadcasting City of Hope :90 Segments

Nancy Bauer, Vice President and News Director

Carole Dacey-Young, Director, Healthcare Strategy, CBS Television Stations

Scott Diener, Vice President and News Director

Phil Gonzalez, Marketing Manager

Marshall Hites, Creative Services Director

Ken Koller, Photographer

Lisa Lane, Manager

Mike Maas, Producer

Rico Massei, Audio

Robert Matthews, Assistant Producer

Angela Melton-Fray, New Business Manager

Kerry O'Farrell, Local Sales Manager

Eric Oginski, Internet Managing Editor

Rob Pearson, Photographer

Marilyn Rangel, Director of Sales

Stephanie Rodriguez, Community Affairs

Jim Shaw, Internet Sales

Blake Shrode, Account Executive

Lisa Sigell, Reporter

KCBS and KCAL Employees involved in selling commercial time in newscasts

KCBS Account Executives

Sam Apt (left Station 10/11/10)

Mary Banka (left Station 6/14/10)

Phyllis Becker (left Station 6/23/10)

Morgan Clark

Thad Coontz (left Station 3/24/10)

Flora Echeverria (started 7/14/10)

Jeff Keys (started 6/21/10)

Derek Kramer

William Rouse (started 7/6/10)

Crystal Salas (started 11/15/10)

Blake Shrode

Michael Stephens (started 6/7/10)

KCBS Sales Managers

Pam Alfa-Local Sales Manager (promoted from Account Executive 5/3/10)

Angela Melton-Fray-New Business Manager (left Station 4/30/10)

Kerry O'Farrell-National Sales Manager/Local Sales Manager

Stephanie Rosen-Local Sales Manager

Andrea Stoltzman-Director of Sales (left Station 1/14/10)

CBS Television Sales -Rep firm

KCAL Account Executives

Kellie Brodie (started 9/13/10)

Andrew Del Guercio

Michael Krompf (started 1/25/10)

Leigh Lowery (started 4/12/10)

Mary Machado

Carolyn Mariano

Laurie Milam

Maria Urena

KCAL Managers

Michael Kennedy-National Sales Manager (left Station 6/28/10)

Rich Waisfisz-Local Sales Manager

Lee Warpach-National Sales Manager (started 8/30/10)

Joan Zidow-Local Sales Manager

Duopoly Managers

Marilyn Rangel-Director of Sales (promoted 1/14/10)

Tom Morris-VP Sports Sales

Candice Kominas-New Business Manager (promoted from Account Executive 6/28/10)

CBS Television Sales – Rep Firm (until 8/22/10)

Cox Reps-Rep Firm (started 8/23/10)

Other Personnel:

Phil Gonzalez-Promotions Director

Stephanie Rodriguez – Community Affairs (left Station 6/21/10)

EXHIBIT

Documents related to City of Hope Segments

Shrove, Blake

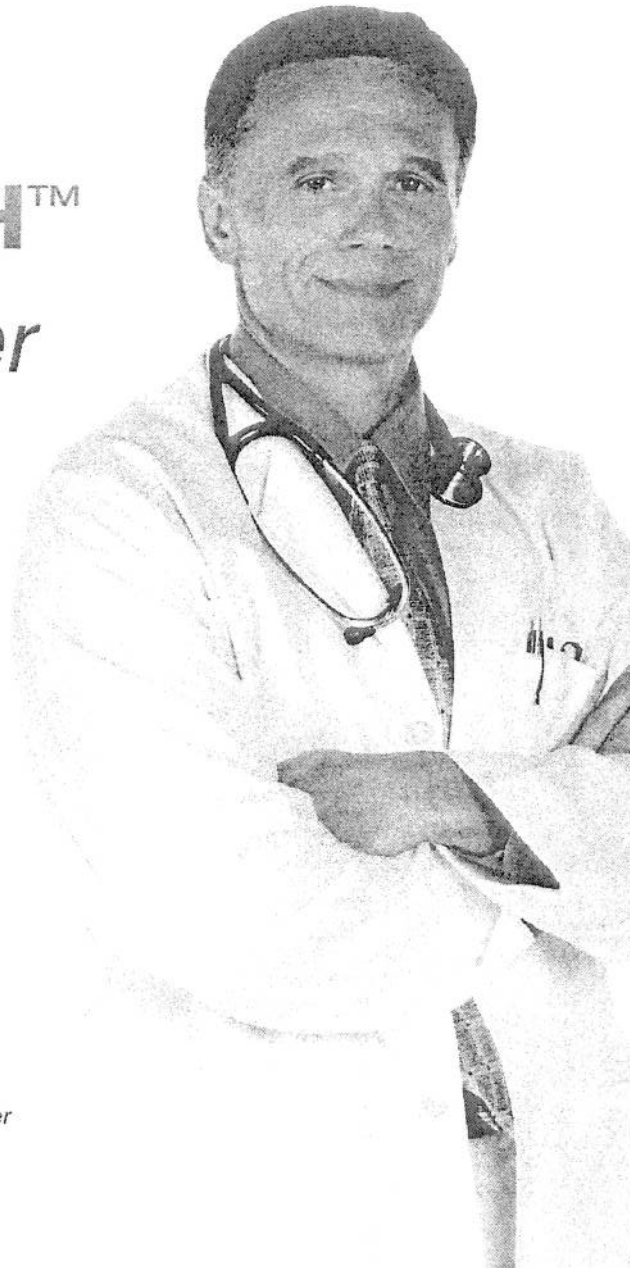
From: Shrove, Blake
Sent: Thursday, December 17, 2009 8:58 AM
To: Shrove, Blake
Subject: City of Hope Meeting 12-16 230p
Attachments: City of Hope Colon_Cancer_CBSHealthWatch_2010.ppt

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

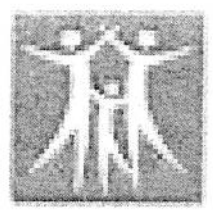
Team - UP. Comm
KAWN - Media Relations
KAWN - clinical

CBS HEALTHWATCH™

Fighting Colorectal Cancer & Digestive Diseases



In partnership with



City of
Hope

16-09
led by: Blake Shrode
ons Property
: This proposal is proprietary to CBS Television Stations and may not be shared with any other
t written consent from CBS Television Stations.

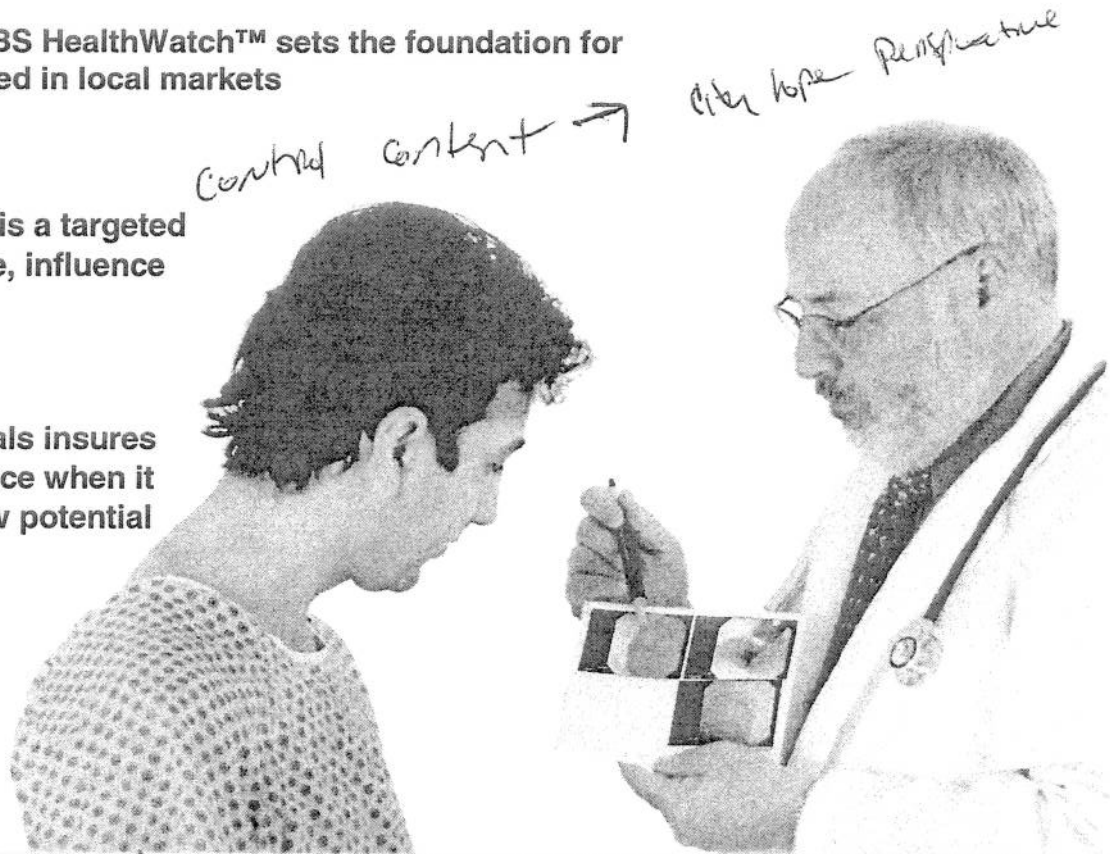
Why CBS HealthWatch™

For over 12 years and through 300+ campaigns, CBS HealthWatch™ has become broadcast television's most recognized health brand, and the only one with a local franchise

The high profile association with CBS HealthWatch™ sets the foundation for highly visible health campaigns aired in local markets

CBS HealthWatch "intervention" is a targeted media strategy designed to educate, influence and affect consumer behavior

Featuring local medical professionals insures the most effective sphere of influence when it comes to reaching existing and new potential patients



HEALTHWATCH™

CBS TELEVISION STATION

010 COLON CANCER Awareness

Each year, approximately 150,000 people are diagnosed with colorectal cancer¹ – but the early indicators of this deadly disease can be caught before it's too late. Colorectal cancer is largely treatable when detected in the early stages, but sadly, due to low screening rates, fewer than 40 percent of cases are caught early.² Understanding what colon cancer is, and knowing your treatment options, will help you take an active role in making decisions about your care.

More Facts -

Colorectal cancer is more common with increasing age
Incidence rates double each decade from 40 to 80 years
The disease affects men and women equally



American Cancer Society - Colorectal Cancer Testing on the Rise:
http://www.cancer.org/docroot/NWS/content/NWS_1_1x_Colorectal_Cancer_Testing_on_the_Rise.asp
CDC, 2001 Behavioral Risk Factor Surveillance System

HEALTHWATCH™

CBS TELEVISION STATIONS

2010 DIGESTIVE DISEASE Awareness

Each year, about 105 million doctor visits are for digestive diseases. Some digestive diseases have the potential to put people at a higher risk for developing CRC.

Digestive disorders encompass a wide array of conditions that affect the gastrointestinal tract, which includes the esophagus, stomach, gallbladder, bile ducts, small intestine, and large intestine (colon).

These conditions vary in severity from the minor annoyance to potentially life-threatening illnesses.

Approximately 95 million Americans are affected by heartburn, sour stomach, GERD (acid reflux), irritable bowel syndrome (IBS), Crohn's disease and other gastrointestinal disorders.

Most 15 million have been told they have an ulcer. Heartburn affects at least 7% to 10% of U.S. adults every day, and up to 44% at least once a month. In 2001, digestive diseases prompted nearly 50 million visits to doctors, outpatient care facilities, and emergency departments.

Digestive disorders can affect people of any age, many of these digestive problems occur more frequently in people over age 50.

About

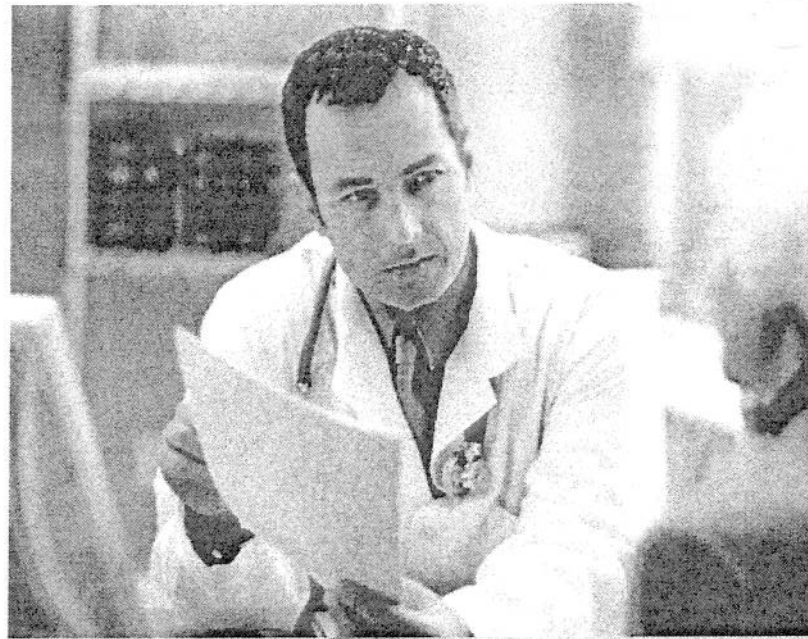
-12

Beginning MARCH 2010, for twelve weeks, CBS HealthWatch will offer an awareness campaign dedicated to educating patients about colon cancer and digestive disease and what can be done to eliminate the risk.

Prevention - Detection through early screening and knowing your risk is vital. Screening tests find polyps they can be removed before they turn into cancer.

Knowledge - Colon cancer is a common form of cancer, and having certain digestive diseases can increase the lifetime risk of developing colon cancer.

What - Be informed and prevent this disease and its consequences. Know your treatment options.



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CBS TELEVISION STATION

Partners

partnership with CBS HealthWatch, these associations will help further advance our public message that colon and rectal cancer is preventable, treatable, and curable through screening and early detection.

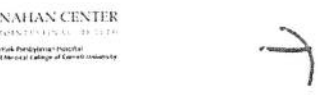


American Society of Colon and Rectal Surgeons (ASCRS) - is the premier society for colon and rectal surgeons and other surgeons dedicated to advancing and promoting the science and practice of the treatment of patients with diseases and disorders affecting the colon and rectum.

feature. 

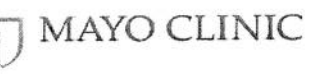


CDC - in addition to its partnership with the Entertainment Industry Foundation and the National Colorectal Cancer Research Alliance, *Screen for Life* is proud of its partnership with 50 state health departments, two tribal organizations, and the District of Columbia, all of which use campaign messages and materials to increase awareness at the community level about the need for colorectal cancer screening for men and women aged 50 years or older.



Mayo Clinic - physicians are among the world's most experienced in the diagnosis and treatment of colon cancer. Mayo Clinic is also a major colon cancer screening center performing more than 35,000 colonoscopies and several thousand virtual colonoscopies each year.

content -



at with CBS -

Am - last -

needed experts. multiple.



The Project

Feature you -
Surgeons -



Our 2010 CBS Colorectal Awareness campaign will be extended from March to May, culminating with the recognition of Digestive Disease Week May 1st and the Annual ASCRS meeting in Minneapolis May 16-18th.

Campaign Elements -

Seamless with News - interview

- So. Florida

HealthWatch Mini-Programs: Long form features branded CBS HealthWatch "Colorectal Cancer/Digestive Disease Awareness" integrate ASCRS or sponsor expert and message. Programs can run from :60 seconds to 2 1/2 minutes

Supporting Thirty second announcements: Also branded under CBS HealthWatch, can feature sponsor expert providing educational GI condition related information

Supporting Fifteen second message: Another chance to co-promote along with sponsor call to action and/or driver

News/Katie Couric: Interviews, customized on-air pieces, sponsorable PSAs and possibly other opportunities

Significant sponsor presence within a **dedicated CBS HealthWatch "Colorectal Cancer/Digestive Disease"** section of our station's websites. The destination page will feature content relevant educational information and resources as provided by partners such as ASCRS, among others, with accompanying links to sponsor website

High profile association through our partnership with American Society for Colon and Rectal Surgeons, CDC, ASCRA for starters

Advertising - DR's - Tune in - Professional Community - 60 min -
New -
PSA -
GI Patient Education

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CBS TELEVISION STATION

Sponsored Mini-Programs:

...ground breaking programming element will air as
...commercial time within newscast environments.

...sec = 120 sec content/30 sec client creative

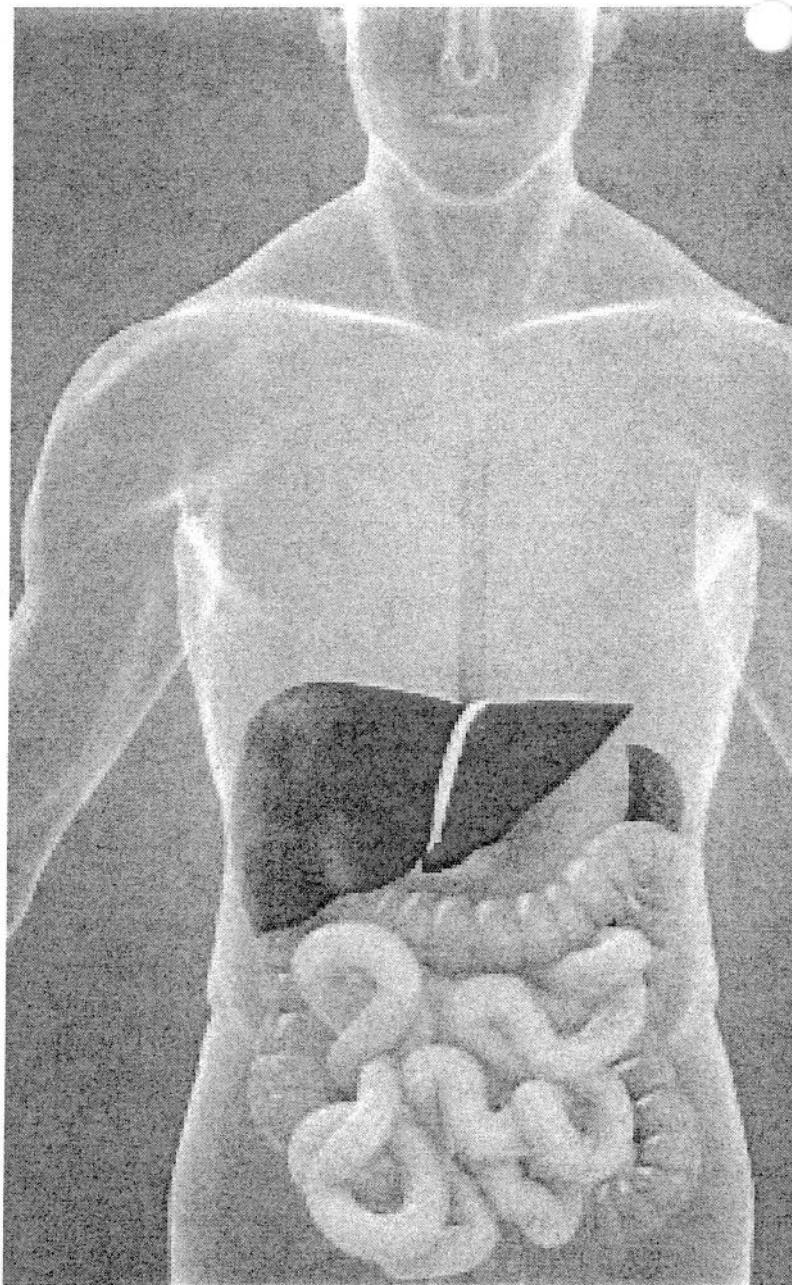
...CBS produced mini-program will be a HealthWatch
...ended segment examining a sponsor's specific topic of
...rest and talent.

...mples...

- Preventing Colorectal Cancer
- Screening and the benefits?
- Colorectal Surgeon/patient team providing message
- Digestive conditions are their relation to CRC
- Colonoscopy
- Genetics and Digestive Diseases
- Treatment Options

...and much, much more

...CBS HealthWatch will field topics for inclusion
...in participating sponsors.



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CBS TELEVISION STATION

CBS News/Katie Couric

For the third year of Colorectal Cancer Awareness Month, Katie Couric continues to lend her support nationally, in addition to locally, through interviews, customized on-air pieces, sponsorable PSAs and many other opportunities.

Local and network talent association must be vetted by CBS HealthWatch and CBS News

30:15 Sponsorable PSAs

CBS HealthWatch produced PSAs feature Katie Couric lending her influential voice to raise awareness for the disease and the importance for early detection and screening.



CBS HEALTHWATCH™

CBS TELEVISION STATIONS

CBS Internet:

The internet is becoming the most prevalent source of healthcare information and means of managing disease for both health care providers and their patients.

In addition to sponsoring the robust CBS HealthWatch/Colorectal Cancer/Digestive Disease section, we will offer interactive online chats with ASCRS experts that will provide viewers the opportunity to get answers to questions about these conditions and treatments.

On this heavily promoted event day, there will be a variety of promotional tactics featuring sponsors experts appearing on-air and on-line, including outreach through our community Facebook and Twitter, leading up to the event encouraging viewer participation.

ALREADY SCHEDULED EXPERT WEB CHAT – WILL LIVE FROM THE ASCRS ANNUAL MEETING MAY 18th



CBS HEALTHWATCH™

CBS TELEVISION STATIONS

CBS Social Media:

Now this year – CBS Interactive will build upon our relevant educational resource content and foster patient communities around colorectal/digestive disease issues including creating an online Facebook affinity community for those affected by colorectal cancer and digestive disease issues, their family & friends, and anyone else who is interested in being connected.

The community will offer opportunities to interact with other members, post information & updates, receive information, attend online chats, and receive occasional offers, coupons & messages from sponsors.



Media - Digital

HealthWatch page - Features Colorectal Cancer/Digestive Disease related content highlighting resources and information for users/viewers.

- Sponsorship sections: 330x25, 300X250, :15 Pre-Roll, 728x90, 160x600, 88x31

Live Chat Sponsorship - Special Q & A web chat with Colorectal Cancer/Digestive Disease experts.

- Sponsorship sections: :15 Pre-Roll, 728x90, 88x31

Home Page Sliding Billboard - On both days of live chat

- 945 x 300

Home Page/Health Section Wildcard - Promote HealthWatch Section

Types of Site Advertising

- :15 Pre-Roll media will drive users to clients website
- 300X250 Jivox Unit will host in-banner video
- 160x600 and 728x90



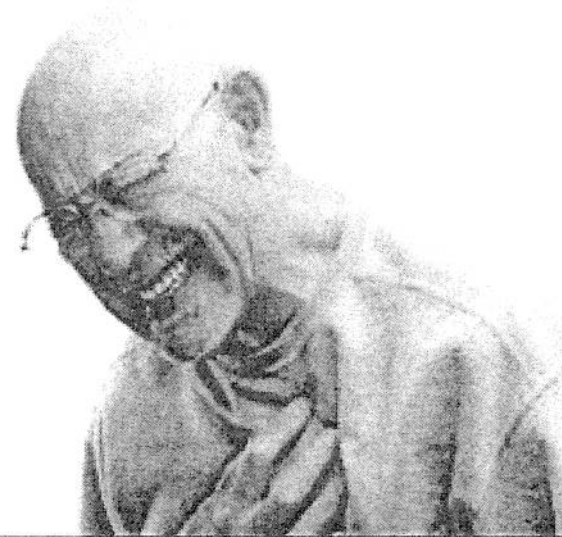
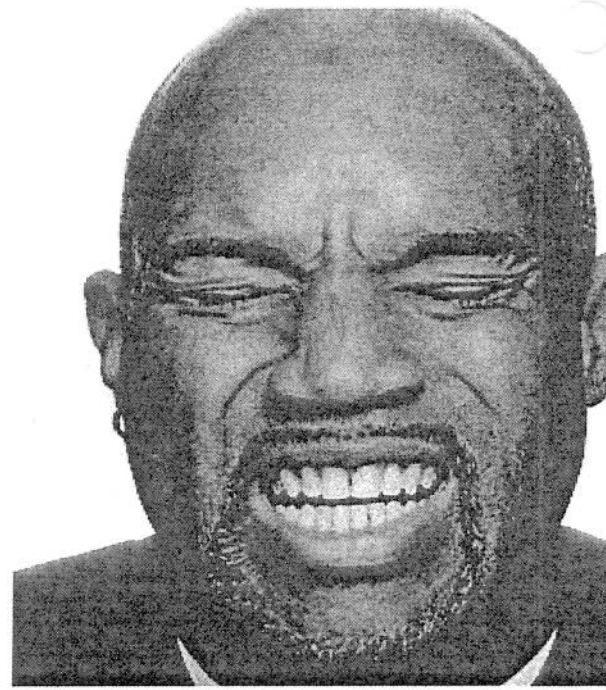
HEALTHWATCH™

ON TELEVISION
ON THE INTERNET

Extensions

ASCRS Event - National Web Chat May 17th/18th (TBD):

Katie Couric will open this web chat event from NY. An expert panel will be live from the floor of the annual meeting with ASCRS experts. Discussion to focus on outreach and education about the importance of screening and colonoscopy to treatment options and new advances. The public can view and participate in the live chat via CBS O&O market websites. Hosted and moderated by CBS talent.



Benefits:

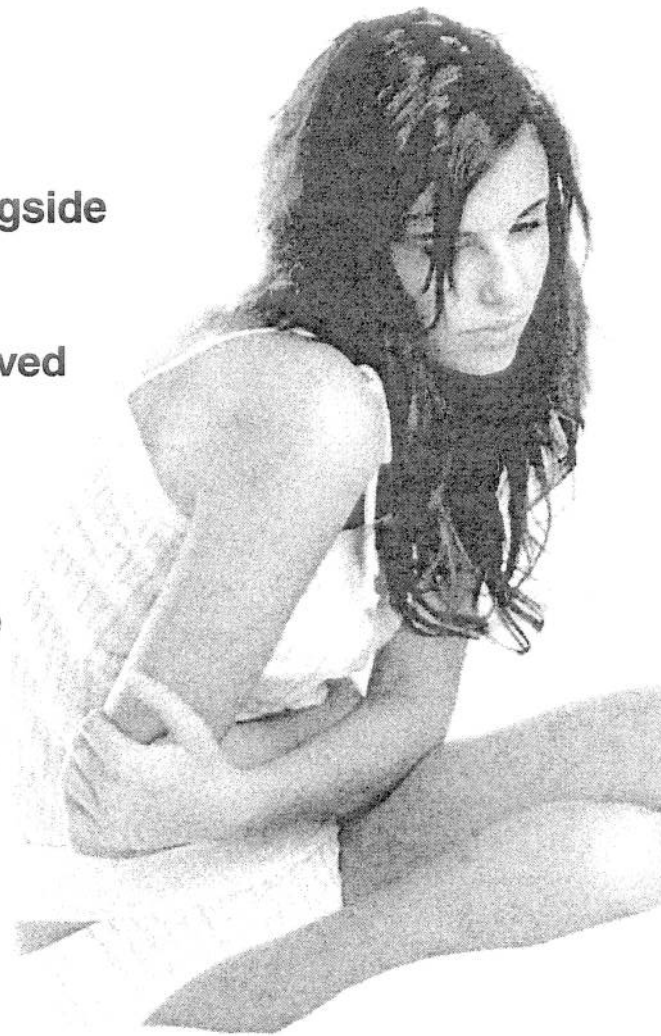
Participate in the first campaign of its kind alongside key content partners

Bring a scientific understanding to an underserved but critical topic

Position your company as a leader in this field

Address topics relevant to your product/service under this heavily promoted campaign

Have your product or services featured within the content of this campaign



From: Shrode, Blake
Sent: Wednesday, December 16, 2009 4:41 PM
To: Dacey-Young, Carole
Subject: Re: City of Hope

Went very well! Thanks. I will call you in the am. Driving right now. Can't be typing!

From: Dacey-Young, Carole
To: Shrode, Blake
Sent: Wed Dec 16 16:10:31 2009
Subject: City of Hope

Blake, hope you thought the meeting went well.

Couple of things did you know about COH's tie to Fox Sports, also the second link is the dept chair of their colorectal dept and also is a well recognized member of ASCRS. There's a medical minute audio spot of him being interviewed.

Love to hear how things wrapped up. Thanks for including me.

<http://www.cityofhope.org/giving/fox-sports-supports/Pages/default.aspx>

<http://www.cityofhope.org/directory/people/garcia-aguilar-julio/Pages/default.aspx>

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

From: Stoltzman, Andrea B
Sent: Thursday, December 17, 2009 9:35 AM
To: Shrode, Blake; Rodriguez, Stephanie M; O'Farrell, Kerry A
Cc: Esparza, Lucy M
Subject: RE: City of Hope/Heathwatch Partnership

Please send me details of expectation.

From: Shrode, Blake
Sent: Thursday, December 17, 2009 9:33 AM
To: Stoltzman, Andrea B; Rodriguez, Stephanie M; O'Farrell, Kerry A
Cc: Esparza, Lucy M
Subject: FW: City of Hope/Heathwatch Partnership

From: Shrode, Blake
Sent: Thursday, December 17, 2009 9:32 AM
To: 'kkoga@coh.org'; 'kproescholdt@coh.org'; 'sle@coh.org'
Cc: Dacey-Young, Carole
Subject: City of Hope/Heathwatch Partnership

Good Morning~

We look forward to the opportunity of working with your team on the potential partnership with CBS *Healthwatch* and the *Fight Against Colorectal Cancer & Digestive Disease*.

Based on our discussion, The City of Hope and KCBS-TV would partner to focus efforts on the "colorectal portion" of Healthwatch in March and April of 2010.

Our next step is to create a campaign that fits the local needs of the City of Hope with our national campaign. I will begin to meet with our department heads to get approval.

We look forward to meeting with you after the New Year. I will communicate with you and try to set up a meeting the week of Jan 11 2010.

Have a safe and Happy Holiday!
Regards,

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: Rodriguez, Stephanie M
Sent: Thursday, December 17, 2009 9:37 AM
To: Shrode, Blake
Subject: RE: City of Hope/Heathwatch Partnership

I totally forgot to give you contacts didn't I? But you came through. Thanks...I know these people and this could be great.

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: Thursday, December 17, 2009 9:33 AM
To: Stoltzman, Andrea B; Rodriguez, Stephanie M; O'Farrell, Kerry A
Cc: Esparza, Lucy M
Subject: FW: City of Hope/Heathwatch Partnership

From: Shrode, Blake
Sent: Thursday, December 17, 2009 9:32 AM
To: 'kkoga@coh.org'; 'kproescholdt@coh.org'; 'sle@coh.org'
Cc: Dacey-Young, Carole
Subject: City of Hope/Heathwatch Partnership

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4200 Radford Ave | Studio City, CA 91604
ph 818.655.2082 | fax 655.2670
bdshrode@cbs.com

From: Proescholdt, Kim [KProescholdt@coh.org]
Sent: Friday, December 18, 2009 11:53 AM
To: Shrode, Blake; Koga, Kevin (Email); Le, Shawn
Cc: Dacey-Young, Carole; Mary Jo Sobotka; Hoffman, Vicky
Subject: RE: City of Hope/Healthwatch Partnership

Hi Blake.

Our thanks to you and Carole for taking the time to meet and discuss a potential "Healthwatch" partnership. This seems like a wonderful and exciting opportunity, and we look forward to meeting in the New Year to learn more about a localized campaign.

Also, I've copied both Vicky Hoffman and Mary Jo Sobotka on this email as Vicky oversees advertising and branding for City of Hope and Mary Jo is our media planner with The Phelps Group (our ad agency). They should be included in any ongoing communication.

Thanks again Blake. Have a wonderful and safe holiday, and we'll talk with you soon!

Warm regards,
Kim
626-256-8665

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Thursday, December 17, 2009 9:32 AM
To: Koga, Kevin (Email); Proescholdt, Kim; Le, Shawn
Cc: Dacey-Young, Carole
Subject: City of Hope/Healthwatch Partnership

Good Morning~

We look forward to the opportunity of working with your team on the potential partnership with CBS *Healthwatch* and the *Fight Against Colorectal Cancer & Digestive Disease*.

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Blake Shrode | Account Executive | KCBS-TV Los Angeles
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Shrode, Blake

From: Dacey-Young, Carole

Sent: Friday, December 18, 2009 3:44 PM

To: Bennett, Jennifer A; Carlson, Holly K; CdeBaca, Debbie; Chavez, Armando; Cheah, Bryan T; Curti, Jann; Dorsey, Kevin; Ellington, Marcus; Fitzpatrick, Wendy M; Franks, C Brent; Gonzalez, Philip M; Hawkins, Sondra M; Heltno, Ruth; Hill, Eugene; Hintze, Kimberly; Howie, Roy; Jeff, Steven; Knutson, Katie M; Kuh, Heather A; Levy, Adam; Lile, Deborah; Lowery, Leigh B; Marrero, Leslie N; McEiwee, Francine; Melton-Fray, Angela; Morris, Tom L; Nateghi, Nadere; Olsen, Erica M; Peterson, Christie K; Revoir, Rick M; Rosenberg, Evan; Rowe, Melissa S; Sandler, Avry; Sarnow, Andy; Schwartz, Jack H; Sehnem, Lindsay A; Sheingold, Robin H; Sosangelis, Sofia; @Spot Sales All DOS/GSMS; Rodriguez, Stephanie M; @Spot Sales Sales Mgrs; Shrode, Blake; Artope, Linda Y; Penna, Diana; Wolin, Susan; Amacker, Beverly G; Gagne, Karen D

Subject: RE: Colorectal Cancer/Digestive Disease Awareness March - May 2010

We're a month in from our initial call to roll-out CBS HealthWatch Colorectal/Digestive Diseases for 2010. Please send me an update if your station has started efforting this campaign along with your local package. If prospecting has begun how the experience is going, we'll begin collecting local information going forward.

End of January early Feb is when most clients should be on board if they want to begin 3/1, however clients can jump in anytime March – May.

To date we've had great calls...there's lots of interest in this initiative. A few stations had me present during recent sales meetings along with doing joint client calls. I'm available to help you, let me know what you need and if you're interested in me speaking with your sales team.

There are a lot of moving parts to this campaign and many ways we can create special experiences for your clients.

All pieces need to work together and keeping the communication flowing both ways will produce the best result.

For those stations I have not already provided physician leads, I'll be sending out a list next week of ASCRS identified ambassadors that are in a position to help you locally approach medical centers with the goal of helping us secure hospital sponsorships. Through our partnership with ASCRS/American Society of Colon and Rectal Surgeons they are interested in being part of our grassroots efforts to get the message of early detection and the importance of screening out there and the hospitals are very interested in helping support the accreditation of ASCRS through its member on staff.

More to come...let me know how you're doing.

Thanks and have a great weekend.

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

- - Prevention - Diagnosis - Screening - Treatment
- Online links to The Jay Monahan Center for GI Health

Plans for 2010 include:

- The program will be expanded from 4 to 10 weeks to examine the issue in more detail
- The expanded topics will include Digestive Diseases and how minor digestive issues can lead to Colorectal Cancer incidences
- Mini programs dedicated to these issues will feature medical experts from ASCRS (American Society of Colorectal Surgeons)
- A CBS HealthWatch blog and expanded social marketing features will be established for community interaction
- Well recognized organizations already signed on: ASCRS, NCCRA and the CDC
- Other organization considering involvement: AGA, MAYO, CCFA, ACG
- Katie Couric to open live national webchat with experts from the floor of the annual ASCRS meeting

This year's event will kickoff recognizing Colorectal Cancer Awareness month and culminate in May with Digestive Disease week and the annual ASCRS scientific meeting.

We have been graced over the last 3 year's with great sponsoring partners who have been able to deliver their messages in unique ways within this educational and highly visible effort. With this year's initiative expanding to cover more topics in greater detail, we are looking to continue the fight against this disease and provide a forum for more partners to help with the education process.

I appreciate the time you have taken to learn about what The CBS Television Station Group is looking to accomplish in helping to address the Colorectal Cancer/GI situation in this country. I will reach out to you shortly to discuss your level of interest in becoming a contributing partner to this effort and help you understand how your company's message can be integrated into this worthwhile effort.

Best regards,

Carole Dacey-Young
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