

**Shrode, Blake**

**From:** Shrode, Blake  
**Sent:** Thursday, December 24, 2009 11:14 AM  
**To:** Clark, Morgan J  
**Subject:** FW: Colorectal Cancer/Digestive Disease Awareness March - May 2010  
**Attachments:** image001.wmz; 12-09 Email to Mbrship \_3\_.pdf; image002.wmz

**From:** Dacey-Young, Carole  
**Sent:** Wednesday, December 23, 2009 10:59 AM  
**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; Heltne, 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; McElwee, 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; Shrode, Blake; Artope, Linda Y; Penna, Diana; Wolin, Susan; Amacker, Beverly G; Gagne, Karen D; @Spot Sales All DSMs; @Spot Sales All LSM's  
**Cc:** Dorsey, Kevin  
**Subject:** RE: Colorectal Cancer/Digestive Disease Awareness March - May 2010

Happy Holidays!

Below is a list of Colorectal Surgeon Ambassadors I referenced in my previous email. Let's touch base before calling these names about positioning so we maximize the value of these names and what they can get done for us locally, in exchange the ASCRS member will be featured in the on-air campaign. I'm attaching the email that went out from the president of the American Society of Colorectal Surgeons referencing I would be in touch with each. I need your help since most of these would be on existing AEs lists to determine best approach, in most cases I've worked the hospital with an AE. We've already closed 4 markets by using this strategy.

Here's a link to the HealthWatch Colorectal/Digestive Disease presentation in sharepoint.

<http://ctssharepoint.cbs.com/sites/sales/RxTelevision/Shared%20Documents/Forms/AllItems.aspx>

Let me know if you have questions. Thanks.

<u>City</u>	<u>Hospital</u>	<u>Contact</u>	<u>Phone</u>
New York	Memorial Sloan Kettering	Guillem, Jose Gaston Milson, Jeffrey W	(212) 639-8278 (212) 746-6030
Los Angeles	Cedars Sinai UCLA City of Hope PENDING	Fleshner, Phillip Ko, Clifford Garcia-Aguillar, Julio	(310) 289-9224 (310) 825-9425 (626)-256-4673
San Francisco	UCSF Stanford	Varma, Madhulika (Mika) Welton, Mark	(415)-885-3625
Chicago	Univ. Illinois Chicago Northwestern Memorial Hospital Rush University Medical Center	Abcarian, Herand Halverson, Amy Saclarides, Theodore	(312) 996-2061 (312) 695-4853 312-942-6500
<b>CLOSED 1 HOSPITAL NON EXCLUSIVE</b> Philadelphia	University of Pennsylvania Cooper University Hospital Temple University Hospital Drexel University Hospital Main Line Health	Fry, Robert Kann, Brian Robert Rombeau, John Stein, David E Marks, John	(215) 829-2375 (856) 342-3012 (215) 707-7725 (215) 762-1750 (610) 645-9093
Dallas	Texas Colon and Rectal Specialists UT Southwestern Methodist Presbyterian Hospital Baylor Hospital System	Crim, Randall Aragizadeh, Farshid Monga, Narinder Downs, Marcus Lichliter, Warren	(972) 759-2040 (214) 645-8192 (214) 942-0881 (214) 363-6123 (214) 824-1730
<b>CLOSED 1 HOSPITAL</b>			

NON-  
EXCLUSIVE

Boston	Beth Israel Deaconess Hospital Tufts University Lahey Clinic University of Massachusetts Medical Center Brigham and Womens's Hospital (Dana-Farber Cancer institute_	Nagle, Deborah Orkin, Bruce Marcello, Peter Alavi, Karim  Bleday, Ronald	(617) 667-4159 (617) 636-6190 (781) 744-3760 (508)-334-8195  (617) 732-8460
Atlanta	Piedmont Colorectal Associates Georgia Colon and Rectal Associates	Nichols, Joseph Orangio, Guy	(404) 351-7900 (770) 277-4277
Detroit	Beaumont Hospitals Henry Ford Hospital  Detroit Medical Center St. John Health System St. John Health System	Wasvary, Harry Times, Melissa Khatchadour, Hamamdjian Pearlman, Ralph Henein, Michael	(248) 541-8554 1-800-436-7936  (248) 353-6580 (248) 557-9650 (586)-778-3350
Tampa	Baycare Health System	Mason, David Shore, Gregg	(813) 673-8282 727-821-6149
Seattle	Northwest Hospital and Medical Center	Billingham, Richard	(206) 386-6600
Minneapolis CLOSED 2	University of Minnesota	Rothenberger, David	612-624-9708
Miami CLOSED 2	Cleveland Clinic Florida	Wexner, Steven	(954) 659-5251
Denver	SkyRidge Medical Center	Blake, Kenneth	(303) 535-5350
Sacramento	Kaiser Permanente South Sacramento Medical Center	John Roe, MD	(916) 688-2375
Pittsburgh	West Penn Allegheny Health System University of Pittsburgh	McCormick, James T. Farkas, Linda	(412) 578-6880 (412) 692-2541
Baltimore	John's Hopkins  Greater Baltimore Medical Center	Wick, Elizabeth Gearhart, Susan Lyn Apostolides, George	(410) 955-7323 (410) 955-7323 (443) 849-6910

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:** Dacey-Young, Carole

**Sent:** Friday, December 18, 2009 6:44 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; Heltne, 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; McElwee, 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.

**Carolé 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

---

**From:** Dacey-Young, Carole

**Sent:** Monday, November 16, 2009 8:08 PM

**To:** Bennett, Jennifer A; Carlson, Holly K; CdeBaca, Debbie; Chavez, Armando; Cheah, Bryan T; Curti, Jann; Dacey-Young, Carole; Dorsey, Kevin; Ellington, Marcus; Fitzpatrick, Wendy M; Franks, C Brent; Gonzalez, Philip M; Greskiewicz, Neil A; Hawkins, Sondra M; Heltne, Ruth; Hill, Eugene; Hintze, Kimberly; Howie, Roy; Jeff, Steven; Knutson, Katie M; Kuh, Heather A; Lerner Shrenkel, Doris; Levy, Adam; Lile, Deborah; Lowery, Leigh B; Marrero, Leslie N; McCarthy, Ryan S; McElwee, Francine; Melton-Fray, Angela; Morris, Tom L; Murphy, Brian; Nateghi, Nadere; O'Neill, Martin; Olsen, Erica M; Peterson, Christie K; Reading, Amy L; Revoir, Rick M; Rosenberg, Evan; Rowe, Melissa S; Sandler, Avry; Sanson, Luana; Sarnow, Andy; Schwartz, Jack H; Sehnem, Lindsay A; Sheingold, Robin H; Sosangelis, Sofia; @Spot Sales All DOS/GSMs; @Spot Sales All LSM's; @Spot Sales Sales Mgrs

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

Hi Everyone, We have a new CBS HealthWatch opportunity for everyone to take advantage of. This March marks our third annual Colorectal/GI Awareness effort and we have some exciting new features.

Starting with the Marketing Managers this Wednesday we'll begin hosting conference calls for any of the stations/offices to assist introducing the campaign and answer any questions. Packages should be created locally. Contact me directly if you're interested in setting up a call for your sales team.

The opportunities for Local Sales revolve around:

- on-air spots in :30-:150 seconds to be wrapped with CBS HW/content customized locally for client/may integrate client expert and product/service
- sponsorable Katie Couric PSAs 15 and 30 sec lengths (10/5 and 20/10)
- web package for local CBS HW site, including local web chats
- CBS HW promotional web driver and banner ads
- just an idea, partner with local Colorectal Cancer race as an in market event (partial list included in proposal)

J&J/Ethicon Endo Surgery has signed on again as a national sponsor. Note they have exclusivity within the surgical instruments category.

Please contact me directly with any questions.

Proposal and prospect cover letter included below.

Thx. Good Luck!

**Generic proposal:**

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

LOCAL GENERIC\_Colon\_Cancer\_CBSHealthWatch\_11\_16\_09.ppt

**Prospecting Intro Letter** (Feel free to share with those who will be prospecting):

Three years ago, the CBS Television Station Group began an initiative featuring Katie Couric to help grow the understanding of Colorectal Cancer and ways to prevent this dreaded disease from affecting our nation's families. Led by the efforts of Katie and our sponsoring partners, we feel we have helped contribute to the increase in early screenings and the decline of Colorectal Cancer in this country.

However, our work is not done; since close to 40% of Americans at the age of 50 or above still have not been screened at the proper time.

This March, we will launch our most ambitious effort to help prevent the occurrence of this disease. Building on the success of the first two years, we will continue with:

- Katie Couric hosted public service announcements sponsored by our partners
- Custom designed CBS HealthWatch messages detailing each partner's commitment to addressing the Colorectal Cancer situation
- Dedicated sections of each station's websites that will focus on
  - 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,

---

Carolé 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](mailto:cdacey-young@cbs.com)

**Shrode, Blake**

---

**From:** Shrode, Blake  
**Sent:** Thursday, December 24, 2009 12:00 PM  
**To:** Dacey-Young, Carole  
**Cc:** Clark, Morgan J; O'Farrell, Kerry A; Shaw, Jim; Rodriguez, Stephanie M  
**Subject:** RE: Colorectal Cancer/Digestive Disease Awareness March - May 2010  
**Attachments:** City of Hope.xls; image001.wmz

Hello Carole~  
Happy Holidays.....

Here is the KCBS-TV; custom local schedule for the *City of Hope.*  
I am out next week, wanted you to see what we approved here.  
Morgan Clark is my back-up, he has been updated.

Breakdown- :120 Vignette (KCBS to produce 1x )  
:30 City of Hope "Brand" spot (KCBS)  
:10 Tune in spots for Vignette (KCBS)  
:15 Katie Couric PSA spots (NY produces)

Let us know your thoughts.

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

---

**From:** Dacey-Young, Carole  
**Sent:** Wednesday, December 23, 2009 10:59 AM  
**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; Heltne, 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; McElwee, 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; Shrode, Blake; Artope, Linda Y; Penna, Diana; Wolin, Susan; Amacker, Beverly G; Gagne, Karen D; @Spot Sales All DSMs;  
**Cc:** Dorsey, Kevin  
**Subject:** RE: Colorectal Cancer/Digestive Disease Awareness March - May 2010

Happy Holidays!

Below is a list of Colorectal Surgeon Ambassadors I referenced in my previous email. Let's touch base before calling these names about positioning so we maximize the value of these names and what they can get done for us locally, in exchange the ASCRS member will be featured in the on-air campaign. I'm attaching the email that went out from the president of the American Society of Colorectal Surgeons referencing I would be in touch with each. I need your help since most of these would be on existing AEs lists to determine best approach, in most cases I've worked the hospital with an AE. We've already closed 4 markets by using this strategy.

Here's a link to the HealthWatch Colorectal/Digestive Disease presentation in sharepoint.

<http://ctssharepoint.cbs.com/sites/sales/RxTelevision/Shared%20Documents/Forms/AllItems.aspx>

Let me know if you have questions. Thanks.

<u>City</u>	<u>Hospital</u>	<u>Contact</u>	<u>Phone</u>
New York	Memorial Sloan Kettering	Guillem, Jose Gaston Milson, Jeffrey W	(212) 639-8278 (212) 746-6030
Los Angeles	Cedars Sinai UCLA City of Hope PENDING	Fleshner, Phillip Ko, Clifford Garcia-Aguillar, Julio	(310) 289-9224 (310) 825-9425 (626)-256-4673
San Francisco	UCSF Stanford	Varma, Madhulika (Mika) Welton, Mark	(415)-885-3625

Chicago	Univ. Illinois Chicago Northwestern Memorial Hospital Rush University Medical Center	Abcarian, Herand Halverson, Amy Saclarides, Theodore	(312) 996-2061 (312) 695-4853 312-942-6500
<b>CLOSED 1 HOSPITAL NON EXCLUSIVE</b> Philadelphia	University of Pennsylvania Cooper University Hospital Temple University Hospital Drexel University Hospital Main Line Health	Fry, Robert Kann, Brian Robert Rombeau, John Stein, David E Marks, John	(215) 829-2375 (856) 342-3012 (215) 707-7725 (215) 762-1750 (610) 645-9093
Dallas	Texas Colon and Rectal Specialists UT Southwestern Methodist Presbyterian Hospital Baylor Hospital System	Crim, Randall Aragizadeh, Farshid Monga, Narinder Downs, Marcus Lichliter, Warren	(972) 759-2040 (214) 645-8192 (214) 942-0881 (214) 363-6123 (214) 824-1730
<b>CLOSED 1 HOSPITAL NON- EXCLUSIVE</b> Boston	Beth Israel Deaconess Hospital Tufts University Lahey Clinic University of Massachusetts Medical Center Brigham and Womens's Hospital (Dana-Farber Cancer institute_	Nagle, Deborah Orkin, Bruce Marcello, Peter Alavi, Karim  Bleday, Ronald	(617) 667-4159 (617) 636-6190 (781) 744-3760 (508)-334-8195  (617) 732-8460
Atlanta	Piedmont Colorectal Associates Georgia Colon and Rectal Associates	Nichols, Joseph Orangio, Guy	(404) 351-7900 (770) 277-4277
Detroit	Beaumont Hospitals Henry Ford Hospital  Detroit Medical Center St. John Health System St. John Health System	Wasvary, Harry Times, Melissa Khatchadour, Hamamdjian Pearlman, Ralph Henein, Michael	(248) 541-8554 1-800-436-7936  (248) 353-6580 (248) 557-9650 (586)-778-3350
Tampa	Baycare Health System	Mason, David Shore, Gregg	(813) 673-8282 727-821-6149
Seattle	Northwest Hospital and Medical Center	Billingham, Richard	(206) 386-6600
Minneapolis	University of Minnesota	Rothenberger, David	612-624-9708
<b>CLOSED 2</b> Miami	Cleveland Clinic Florida	Wexner, Steven	(954) 659-5251
<b>CLOSED 2</b>			
Denver	SkyRidge Medical Center	Blake, Kenneth	(303) 535-5350
Sacramento	Kaiser Permanente South Sacramento Medical Center	John Roe, MD	(916) 688-2375
Pittsburgh	West Penn Allegheny Health System University of Pittsburgh	McCormick, James T. Farkas, Linda	(412) 578-6880 (412) 692-2541
Baltimore	John's Hopkins  Greater Baltimore Medical Center	Wick, Elizabeth Gearhart, Susan Lyn Apostolides, George	(410) 955-7323 (410) 955-7323 (443) 849-6910



212-975-1504  
 917-647-3236 cell  
 cdacey-young@cbs.com

---

**From:** Dacey-Young, Carole  
**Sent:** Friday, December 18, 2009 6:44 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; Heltne, 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; McElwee, 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

---

**From:** Dacey-Young, Carole  
**Sent:** Monday, November 16, 2009 8:08 PM  
**To:** Bennett, Jennifer A; Carlson, Holly K; CdeBaca, Debbie; Chavez, Armando; Cheah, Bryan T; Curti, Jann; Dacey-Young, Carole; Dorsey, Kevin; Ellington, Marcus; Fitzpatrick, Wendy M; Franks, C Brent; Gonzalez, Philip M; Greskiewicz, Neil A; Hawkins, Sondra M; Heltne, Ruth; Hill, Eugene; Hintze, Kimberly; Howie, Roy; Jeff, Steven; Knutson, Katie M; Kuh, Heather A; Lerner Shrenkel, Doris; Levy, Adam; Lile, Deborah; Lowery, Leigh B; Marrero, Leslie N; McCarthy, Ryan S; McElwee, Francine; Melton-Fray, Angela; Morris, Tom L; Murphy, Brian; Nateghi, Nadere; O'Neill, Martin; Olsen, Erica M; Peterson, Christie K; Reading, Amy L; Revoir, Rick M; Rosenberg, Evan; Rowe, Melissa S; Sandler, Avry; Sanson, Luana; Sarnow, Andy; Schwartz, Jack H; Sehnem, Lindsay A; Sheingold, Robin H; Sosangelis, Sofia; @Spot Sales All DOS/GSMs; @Spot Sales All LSM's; @Spot Sales Sales Mgrs  
**Subject:** Colorectal Cancer/Digestive Disease Awareness March - May 2010

Hi Everyone, We have a new CBS HealthWatch opportunity for everyone to take advantage of. This March marks our third annual Colorectal/GI Awareness effort and we have some exciting new features.

Starting with the Marketing Managers this Wednesday we'll begin hosting conference calls for any of the stations/offices to assist introducing the campaign and answer any questions. Packages should be created locally. Contact me directly if you're interested in setting up a call for your sales team.

The opportunities for Local Sales revolve around:

- on-air spots in :30-:150 seconds to be wrapped with CBS HW/content customized locally for client/may integrate client expert and product/service
- sponorable Katie Couric PSAs 15 and 30 sec lengths (10/5 and 20/10)

- web package for local CBS HW site, including local web chats
- CBS HW promotional web driver and banner ads
- just an idea, partner with local Colorectal Cancer race as an in market event (partial list included in proposal)

J&J/Ethicon Endo Surgery has signed on again as a national sponsor.  
Note they have exclusivity within the surgical instruments category.

Please contact me directly with any questions.

Proposal and prospect cover letter included below.

Thx. Good Luck!

**Generic proposal:**

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

LOCAL\_GENERIC\_Colon\_Cancer\_CBSHealthWatch\_11\_16\_09.ppt

**Prospecting Intro Letter** (Feel free to share with those who will be prospecting):

Three years ago, the CBS Television Station Group began an initiative featuring Katie Couric to help grow the understanding of Colorectal Cancer and ways to prevent this dreaded disease from affecting our nation's families. Led by the efforts of Katie and our sponsoring partners, we feel we have helped contribute to the increase in early screenings and the decline of Colorectal Cancer in this country.

However, our work is not done; since close to 40% of Americans at the age of 50 or above still have not been screened at the proper time.

This March, we will launch our most ambitious effort to help prevent the occurrence of this disease. Building on the success of the first two years, we will continue with:

- Katie Couric hosted public service announcements sponsored by our partners
- Custom designed CBS HealthWatch messages detailing each partner's commitment to addressing the Colorectal Cancer situation
- Dedicated sections of each station's websites that will focus on
  - 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,

---

Carolé 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](mailto:cdacey-young@cbs.com)



**Shrode, Blake**

---

**From:** Shrode, Blake  
**Sent:** Tuesday, December 29, 2009 7:00 AM  
**To:** Dacey-Young, Carole  
**Subject:** Re: Colorectal Cancer/Digestive Disease Awareness March - May 2010  
**Attachments:** image001.wmz

When I get back in next week I will evaluate with Kerry.. my Lsm.  
We are going to offer broad ros "psa's". We need to commit and put in writing on the schedule. That will help with freq.  
Take care and Thanks.

---

**From:** Dacey-Young, Carole  
**To:** Shrode, Blake  
**Cc:** Clark, Morgan J  
**Sent:** Mon Dec 28 15:03:07 2009  
**Subject:** RE: Colorectal Cancer/Digestive Disease Awareness March - May 2010

Hi Blake, Now that I'm in the office I took a look at the spreadsheet, just a question.... for an 8 week flight the freq seems pretty low are you concerned about that at all?

Also  
46 of the 86 spots are COH brand  
12 tune-ins  
8 airings of the long form  
20 Katie Couric tagged 15s

If that's what the client wants then great, Another thought is to do a 30 sec cut down version of the 120 to rotate with the brand spot. Just a thought, but overall a nice package. I don't usually have \$\$ to do late news and you made that happen here.

I assume next steps will be next week in following up with the client. Let me know if you need anything else at this point. Thx

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:** Shrode, Blake  
**Sent:** Thursday, December 24, 2009 3:00 PM  
**To:** Dacey-Young, Carole  
**Cc:** Clark, Morgan J; O'Farrell, Kerry A; Shaw, Jim; Rodriguez, Stephanie M  
**Subject:** RE: Colorectal Cancer/Digestive Disease Awareness March - May 2010

Hello Carole~  
Happy Holidays.....

Here is the KCBS-TV; custom local schedule for the City of Hope.  
I am out next week, wanted you to see what we approved here.  
Morgan Clark is my back-up, he has been updated.

Breakdown- :120 Vignette (KCBS to produce 1x )  
              :30 City of Hope "Brand" spot (KCBS)  
              :10 Tune in spots for Vignette (KCBS)  
              :15 Katie Couric PSA spots (NY produces)

Let us know your thoughts.

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

**From:** Dacey-Young, Carole

**Sent:** Wednesday, December 23, 2009 10:59 AM

**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; Heltne, 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; McElwee, 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; Shrode, Blake; Artope, Linda Y; Penna, Diana; Wolin, Susan; Amacker, Beverly G; Gagne, Karen D; @Spot Sales All DSMs; @Spot Sales All LSM's

**Cc:** Dorsey, Kevin

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

Happy Holidays!

Below is a list of Colorectal Surgeon Ambassadors I referenced in my previous email. Let's touch base before calling these names about positioning so we maximize the value of these names and what they can get done for us locally, in exchange the ASCRS member will be featured in the on-air campaign. I'm attaching the email that went out from the president of the American Society of Colorectal Surgeons referencing I would be in touch with each. I need your help since most of these would be on existing AEs lists to determine best approach, in most cases I've worked the hospital with an AE. We've already closed 4 markets by using this strategy.

Here's a link to the HealthWatch Colorectal/Digestive Disease presentation in sharepoint.

<http://ctssharepoint.cbs.com/sites/sales/RxTelevision/Shared%20Documents/Forms/AllItems.aspx>

Let me know if you have questions. Thanks.

<u>City</u>	<u>Hospital</u>	<u>Contact</u>	<u>Phone</u>
New York	Memorial Sloan Kettering	Guillem, Jose Gaston Milson, Jeffrey W	(212) 639-8278 (212) 746-6030
Los Angeles	Cedars Sinai UCLA City of Hope PENDING	Fleshner, Phillip Ko, Clifford Garcia-Aguillar, Julio	(310) 289-9224 (310) 825-9425 (626)-256-4673
San Francisco	UCSF Stanford	Varma, Madhulika (Mika) Welton, Mark	(415)-885-3625
Chicago	Univ. Illinois Chicago Northwestern Memorial Hospital Rush University Medical Center	Abcarian, Herand Halverson, Amy Saclarides, Theodore	(312) 996-2061 (312) 695-4853 312-942-6500
<b>CLOSED 1 HOSPITAL NON EXCLUSIVE</b> Philadelphia	University of Pennsylvania Cooper University Hospital Temple University Hospital Drexel University Hospital Main Line Health	Fry, Robert Kann, Brian Robert Rombeau, John Stein, David E Marks, John	(215) 829-2375 (856) 342-3012 (215) 707-7725 (215) 762-1750 (610) 645-9093
Dallas	Texas Colon and Rectal Specialists UT Southwestern Methodist Presbyterian Hospital Baylor Hospital System	Crim, Randall Aragizadeh, Farshid Monga, Narinder Downs, Marcus Lichliter, Warren	(972) 759-2040 (214) 645-8192 (214) 942-0881 (214) 363-6123 (214) 824-1730
<b>CLOSED 1 HOSPITAL NON- EXCLUSIVE</b> Boston	Beth Israel Deaconess Hospital Tufts University Lahey Clinic University of Massachusetts Medical Center Brigham and Womens's Hospital (Dana-Farber Cancer institute_	Nagle, Deborah Orkin, Bruce Marcello, Peter Alavi, Karim Bleday, Ronald	(617) 667-4159 (617) 636-6190 (781) 744-3760 (508)-334-8195 (617) 732-8460

Atlanta	Piedmont Colorectal Associates Georgia Colon and Rectal Associates	Nichols, Joseph Orangio, Guy	(404) 351-7900 (770) 277-4277
Detroit	Beaumont Hospitals Henry Ford Hospital  Detroit Medical Center St. John Health System St. John Health System	Wasvary, Harry Times, Melissa Khatchadour, Hamamdjian Pearlman, Ralph Henein, Michael	(248) 541-8554 1-800-436-7936  (248) 353-6580 (248) 557-9650 (586)-778-3350
Tampa	Baycare Health System	Mason, David Shore, Gregg	(813) 673-8282 727-821-6149
Seattle	Northwest Hospital and Medical Center	Billingham, Richard	(206) 386-6600
Minneapolis CLOSED 2	University of Minnesota	Rothenberger, David	612-624-9708
Miami CLOSED 2	Cleveland Clinic Florida	Wexner, Steven	(954) 659-5251
Denver	SkyRidge Medical Center	Blake, Kenneth	(303) 535-5350
Sacramento	Kaiser Permanente South Sacramento Medical Center	John Roe, MD	(916) 688-2375
Pittsburgh	West Penn Allegheny Health System University of Pittsburgh	McCormick, James T. Farkas, Linda	(412) 578-6880 (412) 692-2541
Baltimore	John's Hopkins  Greater Baltimore Medical Center	Wick, Elizabeth Gearhart, Susan Lyn Apostolides, George	(410) 955-7323 (410) 955-7323 (443) 849-6910

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:** Dacey-Young, Carole

**Sent:** Friday, December 18, 2009 6:44 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; Heltne, 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; McElwee, 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.

Carolé 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

---

**From:** Dacey-Young, Carole

**Sent:** Monday, November 16, 2009 8:08 PM

**To:** Bennett, Jennifer A; Carlson, Holly K; CdeBaca, Debbie; Chavez, Armando; Cheah, Bryan T; Curti, Jann; Dacey-Young, Carole; Dorsey, Kevin; Ellington, Marcus; Fitzpatrick, Wendy M; Franks, C Brent; Gonzalez, Philip M; Greskiewicz, Neil A; Hawkins, Sondra M; Heltne, Ruth; Hill, Eugene; Hintze, Kimberly; Howie, Roy; Jeff, Steven; Knutson, Katie M; Kuh, Heather A; Lerner Shrenkel, Doris; Levy, Adam; Lile, Deborah; Lowery, Leigh B; Marrero, Leslie N; McCarthy, Ryan S; McElwee, Francine; Melton-Fray, Angela; Morris, Tom L; Murphy, Brian; Nateghi, Nadere; O'Neill, Martin; Olsen, Erica M; Peterson, Christie K; Reading, Amy L; Revoir, Rick M; Rosenberg, Evan; Rowe, Melissa S; Sandler, Avry; Sanson, Luana; Sarnow, Andy; Schwartz, Jack H; Sehnem, Lindsay A; Sheingold, Robin H; Sosangelis, Sofia; @Spot Sales All DOS/GSMs; @Spot Sales All LSM's; @Spot Sales Sales Mgrs

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

Hi Everyone, We have a new CBS HealthWatch opportunity for everyone to take advantage of. This March marks our third annual Colorectal/GI Awareness effort and we have some exciting new features.

Starting with the Marketing Managers this Wednesday we'll begin hosting conference calls for any of the stations/offices to assist introducing the campaign and answer any questions. Packages should be created locally. Contact me directly if you're interested in setting up a call for your sales team.

The opportunities for Local Sales revolve around:

- on-air spots in :30-:150 seconds to be wrapped with CBS HW/content customized locally for client/may integrate client expert and product/service
- sponsorable Katie Couric PSAs 15 and 30 sec lengths (10/5 and 20/10)
- web package for local CBS HW site, including local web chats
- CBS HW promotional web driver and banner ads
- just an idea, partner with local Colorectal Cancer race as an in market event (partial list included in proposal)

J&J/Ethicon Endo Surgery has signed on again as a national sponsor.  
Note they have exclusivity within the surgical instruments category.

Please contact me directly with any questions.

Proposal and prospect cover letter included below.

Thx. Good Luck!

**Generic proposal:**

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

LOCAL GENERIC\_Colon\_Cancer\_CBSHealthWatch\_11 16\_09.ppt

**Prospecting Intro Letter** (Feel free to share with those who will be prospecting):

Three years ago, the CBS Television Station Group began an initiative featuring Katie Couric to help grow the understanding of Colorectal Cancer and ways to prevent this dreaded disease from affecting our nation's families. Led by the efforts of Katie and our sponsoring partners, we feel we have helped contribute to the increase in early screenings and the decline of Colorectal Cancer in this country.

However, our work is not done; since close to 40% of Americans at the age of 50 or above still have not been screened at the proper time.

This March, we will launch our most ambitious effort to help prevent the occurrence of this disease. Building on the success of the first two years, we will continue with:

- Katie Couric hosted public service announcements sponsored by our partners
- Custom designed CBS HealthWatch messages detailing each partner's commitment to addressing the Colorectal Cancer situation
- Dedicated sections of each station's websites that will focus on
  - 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,

---

**Carolé 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](mailto:cdacey-young@cbs.com)

**Shrode, Blake**

---

**From:** Shrode, Blake  
**Sent:** Wednesday, January 06, 2010 8:38 AM  
**To:** 'Proescholdt, Kim'; Koga, Kevin (Email); Le, Shawn  
**Cc:** Mary Jo Sobotka; Hoffman, Vicky; Rodriguez, Stephanie M  
**Subject:** RE: City of Hope/Heathwatch Partnership

Happy New Year~

How is next week Jan 13 or Jan 14? for our 2<sup>nd</sup> meeting to present the: *City of Hope/CBS HealthWatch Fight Against Colorectal Cancer*.

Let me know if this works and what time works best for your group. We will have 2 or 3 attendees.

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

---

**From:** Proescholdt, Kim [mailto: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/Heathwatch 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/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

---

**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:** Wednesday, January 06, 2010 8:48 AM  
**To:** 'Le, Shawn'  
**Subject:** RE: City of Hope/Heathwatch Partnership

14<sup>th</sup> is good for me 2p or 3p?

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:** Wednesday, January 06, 2010 8:41 AM  
**To:** Shrode, Blake; Proescholdt, Kim; Koga, Kevin (Email)  
**Cc:** Mary Jo Sobotka; Hoffman, Vicky; Rodriguez, Stephanie M  
**Subject:** RE: City of Hope/Heathwatch Partnership

I would prefer the 14th. We have a major event on the 13th and I may be too scattered around.

But the meeting can go on without me, of course, if the others are good.

---

**From:** Shrode, Blake [mailto:bdshrode@cbs.com]  
**Sent:** Wednesday, January 06, 2010 8:38 AM  
**To:** Proescholdt, Kim; Koga, Kevin (Email); Le, Shawn  
**Cc:** Mary Jo Sobotka; Hoffman, Vicky; Rodriguez, Stephanie M  
**Subject:** RE: City of Hope/Heathwatch Partnership

Happy New Year~

How is next week Jan 13 or Jan 14? for our 2<sup>nd</sup> meeting to present the: *City of Hope/CBS HealthWatch Fight Against Colorectal Cancer*.

Let me know if this works and what time works best for your group. We will have 2 or 3 attendees.

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

---

**From:** Proescholdt, Kim [mailto: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/Heathwatch 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/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

---

**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:** Rodriguez, Stephanie M  
**Sent:** Wednesday, January 06, 2010 11:14 AM  
**To:** 'Koga, Kevin (Email)'; Le, Shawn; Shrode, Blake; Proescholdt, Kim; Rosas, Olga  
**Cc:** Mary Jo Sobotka; Hoffman, Vicky  
**Subject:** RE: City of Hope/Heathwatch Partnership

Hello all,

I look forward to seeing you all at the meeting. If it would not be a problem can we schedule it for the afternoon on 1/14? I am a Commissioner of Transportation for the mayor and have a meeting from 10a to noon.

Thanks for your help to coordinate this.

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:** Koga, Kevin (Email) [mailto:KKoga@coh.org]  
**Sent:** Wednesday, January 06, 2010 10:08 AM  
**To:** Le, Shawn; Shrode, Blake; Proescholdt, Kim; Rosas, Olga  
**Cc:** Mary Jo Sobotka; Hoffman, Vicky; Rodriguez, Stephanie M  
**Subject:** RE: City of Hope/Heathwatch Partnership

Hi Olga – Can you please put a meeting together for Blake Shrode of CBS, Shawn, Kim, Vicky, me and Mary Jo Sobotka of Phelps. Let's do the meeting on campus for one hour, preferably on the 14<sup>th</sup>.

Thanks.

Kevin

---

**From:** Le, Shawn  
**Sent:** Wednesday, January 06, 2010 8:41 AM  
**To:** 'Shrode, Blake'; Proescholdt, Kim; Koga, Kevin (Email)  
**Cc:** Mary Jo Sobotka; Hoffman, Vicky; Rodriguez, Stephanie M  
**Subject:** RE: City of Hope/Heathwatch Partnership

I would prefer the 14th. We have a major event on the 13th and I may be too scattered around.

But the meeting can go on without me, of course, if the others are good.

---

**From:** Shrode, Blake [mailto:bdshrode@cbs.com]  
**Sent:** Wednesday, January 06, 2010 8:38 AM  
**To:** Proescholdt, Kim; Koga, Kevin (Email); Le, Shawn

**Cc:** Mary Jo Sobotka; Hoffman, Vicky; Rodriguez, Stephanie M  
**Subject:** RE: City of Hope/Heathwatch Partnership

Happy New Year~

How is next week Jan 13 or Jan 14? for our 2<sup>nd</sup> meeting to present the: *City of Hope/CBS HealthWatch Fight Against Colorectal Cancer*.

Let me know if this works and what time works best for your group. We will have 2 or 3 attendees.

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

---

**From:** Proescholdt, Kim [mailto: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/Heathwatch 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/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

---

**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:** Wednesday, January 06, 2010 4:07 PM  
**To:** O'Farrell, Kerry A  
**Cc:** Stoltzman, Andrea B  
**Subject:** RE: City of Hope

Ok, I Google mapped it, 26 miles from Radford on the 210E, a couple of miles past Arcadia.

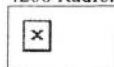
---

**From:** O'Farrell, Kerry A  
**Sent:** Wednesday, January 06, 2010 3:59 PM  
**To:** Shrode, Blake  
**Cc:** Stoltzman, Andrea B  
**Subject:** RE: City of Hope

I think this would be a good idea to see if he is available. Duarte is about 40 minutes away and will likely be 3 hours round trip, so it may be too long for him, but it will be good for him to be aware of this social marketing opportunity. I have it in my book.

Thx -KO

**Kerry O'Farrell** | Local Sales Manager | KCBS-TV  
4200 Radford Avenue, Studio City CA 91604 | 818 655 2055 tel | 818 655 2670 fax



---

**From:** Shrode, Blake  
**Sent:** Wednesday, January 06, 2010 3:50 PM  
**To:** O'Farrell, Kerry A  
**Subject:** FW: City of Hope

Shall I invite Steve to this meeting @ City of Hope with Steph Rod?

Thu 1/14 2p in Duarte.  
Thanks

---

**From:** Dacey-Young, Carole  
**Sent:** Wednesday, January 06, 2010 3:46 PM  
**To:** Shrode, Blake  
**Subject:** RE: City of Hope

Got it.

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

---