

Shrode, Blake

From: Coleman, Christie Y
Sent: Friday, March 05, 2010 2:35 PM
To: Shrode, Blake
Cc: 'Mary Jo Sobotka'
Subject: RE: COH
Attachments: (KCBS)TVContractPrint_48784_10210(1825899699).pdf; (KCBS)TVContractPrint_48785_10210.pdf

Hello,

Contracts are attached

From: Shrode, Blake
Sent: Thursday, March 04, 2010 12:50 PM
To: Coleman, Christie Y
Cc: 'Mary Jo Sobotka'
Subject: COH

We will send you a KCBS contracts via email on Friday 3/5 when confirmed, so you will have the monthly billing breakdown. Includes the TV schedule, web element & production. Also the community calendar schedule (separate)

Order # 48784 and 48785

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

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

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

Per my conversation with Kim this morning, we are going to leave the :90's at 657p M-W through March. Per station management and COH... Thanks
 We also re-worked the schedule to add (3x) COH Healthwatch :90 W-F next week in the Dr. Phil show @ 430p, ownership of the entire break going out of Phil and back into Dr. Phil

I will get you pre logs for next week on Friday 3-5.
 I am out next week.... we are in great shape heading into day 4 of this campaign.
 Thanks
 Blake

Shrode, Blake

From: Shrode, Blake
Sent: Friday, March 05, 2010 3:42 PM
To: 'Proescholdt, Kim'; 'Le, Shawn'; 'Hoffman, Vicky'
Cc: 'Mary Jo Sobotka'; Coleman, Christie Y
Subject: RE: COH 3-8
Attachments: COH 3-8.xls

Attached!
Thanks

From: Shrode, Blake
Sent: Friday, March 05, 2010 3:40 PM
To: 'Proescholdt, Kim'; 'Le, Shawn'; 'Vivian Silverman'
Cc: 'Mary Jo Sobotka'; Coleman, Christie Y
Subject: COH 3-8

Logs are done for Monday 3-8.
Thanks

Fyi
I am out next week. My back up is Morgan Clark 818.655.2086

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


Farmer-Lane, Lisa D

From: Sanchez, Karla
Sent: Thursday, March 11, 2010 12:26 PM
To: Farmer-Lane, Lisa D; Petersen, Otto
Subject: RE: Katie CBS HealthWatch Colorectal Cancer Awareness Spots
CBS 2 Logo and underneath it

cbs2.com/cbshealthwatch

Thank You,

Karla Sanchez
Public Affairs Coordinator
CBS 2 / KCAL 9
4200 Radford Avenue
Studio City, CA 91604
(818)655-2159 Office
(818)655-2682 Fax
ksanchez@cbs.com

 Help save trees by not printing this e-mail.

From: Farmer-Lane, Lisa D
Sent: Thursday, March 11, 2010 12:25 PM
To: Sanchez, Karla; Petersen, Otto
Subject: RE: Katie CBS HealthWatch Colorectal Cancer Awareness Spots

Karla, what do you want to use for the back plate?







LISA LANE
CBS2 & KCAL9 Promotion Manager
4200 Radford Ave
Studio City, CA 91604
818-655-2189
323-333-5008 (cell)

From: Sanchez, Karla
Sent: Thursday, March 11, 2010 12:12 PM
To: Farmer-Lane, Lisa D; Petersen, Otto
Subject: RE: Katie CBS HealthWatch Colorectal Cancer Awareness Spots

Lisa,

Here are the spots to be downloaded and tagged. Please use the same CBS Healthwatch background minus the City of Hope Logo. I will have Toby track the VO.


 [COLON_Early_Detectio...>](#) 19-Feb-2010 16:48 408M 3rd Link

	COLON Prevention 30.mov	19-Feb-2010	18:46	798M	4 th Link
	COLON Reduce Risk 30..>	19-Feb-2010	19:37	798M	5 th Link
	COLON Symptoms 30.mov	19-Feb-2010	20:04	803M	7 th Link

Thanks Lisa.

Thank You,

Karla Sanchez
Public Affairs Coordinator
CBS 2 / KCAL 9
4200 Radford Avenue
Studio City, CA 91604
(818)655-2159 Office
(818)655-2682 Fax
ksanchez@cbs.com

 Help save trees by not printing this e-mail.

From: Farmer-Lane, Lisa D
Sent: Thursday, March 11, 2010 12:06 PM
To: Sanchez, Karla; Petersen, Otto
Subject: RE: Katie CBS HealthWatch Colorectal Cancer Awareness Spots

Karla, please go to the link and identify the titles of the spots you want to be downloaded and tagged.

Do you want to use the same blue CBS Healthwatch background minus the City of Hope Logo?

Also go ahead and have Toby track the tags.

I will probably assign Carlos or Nina to the project.

-lisa



LISA LANE
CBS2 & KCAL9 Promotion Manager
4200 Radford Ave
Studio City, CA 91604
818-655-2189
323-333-5008 (cell)

From: Sanchez, Karla
Sent: Thursday, March 11, 2010 11:59 AM

To: Petersen, Otto; Farmer-Lane, Lisa D
Subject: FW: Katie CBS HealthWatch Colorectal Cancer Awareness Spots

Hello,

Per Stephanie's e-mail, i'll be working on the Colorectal Cancer spots with Katie Couric. I noticed that we are pretty much using the same spot that was used in the City of Hope Sales Package. However, these will be 4 / :30 second PSA's to be tagged without a sales client. If possible can we get a graphic artist and editor to work on these. Jeff and Gary worked on the City of Hope spots...possibly we can use them again. Garry might still have the PSA's in his folder from when he downloaded when we worked with City of Hope.

Here is the information sent to us by New York...

-

FOR EDITOR:

Here's the FTP site url in order to download the 6 different versions of Katie PSAs, these are clean with the exception of 2 tagged samples.

http://cbsnewyork.tv/shared/COLORECTAL_COURIC_2010/Clean%202010%20ver%20Samples/

There are 4/ 30 sec spots that have 20 sec Katie and leave room for 10 sec station tag.

30 sec PSA Topics:

Early Detection
Reduce Risk
Symptoms
Prevention

FOR GRAPHIC ARTIST:

1. Link to download the HW GRAPHIC ELEMENTS.

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

You want the GFX folder


Attached is what we did for City of Hope, but now we are doing it with out COH, on a 30 second PSA.

I should have the voice over done soon as well.

Thanks for your help!

Thank You,

Karla Sanchez
Public Affairs Coordinator
CBS 2 / KCAL 9
4200 Radford Avenue
Studio City, CA 91604
(818)655-2159 Office
(818)655-2682 Fax
ksanchez@cbs.com

 Help save trees by not printing this e-mail.

From: Rodriguez, Stephanie M

12/6/2010

Sent: Wednesday, March 10, 2010 5:03 PM
To: Farmer-Lane, Lisa D; Petersen, Otto
Cc: Sanchez, Karla
Subject: FW: Katie CBS HealthWatch Colorectal Cancer Awareness Spots

Hello there,

We are being asked by CBS station group to all run some of the Katie Couric colorectal cancer PSA's. this is in addition to the sponsored spots in paid inventory. So, we need to tag them. Karla will be talking to you about how to get that done. KCBS Traffic is booking them.

Thanks,

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: Calabria, Joanne
Sent: Tuesday, March 09, 2010 10:01 AM
To: Bunkley, Denise Y; Conrad, Lori; Dooley-Webster, Ro; Fowler, Andrew T; Hoffman, Shelley M; Karas, Mike; Kelly, Kris G; Otradovec, Susan; Persaud, Sharon; Prange, Paul A; Richie, Shawnelle K; Roach, Rosemary; Rodriguez, Stephanie M; Rosatti, Kiki; Rubio, Nelly; Torres, Elaine D; Veon, Tina
Subject: Katie CBS HealthWatch Colorectal Cancer Awareness Spots

If you have not done so already, would you please put some of the Katie Couric Colorectal Cancer Awareness spots into PSA rotation. Spots can be downloaded from the url below (if you are not accustomed to doing this, your Creative Services Department may be able to help) or you can contact Carole Dacey-Young (212-975-1504) about a copy. Since this campaign is being sponsored in many markets, please coordinate with your Sales Department which may have already placed a schedule. We would like you to supplement that with a station customized PSA if possible. The spots can run through the end of May. **We will be asking your to report the number of spots that ran in PSA time and the estimated value sometime in June.** I would appreciate your confirmation that you have received this message and plan to run the spots. Thanks, Joanne

Joanne Calabria
Vice President, Public Affairs
CBS Television Stations
1555 Hamilton Street
Philadelphia, PA 19130
215-977-5610

From: Dacey-Young, Carole
Sent: Friday, March 05, 2010 2:45 PM
To: Calabria, Joanne
Cc: Dorsey, Kevin
Subject: Katie CBS HealthWatch Colorectal Cancer Awareness Spots

Hi Joanne,

Here's the FTP site url in order to download the 6 different versions of Katie PSAs, these are clean with the

12/6/2010

exception of 2 tagged samples. These spots can air from March – May, the awareness campaign is 12 weeks this year.

http://cbsnewyork.tv/shared/COLORECTAL_COURIC_2010/Clean%202010%20ver%20Samples/

There are 4/ 30 sec spots that have 20 sec Katie and leave room for 10 sec station tag. It would be appropriate for the stations to drive to their colorectal web section and I've included the urls below.

30 sec PSA Topics:

Early Detection
Reduce Risk
Symptoms
Prevention

TAG -

LEARN MORE ABOUT COLORECTAL CANCER AT [INSERT STATION URL see list below] DOT COM SLASH (USE CORRECT FORWARD SLASH DESTINATION FROM LIST BELOW).
(INSERT STATION ID)

There are also 2 15 sec spots (10/5)

15 sec PSA Topics:

Early Detection
Screening

TAG -

LEARN MORE AT [INSERT STATION URL see list below] DOT COM SLASH (USE CORRECT FORWARD SLASH DESTINATION FROM LIST BELOW).

urls to insert on tag

WCBS - New York - <http://wcbstv.com/healthwatch>
KCBS/KCAL - Los Angeles - <http://cbs2.com/cbshealthwatch>
WBBM - Chicago - <http://cbs2chicago.com/healthwatch>
KYW - Philadelphia - <http://cbs3.com/healthwatch>
WBZ - Boston - <http://wbztv.com/healthwatch>
KPIX - San Francisco - <http://cbs5.com/cbshealthwatch>
KTVT/KTXA - Dallas/Fort Worth - <http://cbs11tv.com/healthwatch>
WCCO - Minneapolis - <http://wcco.com/healthwatch>
WFOR/WBFS - Miami - <http://cbs4.com/healthwatch>
KCNC - Denver - <http://cbs4denver.com/healthwatch>
KQVR/KMAX - Sacramento - <http://cbs13.com/healthwatch>
KDKA - Pittsburgh - <http://kdka.com/healthwatch>
WJZ - Baltimore - <http://wjz.com/cbshealthwatch>
WWJ - Detroit - <http://wwjtv.com/colorectal>

Please let me know if you have any questions. I'd love to get a recap at the end like you did last year for me that shows how many times these were aired by market. Would that be possible again?

Thanks,

Carolé Dacey-Young
Director of HealthCare Strategy
Exec Prod CBS HealthWatch(tm)
CBS Television Group
1700 Broadway
New York, NY 10019
212-975-1504

917-647-3236 cell

Shrode, Blake

From: Shrode, Blake
Sent: Friday, April 02, 2010 11:10 AM
To: 'Hoffman, Vicky'; 'Proescholdt, Kim'; 'Le, Shawn'
Cc: 'Mary Jo Sobotka'
Subject: COH KCBS-TV
Attachments: COH 4-3 pre.xls

Hello City of Hope~

We are finishing this campaign off strong in April " *COH branding spot & Katie Psa*"

Added in a few new day parts as part of the campaign to reach new people.

Times attached for the next 3 days.

Happy Easter!

Blake

Shrode, Blake

From: Dacey-Young, Carole
Sent: Thursday, April 15, 2010 9:16 AM
To: Padula, Amanda S; Heltne, Ruth; Steiner, Jenna L; Marlin, Derek P; CdeBaca, Debbie; Wolin, Susan; Bova, Jessica; Joselson, Jeff; Knutson, Katie M; Amacker, Beverly G; Siden, Rich; Artope, Linda Y; Shrode, Blake
Cc: Dorsey, Kevin
Subject: CBS HealthWatch Branded Creative - Colorectal Cancer Campaign - URGENT
Importance: High

We need your help with a housekeeping matter.

The Network has requested we take every step not to air our local CBS HealthWatch branded spots near the network CBS HealthWatch segment which airs between 8a – 830a, during The Early Show.

We need your help in revising all orders affected by spots specifically ordered to air in The Early Show **OR** as a morning rotator to make sure **beginning 4/19**, none of our CBS HealthWatch branded spots fall within the 8-830a half hour.

Adding a comment in the note field of the lines affected would be sufficient. One traffic manager recommended this language, "CAN NOT AIR BETWEEN 8-830A/HEALTHWATCH".

To be prudent if you can push the spots to the beginning or end of the 7-9a time period even between, minimally we need to stay clear of the 8-830a half hour.

Please send me confirmation when your orders have been revised. We must have these instructions in place starting 4/19.

Thank you for your help and let me know if you have any questions.

The orders affected are:

- WCBS NY 44113
45259
44854
- KCBS LA 48784
48704
- WBBM CH 39090
- KYW PHILLY 65196
- KPIX SAN FRAN 44684
- WBZ BOSTON 47067
- KTVT DALLAS 45362
- WWJ DETROIT 42136
- WCCO MINNY 40548
40992

JL

Shrode, Blake

From: Shrode, Blake
Sent: Monday, May 17, 2010 3:30 PM
To: Yip, Angela W
Subject: FW: City Of Hope CC Confirmation
Attachments: City of Hope Invoice.pdf; City of Hope KNX KCBS KFWB KTWV KRTH \$284402.50 5-17-10.pdf

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



From: Sweeney, Shawn L
Sent: Monday, May 17, 2010 3:20 PM
To: Sullivan, Steve M (KNX-AM); Casorla, Rick; Baker, Pam; Morgan, Gary D; Shrode, Blake
Cc: Levy, David; Kennedy, Darius; Gregory, Carla
Subject: City Of Hope CC Confirmation

Attached is the CC confirmation for City of Hope in the amount of \$284,402.50.

Thanks,

Shawn Sweeney
Finance Assistant
CBS Radio, Los Angeles
5670 Wilshire Blvd., Suite 200
Los Angeles, CA 90036
323-930-7392 **Direct**
323-930-8795 **Fax**
Shawn.Sweeney@cbsradio.com

Shrode, Blake

From: Nelson, Mike - CTS
Sent: Tuesday, April 20, 2010 10:42 AM
To: Shrode, Blake
Subject: RE: City of Hope

Thanks!

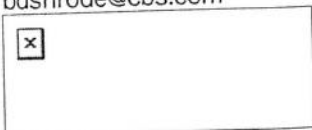
From: Shrode, Blake
Sent: Tuesday, April 20, 2010 10:42 AM
To: Nelson, Mike - CTS
Cc: Rodriguez, Stephanie M
Subject: City of Hope

Mr. Shawn Le
Senior Media Relations Specialist Communications.
1500 East Duarte Road. Duarte Ca 91010-3000

sle@coh.org

Office 626.471.7152
Cell 626.905.9993

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



Shrode, Blake

From: Nelson, Mike - CTS
Sent: Wednesday, April 21, 2010 6:16 AM
To: O'Farrell, Kerry A; Shrode, Blake; Rodriguez, Stephanie M
Subject: LA Times: KCBS ads masquerade as news
Importance: High

On the Media: KCBS ads masquerade as news

TV stations may call it "added value" advertising, but viewers are not the beneficiaries.

By James Rainey, Los Angeles Times
April 21, 2010

You would have to forgive viewers like the one who e-mailed me last month for being a bit confused about a news segment he saw on KCBS Channel 2.

The man referred me to a 90-second segment he saw after the "CBS Evening News," wondering if it was legitimate news. It featured KCBS health reporter Lisa Sigell, interviewing the chief medical officer of City of Hope Medical Center about the promise of new cancer treatments.

In a similar piece in March, Sigell talked to another of the hospital's doctors about the threat of colorectal cancer and the importance of screening to avoid the disease. Given that the "CBS Healthwatch" and CBS logos flashed on the screen, a viewer could be forgiven for thinking that they were watching a pair of news briefs. Both spots appeared at the end of the regular news.

But viewer beware: Not all that appears to be news is news as we once knew it.

The City of Hope website describes the KCBS segments as "part of CBS Healthwatch, targeted medical informational advertisements that have run on CBS affiliates for 12 years."

In other words, the line between editorial and advertising had been obscured again — with the hospital getting a nice chance to showcase a couple of its top people in a format that looked like news but was actually paid advertising.

This kind of thing promises to become more the norm. With technology that encourages television audiences to fast-forward through commercials, advertisers are determined to find new ways to get eyeballs on their products.

Thus the huge push to place products in movies, TV shows and, yes, even the news.

An official at KCBS, who asked not to be identified because he was not authorized to speak on the record, told me Tuesday that he was sure "people in the real world saw the segments for what they were."

"We employ policies that are commonplace at the L.A. Times and throughout the industry," station spokesman Mike Nelson said in a prepared statement, "to present advertising in such a way that is separate and distinct from our newsgathering efforts."

At The Times, advertisements and promotions are clearly labeled as such. But the KCBS pieces not only involved one of the station's professional journalists but were not clearly labeled as advertising.

But this may be more obvious to me because I know a little about how television advertising has evolved and have talked to sales reps inside stations who tell me about the extra inducements that are now offered.

When TV advertising managers go out to sell 30-second spots to potential clients, they sometimes offer a valuable added incentive: a news story. Buy an ad and suddenly you and your company can make the real news.

They call it "added value" advertising. The advertiser gets the "added value" of seeing its company flattered on programs that, at least nominally, are supposed to feature the most important events of the day. It's easy, it's synergistic, it's win-win ... at least for the television station and the advertiser.

But it's a crying shame for viewers, who even in this free-form media era might like to believe that what's labeled "news" really is just that and not a deception designed to get them to consider a product or service that otherwise might not cross their radar screens.

The KCBS official said the City of Hope spots were not that different than standard advertising. The hospital did not get special spots that mimicked a news segment because of other advertising it had purchased, he said.

I don't have any proof to the contrary. But who can know for sure? City of Hope has paid for standard advertising on the station, both on air and on the Web. And doctors from the hospital have turned up in some of Sigell's other health coverage.

One thing about added value is that the value stems from the very lack of transparency. If we knew we were looking at another ad, instead of a legit news story, we would surely hit the mute button or head for the fridge.

I've seen a bunch of stories in recent months that make me wonder about "added value." KCBS does a story on the new "Sex and the City" slot machines at the Morongo casino. And the casino happens to be a significant advertiser at the station.

Entertainment reporter Christina McLarty delivered a frothy feature on working out at Sports Club LA. with the Lakers' Ron Artest. The itty-bitty reporter cooed and smiled, while the brawny Artest made like a he-man. McLarty told us that "Sports Club is not exactly an every-day gym. The club is a luxurious spot, a three-story gym-spa, even a gourmet cafe." The

Lakers are regularly featured on KCBS' sister station, KCAL Channel 9.

The station official told me that producers did the casino piece because they saw a feature on the slot machines in the Riverside Press-Enterprise. The Artest segment connected naturally with Lakers coverage, he said.

The pieces were in no way a reward for other advertising already sold by the station or a morsel to induce greater ad spending in the future, said the official, who said station General Manager Steve Mauldin and News Director Scott Diener were not available for comment.

The City of Hope ads were produced under previous news director Nancy Bauer Gonzales. Diener would not allow news personnel in such "sponsored spots," the station official said.

Those answers make some sense. But so do my suspicions, which find so much of TV news filled with superficial flimflam. Many of the stories are so flimsy, it seems like somebody must have paid to get them on the air.

The questions go way beyond KCBS. I just took a closer look their way, after the viewer contacted me about the City of Hope pieces.

I wrote a couple of months back about a particularly glaring breach of the news/ad barrier, when KTLA Channel 5 (like the L.A. Times, owned by the Tribune Co.) devoted space on the nightly news to a series of ads from Ford Motor Co. that pretended to be news stories.

Entertainment and health reporters like Sigell provide the most obvious opening for news professionals to show they can sell-sell-sell.

If Sigell had any objection to crossing that line, you sure couldn't tell it on the air. That might rightly cause the viewer to wonder about other stories she has put on the air.

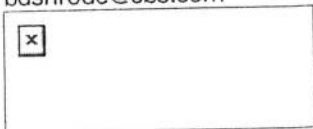
When she reported last month about the latest stem cell controversy, did the newswoman interview Dr. Michael Friedman, president and CEO of City of Hope, solely because he was the best expert available?

Or was the hospital rewarded for its ad buy? Something like friends with benefits?

Shrode, Blake

From: Shrode, Blake
Sent: Monday, April 26, 2010 2:10 PM
To: Rodriguez, Stephanie M
Subject: FW: Los Angeles Times story/CBS Healthwatch

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



From: Mary Jo Sobotka [mailto:mj@thehelpsgroup.com]
Sent: Monday, April 26, 2010 1:55 PM
To: Shrode, Blake
Subject: Los Angeles Times story/CBS Healthwatch

Hi Blake,

Per my voice mail, here is the article that ran in the Los Angeles Times. Does KCBS have a point of view on this or are you planning to address in any way?

Thanks,
Mary Jo

On the Media: KCBS ads masquerade as news

TV stations may call it "added value" advertising, but viewers are not the beneficiaries.

By James Rainey, Los Angeles Times

<http://www.latimes.com/entertainment/news/la-et-onthemedias-20100421,0,2952743,full.column>

April 21, 2010

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Or was the hospital rewarded for its ad buy? Something like friends with benefits?

james.rainey@latimes.com

SECURITY/CONFIDENTIALITY WARNING:

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Shrode, Blake

From: Yip, Angela W
Sent: Monday, May 17, 2010 3:39 PM
To: Medvedovskiy, Yelena; Torres, Sarina
Cc: Pelikan, Diana; Sweeney, Shawn L; Shrode, Blake
Subject: FW: City Of Hope CC Confirmation
Attachments: City of Hope Invoice.pdf; City of Hope KNX KCBS KFWB KTWV KRTV \$284402.50 5-17-10.pdf

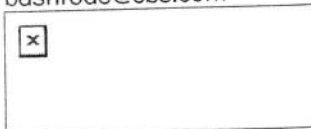
Hi Ladies,
Please note : payment of \$ 60,223.50 , inv# 1021-403571 is for KCBS TV , not for KCBS - FM.... See attached..

Thank you.

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

From: Shrode, Blake
Sent: Monday, May 17, 2010 3:30 PM
To: Yip, Angela W
Subject: FW: City Of Hope CC Confirmation

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



From: Sweeney, Shawn L
Sent: Monday, May 17, 2010 3:20 PM
To: Sullivan, Steve M (KNX-AM); Casorla, Rick; Baker, Pam; Morgan, Gary D; Shrode, Blake
Cc: Levy, David; Kennedy, Darius; Gregory, Carla
Subject: City Of Hope CC Confirmation

Attached is the CC confirmation for City of Hope in the amount of \$284,402.50.

Thanks,

Shawn Sweeney
Finance Assistant
CBS Radio, Los Angeles
5670 Wilshire Blvd., Suite 200
Los Angeles, CA 90036
323-930-7392 **Direct**
323-930-8795 **Fax**
Shawn.Sweeney@cbsradio.com

Shrode, Blake

From: Shrode, Blake
Sent: Friday, May 21, 2010 2:12 PM
To: 'Mary Jo Sobotka'
Subject: RE: City of Hope/CBS Healthwatch Invoicing

Will do.

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



From: Mary Jo Sobotka [mailto:mj@thephelpsgroup.com]
Sent: Friday, May 21, 2010 2:07 PM
To: Shrode, Blake
Cc: Makiko Goto
Subject: City of Hope/CBS Healthwatch Invoicing

Hi Blake,

We got a final invoice for April for \$15,108.75. If we add this to all the other invoices we've received, it puts us \$322,36 (net) over the budget of \$75,000. Can you please adjust the \$15,108 invoice down to \$14,786.49 so the total amount invoiced for the buy is \$75,000 (net).

Thanks,
Mary Jo

Mary Jo Sobotka | VP, Integrated Media Strategy

The Phelps Group
901 Wilshire Blvd. | Santa Monica, CA | 90401
Phone: 310.752.4400 x 104 | Fax: 310.752.4446
mj@thephelpsgroup.com | www.thephelpsgroup.com

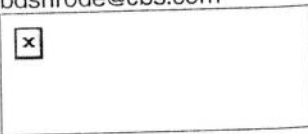
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Shrode, Blake

From: Shrode, Blake
Sent: Friday, May 21, 2010 2:56 PM
To: 'Mary Jo Sobotka'
Cc: Yip, Angela W; 'mgoto@thephelpsgroup.com'
Subject: RE: City of Hope/CBS Healthwatch Invoicing

Hello Mary Jo-
Please short pay the amount \$ 322.36 net. I spoke with our credit manager and we can not alter invoices.
We will do an internal credit memo for the April COH invoice and they will be clear.
Thanks

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



From: Mary Jo Sobotka [mailto:mj@thephelpsgroup.com]
Sent: Friday, May 21, 2010 2:07 PM
To: Shrode, Blake
Cc: Makiko Goto
Subject: City of Hope/CBS Healthwatch Invoicing

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Phone: 310.752.4400 x 104 | Fax: 310.752.4446
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Shrode, Blake

From: Shrode, Blake
Sent: Monday, July 26, 2010 11:06 AM
To: 'Mary Jo Sobotka'
Cc: Yip, Angela W
Subject: City of Hope

Hello Mary Jo~
It was nice to meet you in person last week.

I have question pertaining to COH.
We still have an outstanding in invoice for April \$ 15,108.75 (1021-404982).
KCBS-TV can not alter or change invoices; we will adjust it internally as a credit.
Phelps Group will be clear of all charges. Please remit \$14,786.49
Thanks
Blake

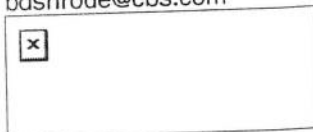
Original email

Hi Blake,

We got a final invoice for April for \$15,108.75. If we add this to all the other invoices we've received, it puts us \$322,36 (net) over the budget of \$75,000. Can you please adjust the \$15,108 invoice down to \$14,786.49 so the total amount invoiced for the buy is \$75,000 (net).

Thanks,
Mary Jo

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

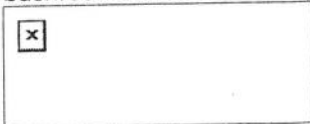


Shrode, Blake

From: Shrode, Blake
Sent: Monday, July 26, 2010 3:32 PM
To: 'Mary Jo Sobotka'
Cc: Yip, Angela W; Makiko Goto
Subject: RE: City of Hope

Thanks

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



From: Mary Jo Sobotka [mailto:mj@thephelpsgroup.com]
Sent: Monday, July 26, 2010 3:29 PM
To: Shrode, Blake
Cc: Yip, Angela W; Makiko Goto
Subject: RE: City of Hope

Hi Blake,

I've copied Makiko Goto from our account dept.

Makiko, let me know if you still have that KCBS invoice that was over the agreed upon amount. Our rep, Blake, is suggesting that we short pay that invoice versus CBS sending a new one.

Thanks,
Mary Jo

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Monday, July 26, 2010 11:06 AM
To: Mary Jo Sobotka
Cc: Yip, Angela W
Subject: City of Hope

Hello Mary Jo~
It was nice to meet you in person last week.

I have question pertaining to COH.
We still have an outstanding in invoice for April \$ 15,108.75 (1021-404982).
KCBS-TV can not alter or change invoices; we will adjust it internally as a credit.
Phelps Group will be clear of all charges. Please remit \$14,786.49
Thanks

Blake

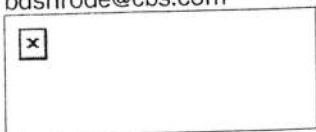
Original email

Hi Blake,

We got a final invoice for April for \$15,108.75. If we add this to all the other invoices we've received, it puts us \$322,36 (net) over the budget of \$75,000. Can you please adjust the \$15,108 invoice down to \$14,786.49 so the total amount invoiced for the buy is \$75,000 (net).

Thanks,
Mary Jo

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



Shrode, Blake

From: Sweeney, Shawn L
Sent: Wednesday, July 28, 2010 4:15 PM
To: Sullivan, Steve M (KNX-AM); Baker, Pam; Morgan, Gary D; Shrode, Blake
Cc: Levy, David; Kennedy, Darius; Gregory, Carla; Sherman, Mishon M
Subject: City of Hope CC Confirmation
Attachments: City of Hope KNX KRTH KFWB KTWV KCBS \$103.832.80 7-27-10.xls; City of Hope KNX KRTH KFWB KTWV KCBS \$103.832.80 7-27-10.pdf

Attached is the CC confirmation and price break down for City of Hope in the amount of \$103,832.80

Shawn Sweeney
Finance Assistant
CBS Radio Los Angeles
5670 Wilshire Blvd, Suite 200
Los Angeles, CA 90036
Direct (323) 930-7392 | Fax (323) 930-8795
Shawn.Sweeney@cbsradio.com

Shrode, Blake

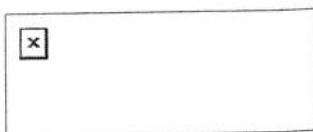
From: Mariano, Carolyn
Sent: Friday, August 06, 2010 2:52 PM
To: 'Mary Jo Sobotka'; Megan Weiss
Cc: Shrode, Blake
Subject: KCBS 2 KCAL 9 TV
Attachments: HealthTalkCityOfHope.ppt

Mary Jo and Megan-

I apologize for the delay in getting this revised proposal to you. The campaign is for 1st Quarter for City of Hope to consider. Please don't hesitate to call us with any questions. Thanks in Advance for your time.

Carolyn J. Mariano

Account Executive
KCAL9 CBS2 TV
4200 Radford Avenue
Studio City, CA. 91604
PH: 818-655-2090
FX: 818-655-2676
cmariano@cbs.com



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From: Mary Jo Sobotka [<mailto:mj@thephelpsgroup.com>]
Sent: Tuesday, July 27, 2010 10:49 AM
To: Mariano, Carolyn; Megan Weiss
Cc: Shrode, Blake
Subject: RE: KCBS 2 KCAL 9 TV

Hi Carolyn and thanks for following up with a proposal. I asked City of Hope if there were interested in sampling Joico at the Walk for Hope and, unfortunately, they don't have a gift bag situation.

If Joico were interested in purchasing a sponsorship (booth space, etc.), they should contact Courtney Webb at City of Hope - CWebb@coh.org

Thanks,
Mary Jo

From: Mariano, Carolyn [<mailto:CMariano@cbs.com>]
Sent: Monday, July 26, 2010 5:53 PM
To: Mary Jo Sobotka; Megan Weiss
Cc: Shrode, Blake

Subject: KCBS 2 KCAL 9 TV

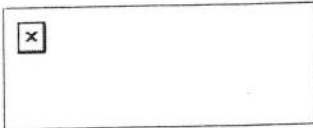
Mary Jo and Megan-

Thank you very much for your time to meet with Blake and I last week. We really appreciate it. We hope to work on the proposal for you and hope to have something for you later this week or early next.

Mary Jo- As we were leaving I mentioned that "Joico" is interested in getting involved with "Walk of Hope" event, who is the contact for that? Thanks.

Carolyn J. Mariano

Account Executive
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FX: 818-655-2676
cmariano@cbs.com



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Shrode, Blake

From: Megan Weiss [mweiss@thephelpsgroup.com]
Sent: Monday, August 09, 2010 2:00 PM
To: Mariano, Carolyn
Cc: Shrode, Blake
Subject: RE: KCBS 2 KCAL 9 TV

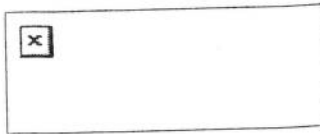
Are you calling me or I'm I calling you?

From: Mariano, Carolyn [mailto:CMariano@cbs.com]
Sent: Friday, August 06, 2010 3:51 PM
To: Megan Weiss
Cc: Shrode, Blake
Subject: RE: KCBS 2 KCAL 9 TV

That should work, just a conference call or do you want us to stop by?

Carolyn J. Mariano

Account Executive
KCAL9 CBS2 TV
4200 Radford Avenue
Studio City, CA. 91604
PH: 818-655-2090
FX: 818-655-2676
cmariano@cbs.com



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From: Megan Weiss [mailto:mweiss@thephelpsgroup.com]
Sent: Friday, August 06, 2010 3:50 PM
To: Mariano, Carolyn
Subject: RE: KCBS 2 KCAL 9 TV

How about Monday at 2p?

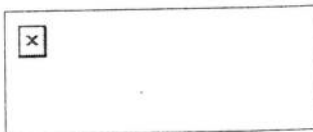
From: Mariano, Carolyn [mailto:CMariano@cbs.com]
Sent: Friday, August 06, 2010 3:39 PM
To: Megan Weiss
Cc: Shrode, Blake
Subject: RE: KCBS 2 KCAL 9 TV

Sure, let us know what the best time would work for you.

Thanks,

Carolyn J. Mariano

Account Executive
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4200 Radford Avenue
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PH: 818-655-2090
FX: 818-655-2676
cmariano@cbs.com



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From: Megan Weiss [mailto:mweiss@thephelpsgroup.com]
Sent: Friday, August 06, 2010 3:36 PM
To: Mariano, Carolyn
Subject: RE: KCBS 2 KCAL 9 TV

Do you want to schedule 15 minutes next week so we can give you some feedback?

Thanks
mw

From: Mariano, Carolyn [mailto:CMariano@cbs.com]
Sent: Friday, August 06, 2010 2:52 PM
To: Mary Jo Sobotka; Megan Weiss
Cc: Shrode, Blake
Subject: KCBS 2 KCAL 9 TV

Mary Jo and Megan-

I apologize for the delay in getting this revised proposal to you. The campaign is for 1st Quarter for City of Hope to consider. Please don't hesitate to call us with any questions. Thanks in Advance for your time.

Carolyn J. Mariano
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FX: 818-655-2676
cmariano@cbs.com



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From: Mary Jo Sobotka [mailto:mj@thephelpsgroup.com]
Sent: Tuesday, July 27, 2010 10:49 AM
To: Mariano, Carolyn; Megan Weiss
Cc: Shrode, Blake

Subject: RE: KCBS 2 KCAL 9 TV

Hi Carolyn and thanks for following up with a proposal. I asked City of Hope if there were interested in sampling Joico at the Walk for Hope and, unfortunately, they don't have a gift bag situation.

If Joico were interested in purchasing a sponsorship (booth space, etc.), they should contact Courtney Webb at City of Hope - CWebb@coh.org

Thanks,
Mary Jo

From: Mariano, Carolyn [mailto:CMariano@cbs.com]
Sent: Monday, July 26, 2010 5:53 PM
To: Mary Jo Sobotka; Megan Weiss
Cc: Shrode, Blake
Subject: KCBS 2 KCAL 9 TV

Mary Jo and Megan-

Thank you very much for your time to meet with Blake and I last week. We really appreciate it. We hope to work on the proposal for you and hope to have something for you later this week or early next.

Mary Jo- As we were leaving I mentioned that "Joico" is interested in getting involved with " Walk of Hope " event, who is the contact for that? Thanks.

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FX: 818-655-2676
cmariano@cbs.com



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Shrode, Blake

From: Shrode, Blake
Sent: Tuesday, August 10, 2010 8:32 AM
To: 'Megan Weiss'; Mariano, Carolyn
Subject: RE: KCBS 2 KCAL 9 TV

Megan
Thanks for the good information yesterday.
Carolyn and I appreciate your ideas and thoughts and we will make the COH plan stronger.
Regards,
Blake

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



From: Megan Weiss [mailto:mweiss@thephelpsgroup.com]
Sent: Monday, August 09, 2010 2:11 PM
To: Mariano, Carolyn
Cc: Shrode, Blake
Subject: RE: KCBS 2 KCAL 9 TV

KNX - http://www.knx1070.com/pages/22192.php?tag=Box_59881269_Inner_Div;cn333

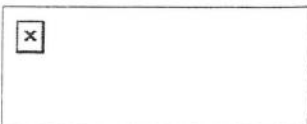
From: Mariano, Carolyn [mailto:CMariano@cbs.com]
Sent: Friday, August 06, 2010 2:52 PM
To: Mary Jo Sobotka; Megan Weiss
Cc: Shrode, Blake
Subject: KCBS 2 KCAL 9 TV

Mary Jo and Megan-

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Carolyn J. Mariano

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cmariano@cbs.com



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From: Mary Jo Sobotka [mailto:mj@thehelpsgroup.com]
Sent: Tuesday, July 27, 2010 10:49 AM
To: Mariano, Carolyn; Megan Weiss
Cc: Shrode, Blake
Subject: RE: KCBS 2 KCAL 9 TV

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If Joico were interested in purchasing a sponsorship (booth space, etc.), they should contact Courtney Webb at City of Hope - CWebb@coh.org

Thanks,
Mary Jo

From: Mariano, Carolyn [mailto:CMariano@cbs.com]
Sent: Monday, July 26, 2010 5:53 PM
To: Mary Jo Sobotka; Megan Weiss
Cc: Shrode, Blake
Subject: KCBS 2 KCAL 9 TV

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cmariano@cbs.com



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Shrode, Blake

From: Mariano, Carolyn
Sent: Tuesday, September 21, 2010 12:24 PM
To: 'Megan Weiss'; 'mj@thephelpsgroup.com'
Cc: Shrode, Blake
Subject: RE: KCBS 2 KCAL 9 TV

Megan and Mary Jo-

Blake and I want to extend our apologies on the delay in getting a proposal for you to consider, for the City of Hope. While the internet site has now changed to include KNX and KFWB radio we are still in the process of learning what we can and cannot do with the site.

In addition, with the political advertisers taking over most of our airwaves, our rates and inventory have been very volatile, we're still trying to analyze whether this will spill over to 1st Q. Therefore we can't confirm the rates for 1st Q just yet.

In any case we hope that we will have a presentation for you in the near future, again we are sorry for the delay.

Carolyn J. Mariano

Account Executive
KCAL9 CBS2 TV
4200 Radford Avenue
Studio City, CA. 91604
PH: 818-655-2090
FX: 818-655-2676
cmariano@cbs.com



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From: Megan Weiss [mailto:mweiss@thephelpsgroup.com]
Sent: Monday, August 09, 2010 2:11 PM
To: Mariano, Carolyn
Cc: Shrode, Blake
Subject: RE: KCBS 2 KCAL 9 TV

KNX - http://www.knx1070.com/pages/22192.php?tag=Box_59881269_Inner_Div;cn333

From: Mariano, Carolyn [mailto:CMariano@cbs.com]
Sent: Friday, August 06, 2010 2:52 PM
To: Mary Jo Sobotka; Megan Weiss
Cc: Shrode, Blake
Subject: KCBS 2 KCAL 9 TV

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From: Mary Jo Sobotka [<mailto:mj@thephelpsgroup.com>]
Sent: Tuesday, July 27, 2010 10:49 AM
To: Mariano, Carolyn; Megan Weiss
Cc: Shrode, Blake
Subject: RE: KCBS 2 KCAL 9 TV

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Thanks,
Mary Jo

From: Mariano, Carolyn [<mailto:CMariano@cbs.com>]
Sent: Monday, July 26, 2010 5:53 PM
To: Mary Jo Sobotka; Megan Weiss
Cc: Shrode, Blake
Subject: KCBS 2 KCAL 9 TV

Mary Jo and Megan-

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Mary Jo- As we were leaving I mentioned that "Joico" is interested in getting involved with " Walk of Hope " event, who is the contact for that? Thanks.

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4200 Radford Avenue
Studio City, CA. 91604
PH: 818-655-2090

FX: 818-655-2676
cmariano@cbs.com



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Shrode, Blake

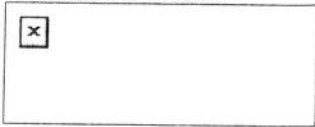
From: Shrode, Blake
Sent: Thursday, December 16, 2010 5:11 PM
To: Draper, Justin
Cc: Shrode, Blake
Subject: FW: City of Hope 1-14 meeting (2).xls
Attachments: City of Hope 1-14 meeting (2).xls

Justin,

I was able to find this in Blake computer. The grid addresses pricing, please let me know if you have any questions.

Thanks -KO

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



From: O'Farrell, Kerry A
Sent: Thursday, January 07, 2010 4:15 PM
To: Shrode, Blake
Subject: City of Hope 1-14 meeting (2).xls

As per our convo....adjust value and Good Luck!