

Shrode, Blake

From: Dacey-Young, Carole
Sent: Thursday, January 07, 2010 10:05 AM
To: Shrode, Blake
Subject: FW: City of Hope

FYI

From: Dacey-Young, Carole
Sent: Thursday, January 07, 2010 10:42 AM
To: Mauldin, Steve
Subject: FW: City of Hope

Hi Steve, hope you're enjoying the West Coast that is if you've had a chance to breathe yet.

Your ears may have been ringing the last few days.

I'm working with Blake on City of Hope for our CBS HW Colorectal Cancer/Digestive Disease campaign beginning in March.

During the initial call the client asked for a reference from a hospital that we'd previously worked with on our HealthWatch initiatives.

My mind immediately went to UM Sylvester and Judy Hayden. You remember Judy? She replaced Karen Clarke in 2002 and is still there. By the way she still has a photo of you on her bulletin board!

Judy asked me to send her best to you. She's agreed to be a reference if needed, although Blake is doing such a great job the client may forget they asked for it. The body of work we did with UMSCCC since 1999 between Ask the Experts and CBS HW is a good representation. Besides you're familiar with that relationship too. I understand you threw out to the sales team you're interested in going on calls and I've told Blake what an asset it is to have you in front of the client. Just wanted you to have a little background in the event it works out that you'll be attending the meeting next week.

All my best,

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: Thursday, January 07, 2010 10:12 AM
To: Shrode, Blake
Subject: RE: City of Hope

In case you need it for Kevin Koga....knowledge is power!

Reference

Univ of Miami Sylvester Comprehensive Cancer Center
Judy Hayden
Director, Marketing & Communications
JHayden@med.miami.edu
305-243-5182

I have worked with Judy going back to 2002, and Steve Mauldin knows her and has been involved with several of their projects. Judy has a photo of Steve on her bulletin board. Also Bob Powell who is the former Associate Director for Research Administration for UM SCCC is now at City of Hope.

I'm going to send a note to Steve since Judy passed along a message for him...no worries..

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From: Shrode, Blake
Sent: Wednesday, January 06, 2010 6:49 PM
To: Dacey-Young, Carole
Subject: RE: City of Hope

Thursday 1/14 2p

Shrode, Blake

From: Shrode, Blake
Sent: Thursday, January 07, 2010 10:06 AM
To: O'Farrell, Kerry A
Subject: FW: City of Hope

Fyi X2

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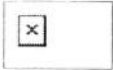
Thursday 1/14 2p

Shrode, Blake

From: O'Farrell, Kerry A
Sent: Thursday, January 07, 2010 11:39 AM
To: Shrode, Blake
Subject: FW: City of Hope 1-14 meeting.xls
Attachments: City of Hope 1-14 meeting.xls

Slight noodle can you take money up or cut a spot or 2..Thanks AS on board but we need to make sure with Phil \$10K is OK for all this production I left him a message -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: Stoltzman, Andrea B
Sent: Thursday, January 07, 2010 11:37 AM
To: O'Farrell, Kerry A
Subject: City of Hope 1-14 meeting.xls

I increased am news slightly but all others look good.

Shrode, Blake

From: Shrode, Blake
Sent: Thursday, January 07, 2010 2:59 PM
Cc: O'Farrell, Kerry A
Subject: City of Hope/KCBS-Healthwatch Partnership
Importance: Low

Hello Elisa~

I have a meeting next week with the: City of Hope (Duarte) on Thu 1/14 @ 2p, if Steve would like to join? (Stephanie Rodriguez, Jim Shaw and myself)

We are presenting a new business opportunity, budgeted @ \$88,000 for eight weeks starting on 3/1 for the HealthWatch Colorectal Cancer campaign.

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

From: Rosas, Olga [mailto:ORosas@coh.org]
Sent: Thursday, January 07, 2010 10:18 AM
To: Shrode, Blake
Subject: RE: Discuss City of Hope/Healthwatch Partnership
Importance: Low

Good Morning,
Yes, I received your mtg., "accept reply yesterday 1/6/10 @ 2:45pm. Your meeting w/Kevin Koga, Shawn Le, Vicky Hoffman and Mary Jo from the phelps grp is confirmed for Thurs. 1/14/10 – 2:00pm – 3:00pm – Needleman I conf.rm. here @ City of Hope.

Thank you and Happy New Year.
Olga Rosas
626/256-8709

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Thursday, January 07, 2010 10:13 AM
To: Rosas, Olga
Cc: Rodriguez, Stephanie M
Subject: RE: Discuss City of Hope/Healthwatch Partnership

Hello Olga~
Let us know if 1/14 2p is good.
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

-----Original Appointment-----

From: Shrode, Blake

Sent: Wednesday, January 06, 2010 2:45 PM

To: 'Rosas, Olga'

Subject: Accepted: Discuss City of Hope/Healthwatch Partnership

When: Thursday, January 14, 2010 2:00 PM-3:00 PM (GMT-08:00) Pacific Time (US & Canada).

Where: Needleman I Conf. Rm. (Kevin to call Mary Jo @ Phelps Grp.)

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: Thursday, January 07, 2010 4:25 PM
To: Dacey-Young, Carole
Subject: FW: City of Hope 1-14 meeting (2).xls
Attachments: City of Hope 1-14 meeting (2).xls

Here is the newest version
Much better!!!!

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!

PROPOSED MONTHLY SCHEDULE - 2010 (8 Week Flight) March/April

DAY	ROTATION	PROGRAM	LENGTH	SPOTS	INVEST	P25-64	TOTAL INVEST	P 25-64
M-F	5a-9a	CBS2 News	:30	8	\$350	33	\$2,800	264
M-F	11a-1130a	CBS2 News	:30	8	\$650	49	\$5,200	392
M-F	2P-3P	Rachel Ray	:30	6	\$600	32	\$3,600	192
M-F	6p News	626 Break	:30	8	\$1,950	55	\$15,600	440
M-F	630p	CBS Network News	:30	4	\$1,000	59	\$4,000	236
M-F	9a-3p	Day ROS	:10	12	\$300	44	\$3,600	236
M-F	7A-9A	The Early Show	90	8	\$900	21	\$7,200	168
M-F	3p-5p	Judge/Judy/ Dr. Phil	:30	6	\$800	46	\$4,800	276
M-F	5P-630P	CBS2 News	:30	9	\$650	42	\$5,850	378
M-SA	11P-1135P	CBS2 News	:30	5	\$2,000	174	\$10,000	870
M-SU	5a-2a	Katie Couric PSA ROS	:15	25	\$500	59	\$12,500	1475
M-SU	WEB	Health Page Sponsorship			\$3,500			
				99x			\$75,150	5219
						CPM	\$14.40	

Source: NSI LPM Live+Nov09

TV/Web Investment: \$78,650
 Production Budget \$10,000
 Net Cost: \$75,355
 VALUE: \$175,000

Shrode, Blake

From: Shrode, Blake
Sent: Thursday, January 07, 2010 5:04 PM
To: O'Farrell, Kerry A
Subject: FW: City of Hope/KCBS-Healthwatch Partnership

Fyi (:

From: Van Laningham, Elisa
Sent: Thursday, January 07, 2010 5:01 PM
To: Shrode, Blake
Subject: RE: City of Hope/KCBS-Healthwatch Partnership

Sorry, he's so booked right now that it's not going to work, hopefully next time.

From: Shrode, Blake
Sent: Thursday, January 07, 2010 4:29 PM
To: Van Laningham, Elisa
Subject: FW: City of Hope/KCBS-Healthwatch Partnership
Importance: Low

Hello Elisa~

I have a meeting next week with the: City of Hope (Duarte) on Thu 1/14 @ 2p. Would Mr. Mauldin like to join? (Stephanie Rodriguez, Jim Shaw and myself).

We are presenting a new business opportunity, budgeted @ \$88,000 (eight weeks starting on 3/1) for the *HealthWatch Colorectal Cancer campaign*.

Regards,

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Shrode, Blake

From: Shrode, Blake
Sent: Friday, January 08, 2010 9:10 AM
To: O'Farrell, Kerry A
Subject: CITY OF HOPE

We will be shooting for the :90 spot and :30.
This is a customized vignette with our health reporter and City of Hope Dr's.
B roll is not necessary viable for the :90. I think we leave the 10k for production!
This is ½ the work of Jafra, same budget and we will put in disclaimer on re-editing etc.

From: O'Farrell, Kerry A
Sent: Friday, January 08, 2010 9:05 AM
To: Shrode, Blake
Subject: RE: Optimum Wellness

Thanks. BTW Phil and I talked and for City of Hope he thinks we will not need anywhere near \$10K for production so we can raise a few rates and take less out of back end for production. Assuming no shooting which we discussed they will provide B roll. Good News!

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: Friday, January 08, 2010 9:01 AM
To: Yip, Angela W
Cc: O'Farrell, Kerry A; Rosen, Stephanie D
Subject: RE: Optimum Wellness

I contacted Susan and will get payment on or before 1/15 Tue.
Thanks

From: Yip, Angela W
Sent: Thursday, January 07, 2010 7:24 PM
To: Shrode, Blake
Cc: O'Farrell, Kerry A; Rosen, Stephanie D
Subject: Optimum Wellness

Blake,
Susan is behind again, Sept. is still outstanding. We need a check for \$ 22,049.00 for Sept/ Oct. ASAP !!!
Thanks.

Angela Yip
KCBS / KCAL TV
Credit & Collection Manager
818-655-2032 phone
818-655-2664 fax

awyip@cbs.com

Shrode, Blake

From: Shrode, Blake
Sent: Friday, January 08, 2010 10:09 AM
To: O'Farrell, Kerry A
Cc: Gonzalez, Philip M; Rodriguez, Stephanie M
Subject: RE: CITY OF HOPE

PRODUCTION OUTLINE KCBS

:90 HeathWatch Colorectal Cancer Segment

(broken out as follows)

:90 CBS Health Watch/Fight against Colorectal Cancer. TBD... CBS2 Lisa Sigell and City of Hope Dr's (tbd).

:30 City of Hope Brand spot

:30 Educational spot and branding

:10 Tune-In Spot

:10 encouraging viewers to watch :90 Vignettes fixed on M.W in March @ 7a and 630p on KCBS to see the :90 Segment.

:15 Katie Couric PSA

:15 Colorectal Cancer PSA produced by NY (Carole), KCBS will tag w City of Hope logo.

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Please set up a meeting with Phil we need to have an exact production plan approved in advance. One sheet with outline of all elements, his estimated costs, Paul/AS to approve. That's how we roll on these ☺

Thx -KO

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To: Hites, Marshall; Gonzalez, Philip M; O'Farrell, Kerry A
Cc: Rodriguez, Stephanie M
Subject: RE: CITY OF HOPE

Pitching the client, 2ND Meeting next week, not sold. Just trying to being pro-active.
Similar to Jafra with ¼ the production.

From: Hites, Marshall
Sent: Friday, January 08, 2010 10:23 AM
To: Gonzalez, Philip M; Shrode, Blake; O'Farrell, Kerry A
Cc: Rodriguez, Stephanie M
Subject: RE: CITY OF HOPE

Don't know anything about this. When does it start??
-MH

From: Gonzalez, Philip M
Sent: Friday, January 08, 2010 10:21 AM
To: Shrode, Blake; O'Farrell, Kerry A
Cc: Rodriguez, Stephanie M; Hites, Marshall
Subject: RE: CITY OF HOPE

Who is producing the :10 second tune in?

Is it Marshall's team?

Phil Gonzalez
Director Sales Marketing and Promotions
CBS2/KCAL9
4200 Radford Avenue
Studio City, CA 91604
Ph) 818-655-2181
Fax) 818-655-2684
pmgonzalez@cbs.com

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Carole in NY did it for me.

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Thursday 1/14 2p

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From: Hites, Marshall
Sent: Friday, January 08, 2010 10:33 AM
To: Shrode, Blake; Gonzalez, Philip M; O'Farrell, Kerry A; Rodriguez, Stephanie M
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We'll stand by~

From: Shrode, Blake
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ALL TBD....

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:15 Katie Couric PSA

:15 Colorectal Cancer PSA produced by NY (Carole), KCBS will tag w City of Hope logo.

From: O'Farrell, Kerry A
Sent: Friday, January 08, 2010 9:11 AM
To: Shrode, Blake
Subject: RE: CITY OF HOPE

Please set up a meeting with Phil we need to have an exact production plan approved in advance. One sheet with outline of all elements, his estimated costs, Paul/AS to approve. That's how we roll on these ☺

Thx -KO

KerryO'Farrell | Local Sales Manager | KCBS-TV|
200 Radford Avenue, Studio City CA 91604 | 818 655 2055 tel | 818 655 2670 fax

From: Shrode, Blake
Sent: Friday, January 08, 2010 9:10 AM
To: O'Farrell, Kerry A
Subject: CITY OF HOPE

We will be shooting for the :90 spot and :30.
This is a customized vignette with our health reporter and City of Hope Dr's.
B roll is not necessary viable for the :90. I think we leave the 10k for production!
This is ½ the work of Jafra, same budget and we will put in disclaimer on re-editing etc.

From: O'Farrell, Kerry A
Sent: Friday, January 08, 2010 9:05 AM
To: Shrode, Blake
Subject: RE: Optimum Wellness

Thanks. BTW Phil and I talked and for City of Hope he thinks we will not need anywhere near \$10K for production so we can raise a few rates and take less out of back end for production. Assuming no shooting which we discussed they will provide B roll. Good News!

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From: Shrode, Blake
Sent: Friday, January 08, 2010 9:01 AM
To: Yip, Angela W
Cc: O'Farrell, Kerry A; Rosen, Stephanie D
Subject: RE: Optimum Wellness

I contacted Susan and will get payment on or before 1/15 Tue.
Thanks

From: Yip, Angela W
Sent: Thursday, January 07, 2010 7:24 PM
To: Shrode, Blake
Cc: O'Farrell, Kerry A; Rosen, Stephanie D
Subject: Optimum Wellness

Blake,
Susan is behind again, Sept. is still outstanding. We need a check for \$ 22,049.00 for Sept/ Oct. ASAP !!!
Thanks.

Angela Yip
KCBS / KCAL TV
Credit & Collection Manager
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