

Shrode, Blake

From: Shrode, Blake
Sent: Wednesday, February 17, 2010 3:11 PM
To: Yip, Angela W; Draper, Justin
Subject: RE: budget for city of hope shoot

Budget is agreed to be \$88,625 gross, \$ 75,331 net

Bottom line, we can bill them for: \$75,331

From: Yip, Angela W
Sent: Wednesday, February 17, 2010 2:57 PM
To: Draper, Justin
Cc: Shrode, Blake
Subject: RE: budget for city of hope shoot

Hi Justin,
I spoke to Blake, order # 48784 \$ 78,625.00, does not include the production cost, by adding \$ 4500.00 production cost.
Total order would be \$ 83,125.00, breakdown as follow:
\$ 75,125.00 Local sales
\$ 3,500.00 Internet
\$ 4,500.00 Production cost - ancillary - misc.

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

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

Blake,

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

Thanks,

Justin

Justin Draper

Controller, CBS2 & KCAL9

4200 Radford Ave., Studio City, CA 91604

818.655.2030 tel

www.cbs2.com www.kcal9.com

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

Hi Justin, below is the City of Hope estimate.

And Thanks for you help with the Toyota shoot.

LISA LANE

CBS2 & KCAL9 Promotion Manager

4200 Radford Ave

Studio City, CA 91604

818-655-2189

323-333-5008 (cell)

From: Farmer-Lane, Lisa D
Sent: Wednesday, February 10, 2010 10:57 AM
To: Rodriguez, Stephanie M

Cc: Maas, Michael S
Subject: budget for city of hope shoot

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

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

-Lisa

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

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

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

Audio Mixer Rental
\$100

Freelance Editor (for post production)
Approx \$2200

Mileage for Producers
TBA

Lunch if taken/Water/Coffee
\$100

CBS2 & KCAL9 Promotion Manager

4200 Radford Ave

Studio City, CA 91604

818-655-2189

323-333-5008 (cell)

Shrode, Blake

From: Shrode, Blake
Sent: Monday, February 22, 2010 12:30 PM
To: Dacey-Young, Carole
Cc: Zamudio, Nancy; Rodriguez, Stephanie M; Shaw, Jim
Subject: COH Web Content

How is the content going for City of Hope?
Have they provided you with some usable info? and will they make the cut?

Let us know.

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

Shrode, Blake

From: Kimberly Daily [kdaily@thehelpsgroup.com]
Sent: Monday, February 22, 2010 3:32 PM
To: Mary Jo Sobotka; Shrode, Blake; Zamudio, Nancy
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Hi Nancy,

We sent a tag for a 330x250 but realized the specs we had said 330x25. Is 330x25 correct?

Thanks!
Kim

From: Kimberly Daily
Sent: Monday, February 22, 2010 2:57 PM
To: Mary Jo Sobotka; 'Shrode, Blake'; 'Zamudio, Nancy'
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Hi Nancy,

Tags are attached. Please let me know if you have any questions or run into any issues during QA.

Thanks!
Kim

From: Mary Jo Sobotka
Sent: Monday, February 22, 2010 1:19 PM
To: 'Shrode, Blake'; Zamudio, Nancy
Cc: Kimberly Daily
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Thanks - Nancy, note, tags will come from Kim Daily, copied above.

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Monday, February 22, 2010 1:19 PM
To: Mary Jo Sobotka; Zamudio, Nancy
Subject: Re: City of Hope/CBS HealthWatch Sponsorship

Nancy is your contact. She is cc'd
Thanks

From: Mary Jo Sobotka <mj@thehelpsgroup.com>
To: Shrode, Blake
Cc: Kimberly Daily <kdaily@thehelpsgroup.com>
Sent: Mon Feb 22 13:14:08 2010
Subject: City of Hope/CBS HealthWatch Sponsorship
Hi Blake,

We'll be sending over the City of Hope online banner HTML tags tomorrow (we are trafficking via our third party ad serving - DART. Can you confirm your online traffic person for us?

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

Get the inside track with *Creative Strategies*® | [Be a Facebook fan](#) | [Follow us on twitter](#)

We are dedicated to improving our environment and are proud to have received Santa Monica's 2007 Sustainable Quality Award.

Shrode, Blake

From: Zamudio, Nancy
Sent: Monday, February 22, 2010 3:46 PM
To: Kimberly Daily; Mary Jo Sobotka; Shrode, Blake
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Kim,

330x25 is correct.

Thanks,
NZ

From: Kimberly Daily [mailto:kdaily@thephelpsgroup.com]
Sent: Monday, February 22, 2010 3:32 PM
To: Mary Jo Sobotka; Shrode, Blake; Zamudio, Nancy
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Hi Nancy,

We sent a tag for a 330x250 but realized the specs we had said 330x25. Is 330x25 correct?

Thanks!
Kim

From: Kimberly Daily
Sent: Monday, February 22, 2010 2:57 PM
To: Mary Jo Sobotka; 'Shrode, Blake'; 'Zamudio, Nancy'
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Hi Nancy,

Tags are attached. Please let me know if you have any questions or run into any issues during QA.

Thanks!
Kim

From: Mary Jo Sobotka
Sent: Monday, February 22, 2010 1:19 PM
To: 'Shrode, Blake'; Zamudio, Nancy
Cc: Kimberly Daily
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Thanks - Nancy, note, tags will come from Kim Daily, copied above.

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Monday, February 22, 2010 1:19 PM
To: Mary Jo Sobotka; Zamudio, Nancy
Subject: Re: City of Hope/CBS HealthWatch Sponsorship

Nancy is your contact. She is cc'd
Thanks

From: Mary Jo Sobotka <mj@thephelpsgroup.com>
To: Shrode, Blake
Cc: Kimberly Daily <kdaily@thephelpsgroup.com>
Sent: Mon Feb 22 13:14:08 2010
Subject: City of Hope/CBS HealthWatch Sponsorship
Hi Blake,

We'll be sending over the City of Hope online banner HTML tags tomorrow (we are trafficking via our third party ad serving - DART. Can you confirm your online traffic person for us?

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

Get the inside track with [Creative Strategies](#)® | [Be a Facebook fan](#) | [Follow us on twitter](#)

We are dedicated to improving our environment and are proud to have received Santa Monica's 2007 Sustainable Quality Award.

Farmer-Lane, Lisa D

From: Shrode, Blake
Sent: Monday, February 22, 2010 4:18 PM
To: Farmer-Lane, Lisa D; Rodriguez, Stephanie M; Maas, Michael S; Petersen, Otto
Cc: Sanchez, Karla
Subject: RE: HealthWatch Colon Cancer

Tune in to KCBS-TV (Mon-Wed) @ 626pm during the KCBS NEWS for the COH Health watch....

From: Farmer-Lane, Lisa D
Sent: Monday, February 22, 2010 3:27 PM
To: Rodriguez, Stephanie M; Maas, Michael S; Petersen, Otto
Cc: Shrode, Blake; Sanchez, Karla
Subject: RE: HealthWatch Colon Cancer

Stephanie, can you remind me what the tune-in spot contents should be

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

From: Rodriguez, Stephanie M
Sent: Monday, February 22, 2010 3:24 PM
To: Farmer-Lane, Lisa D; Maas, Michael S; Petersen, Otto
Cc: Shrode, Blake; Sanchez, Karla
Subject: HealthWatch Colon Cancer

Hello all,

Here are all the elements needed for the City of Hope/Health Watch colorectal sponsorship on KCBS:

2-- :90 HW/Colorectal Interview pieces

1-- :10 tune-in spot

1-- :15 tagged Katie Couric spot

Community Calendar tag (KCBS only)—Karla is working on this.

This begins March 1st and runs for 8 weeks.

Thanks for all your help.....

Stephanie

12/6/2010

Stephanie Medina Rodriguez
Director of Public Affairs, CBS2 & KCAL9
4200 Radford Ave., Studio City, CA 91604
818.655.2157 **tel** 818.655.2682 **fax**

Shrode, Blake

From: Shrode, Blake
Sent: Monday, February 22, 2010 4:21 PM
To: Escalon, Christian
Cc: Rodriguez, Stephanie M
Subject: RE: City of Hope

Affirmative!

From: Escalon, Christian
Sent: Monday, February 22, 2010 4:15 PM
To: Shrode, Blake
Subject: RE: City of Hope

Ok, Sooo.....

Order 48784:

- :90 → "Healthwatch" Vignette → In House
- :15 → In House
- 10 → In House
- :30 → Agency is sending

Order 48785: PSA

- :30 → COMMUNITY CALENDER → In House/Agency?

Just need to know if the community calendar is in house as well....probably, yes!

Thanks dude!
Chris

From: Shrode, Blake
Sent: Monday, February 22, 2010 3:24 PM
To: Escalon, Christian
Subject: Re: City of Hope

We are creating the :90's, :15 and :10. Agency will send :30.
I will have inst THU.
Thanks.
B

From: Escalon, Christian
To: Shrode, Blake
Sent: Mon Feb 22 15:15:51 2010
Subject: City of Hope
Hey Blake,

Your City of Hope orders for next week; are we getting tapes and instructions from agency for both the regular buy and PSA order? Any feedback will be greatly appreciated.

I already have the billboard material on hand and all set for production. Reply back when you get a chance. I know it's still early but I want to get the ball rolling on this.

Thank you,

Christian Escalon

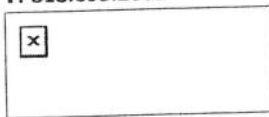
Broadcast Traffic Coordinator

4200 Radford Avenue

Studio City, CA 91604

t: 818.655.2045

f: 818.655.2669



Farmer-Lane, Lisa D

From: Dacey-Young, Carole
Sent: Monday, February 22, 2010 6:34 PM
To: Rodriguez, Stephanie M; Farmer-Lane, Lisa D
Cc: Shrode, Blake; Maas, Michael S; Chayette, Jeff
Subject: RE: Health Watch Graphics

Hi Guys, There's a sample 60 sec spot we're in the midst of finishing that's in the same folder as the HW graphics. Feel free to take a look at it you can see how we're using the different elements in a custom client piece, it's called...

Healthwatch-0216R2-WEB.mov 7770KB

From: Dacey-Young, Carole
Sent: Monday, February 22, 2010 8:23 PM
To: Rodriguez, Stephanie M
Cc: Shrode, Blake; Maas, Michael S; Chayette, Jeff; Farmer-Lane, Lisa D
Subject: RE: Health Watch Graphics

Hi, The graphic elements are in .mov files via the link I provided earlier and copied below

1. Link to download the HW GRAPHIC ELEMENTS.

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

You want the GFX folder

Also I probably should have prefaced the style guide usage. Our stations are producing different length spots for the campaign so we needed a style guide to "one size fits all". It's not meant verbatim where you need to follow the sequence of the slides, rather just a guide to demonstrate if you have for example an on cam talent use the lower third and what font style size to use, if you have broll that needs supporting bullets use the split screen. You may not need all the graphic elements those I definitely see being used are:

You'll definitely want to use:

- CRC open
- L3
- BG for end tag

Is any of your broll in standard or is it all in HD? If you have any standard broll PLEASE use the "curtains" which are shown in the upper right on the style guide and the image for editing is provided via the link instructions above. Please let me know if you have add'l questions. 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
cdacey-young@cbs.com

From: Rodriguez, Stephanie M
Sent: Monday, February 22, 2010 8:08 PM
To: Dacey-Young, Carole
Cc: Shrode, Blake; Maas, Michael S; Chayette, Jeff; Farmer-Lane, Lisa D
Subject: Health Watch Graphics

Hello again,

After our graphic artist and producer looked at the style guide, they realized we still need the open, transition and back round. Is it possible to get this sent over? Also, is there a finished example of a sponsored spot we can take a look at? We want to get it right since we don't have a lot of time.

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

Shrode, Blake

From: Kimberly Daily [kdaily@thephelpsgroup.com]
Sent: Tuesday, February 23, 2010 1:46 PM
To: Zamudio, Nancy; Mary Jo Sobotka; Shrode, Blake
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Hi Nancy,

We're working on the 330x25 this afternoon, we can deliver the revised tag to you tomorrow. Is that ok?

Thanks
Kim

From: Zamudio, Nancy [mailto:nzamudio@cbs.com]
Sent: Monday, February 22, 2010 4:23 PM
To: Mary Jo Sobotka; Kimberly Daily; Shrode, Blake
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Mary,

330x25 called a sponsored by button please see ad unit beneath CBS healthwatch

Thanks,
NZ

x

From: Mary Jo Sobotka [mailto:mj@thephelpsgroup.com]
Sent: Monday, February 22, 2010 4:00 PM
To: Zamudio, Nancy; Kimberly Daily; Shrode, Blake
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Hi Nancy,

Can you send a screen shot and confirm where this placement is? The 25 pixel height isn't making sense to us in terms of it being a banner position. Is it just a logo placement?

From: Zamudio, Nancy [mailto:nzamudio@cbs.com]
Sent: Monday, February 22, 2010 3:46 PM
To: Kimberly Daily; Mary Jo Sobotka; Shrode, Blake
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Kim,

330x25 is correct.

Thanks,
NZ

From: Kimberly Daily [mailto:kdaily@thephelpsgroup.com]
Sent: Monday, February 22, 2010 3:32 PM
To: Mary Jo Sobotka; Shrode, Blake; Zamudio, Nancy
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Hi Nancy,

We sent a tag for a 330x250 but realized the specs we had said 330x25. Is 330x25 correct?

Thanks!
Kim

From: Kimberly Daily
Sent: Monday, February 22, 2010 2:57 PM
To: Mary Jo Sobotka; 'Shrode, Blake'; 'Zamudio, Nancy'
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Hi Nancy,

Tags are attached. Please let me know if you have any questions or run into any issues during QA.

Thanks!
Kim

From: Mary Jo Sobotka
Sent: Monday, February 22, 2010 1:19 PM
To: 'Shrode, Blake'; Zamudio, Nancy
Cc: Kimberly Daily
Subject: RE: City of Hope/CBS HealthWatch Sponsorship

Thanks - Nancy, note, tags will come from Kim Daily, copied above.

From: Shrode, Blake [mailto:bdshrode@cbs.com]
Sent: Monday, February 22, 2010 1:19 PM
To: Mary Jo Sobotka; Zamudio, Nancy
Subject: Re: City of Hope/CBS HealthWatch Sponsorship

Nancy is your contact. She is cc'd
Thanks

From: Mary Jo Sobotka <mj@thephelpsgroup.com>
To: Shrode, Blake
Cc: Kimberly Daily <kdaily@thephelpsgroup.com>
Sent: Mon Feb 22 13:14:08 2010
Subject: City of Hope/CBS HealthWatch Sponsorship
Hi Blake,

We'll be sending over the City of Hope online banner HTML tags tomorrow (we are trafficking via our third party ad serving - DART. Can you confirm your online traffic person for us?)

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

Get the inside track with *Creative Strategies*[®] | Be a Facebook fan | Follow us on twitter

We are dedicated to improving our environment and are proud to have received Santa Monica's 2007 Sustainable Quality Award.

Shrode, Blake

From: Shrode, Blake
Sent: Tuesday, February 23, 2010 4:52 PM
To: Escalon, Christian; Wheat, Risa A
Subject: FW: TRAFFIC INSTRUCTIONS: City of Hope for KCBS-TV March-April 2010
Importance: High
Attachments: CityOfHope_KCBS-TV_2010March-April.xls; CityOfHope_KCBS-ONLINE_2010March-April.xls

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: Harvey Scott Kaner [mailto:harvey_kaner@thephelpsgroup.com]
Sent: Tuesday, February 23, 2010 4:38 PM
To: Shrode, Blake
Subject: TRAFFIC INSTRUCTIONS: City of Hope for KCBS-TV March-April 2010
Importance: High

Hi Blake—

Attached please find instructions for the :30 City of Hope spot coming from DG as well as a separate Excel file for the :15 video pre-roll that we've now sent directly to you on HDCAM tape (FedEx tracking #7984 1722 9065).

Please reply that you've received these instructions, as well as once you've received the :15 tape and the :30 tape from DG.

I'm available to address any concerns.

Thank you!

Harvey S. Kaner | The Phelps Group | Integrated Marketing Communications
901 Wilshire Blvd. | Santa Monica, CA | 90401 | 310.752.4400 x143 | hkaner@thephelpsgroup.com

blog.thephelpsgroup.com | [facebook.com/thephelpsgroup](https://www.facebook.com/thephelpsgroup) | twitter.com/thephelpsgroup

Our work influences millions of people daily, so truth is our highest value.

We are dedicated to improving our environment and are proud to have received Santa Monica's Sustainable Quality Award.

<<CityOfHope_KCBS-TV_2010March-April.xls>> <<CityOfHope_KCBS-ONLINE_2010March-April.xls>>

Shrode, Blake

From: Hoffman, Vicky [VHoffman@coh.org]
Sent: Tuesday, February 23, 2010 4:58 PM
To: Sanchez, Karla; Proescholdt, Kim; Le, Shawn
Cc: Rodriguez, Stephanie M; Shrode, Blake
Subject: RE: Community Calendar - City of Hope Sponsorship

Thanks Karla for the review. Our advertising tagline is "Science Saving Lives" so let's make a slight change to the sponsorship tag as:

"CBS TWO COMMUNITY CALENDAR IS BROUGHT TO YOU BY CITY OF HOPE...SCIENCE SAVING LIVES"

vicky

-----Original Message-----

From: Sanchez, Karla [mailto:KSanchez@cbs.com]
Sent: Tuesday, February 23, 2010 4:49 PM
To: Proescholdt, Kim; Le, Shawn; Hoffman, Vicky
Cc: Rodriguez, Stephanie M; Shrode, Blake
Subject: Community Calendar - City of Hope Sponsorship

Hello,

My name is Karla and I work with Stephanie Rodriguez in Public Affairs. I will be producing the community calendar sponsorship tag for City of Hope. Per Blake, below is the tag line for your review and approval. Please let me know if this works...

TAG LINE

"CBS TWO COMMUNITY CALENDAR IS BROUGHT TO YOU BY CITY OF HOPE...WHERE SCIENCE IS SAVING LIVES"

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

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.