

**Shrode, Blake**

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**From:** Dacey-Young, Carole  
**Sent:** Monday, January 11, 2010 11:53 AM  
**To:** Shrode, Blake  
**Cc:** Rodriguez, Stephanie M  
**Subject:** FW: City of hope and FOX Sports  
**Attachments:** FOX Sports Supports 03.02.09 FINAL.doc

FYI – this was just sent to me. I told Linda that we are working on this acct and we're in a delicate time trying to close them.

You need to know the info below if you don't already...I'm seeing if our research can pull cross all our stations where \$ is being spent so we know add'l markets beyond Chicago. It's interesting.

WBBM is asking if they can piggy back on the Colorectal Cancer pitch you're doing in Thurs. My initial response was I didn't think it would be a fit a kinda still don't, the money below is something different altogether, but let's investigate. I'll let you know what our research pulls.

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**From:** Artope, Linda Y  
**Sent:** Monday, January 11, 2010 2:16 PM  
**To:** Dacey-Young, Carole  
**Subject:** City of hope and FOX Sports

Carole,  
Are you aware of this Fox Sports Supports campaign? We're trying to find the company(s) that are paying for these initiatives.

Can you take a look at the attached document, and click on the link below, as well. I know the money has to be coming from somewhere.

In our AdvIEWS monthly print-out, they had \$117,000 attached to 5x spots that aired for City of Hope.

I spoke to the marketing director at City of Hope, and she said, they were chosen by Fox Sports, and they did not pay anything for this campaign. They get the \$5.00 from the pin that the Fox Sports is asking for people to go on-line and buy.

Your thoughts?

*Linda Artope*

**CBS 2 Broadcast Center**

22 West Washington  
Chicago, IL 60602  
(312) 899-2718  
(312) 849-7700

---

**From:** Alt, Roya [mailto:RAIt@coh.org]

**Sent:** Monday, January 11, 2010 12:42 PM  
**To:** Artope, Linda Y  
**Subject:** city of hope and FOX Sports

As promised! The other charities are Susan G. Komen, Michael J. Fox Foundation and Malaria No More. You can visit [www.foxsportssupports.com](http://www.foxsportssupports.com) for more info.

Let me know if you have any questions. Thank you.

**Roya Alt**  
Public Relations Senior Director  
City of Hope

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**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.

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**Shrode, Blake**

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**From:** Shrode, Blake  
**Sent:** Monday, January 11, 2010 2:53 PM  
**To:** Rodriguez, Stephanie M  
**Subject:** City of Hope Community Calendar.ppt  
**Attachments:** City of Hope Community Calendar.ppt

I like this one

**Shrode, Blake**

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**From:** Shrode, Blake  
**Sent:** Monday, January 11, 2010 3:38 PM  
**To:** Dacey-Young, Carole  
**Subject:** FW: City of Hope Meeting 1-14  
**Attachments:** City of Hope Colon\_Cancer\_CBSHealthWatch\_2010.ppt; City of Hope sched 1-14 meeting.xls; City of Hope Colon\_Cancer\_digital.ppt; City of Hope Community Calendar.ppt

Hello Carole~

Schedule, Web & Community Calendar attached

The plan for TV: 46x :30 brand spot to air

**12x : 90 City of Hope Vignette to air M-W 626p in MARCH 3/1-3/24 each day.**

12x :10 Tune in reminds viewers to tune in @ 626p for the :90

25x :15 Katie PSA with City of Hope Logo

Community Calendar runs each day M-F in the 11a Mid Day News 3/1-3/26 March

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, December 17, 2009 8:58 AM  
**To:** Shrode, Blake  
**Subject:** City of Hope Meeting 12-16 230p

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:** Dacey-Young, Carole  
**Sent:** Wednesday, January 13, 2010 9:32 AM  
**To:** Shrode, Blake  
**Subject:** Proposal

Call you in a second.

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

City of Hope Colon\_Cancer\_CBSHealthWatch\_2010.ppt

**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

## Shrode, Blake

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**From:** Dacey-Young, Carole  
**Sent:** Wednesday, January 13, 2010 9:55 AM  
**To:** Shrode, Blake  
**Subject:** FW: City of hope and FOX  
**Attachments:** New York - Hope.pdf; LA - Hope.pdf; Chicago - Hope.pdf; Philly - Hope.pdf; Dallas - Hope.pdf; SF - Hope.pdf; Boston - Hope.pdf; Detroit - Hope.pdf; Minn - Hope.pdf; Denver - Hope.pdf; Miami - Hope.pdf; Sacramento - Hope.pdf; Pittsburgh - Hope.pdf; Baltimore - Hope.pdf

FYI – I haven't gone through all of these yet wanted you to see as well. I'm checking with another Research director that may be familiar with Advviews and how PSA time is treated on these reports.

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:** Terrier, Audwin  
**Sent:** Tuesday, January 12, 2010 4:28 PM  
**To:** Dacey-Young, Carole; Hancock, Wendy  
**Subject:** RE: City of hope and FOX

Hi Carole,

Attached are the Advview share of business reports for the top 14 CBS markets. The reports list Ad dollars spent (they are not PSA's or promos) by City of Hope on NFL Football in the market from Sept'09 -Dec'09. The report also shows that City of Hope only advertised on the FOX network. You can check the details on the reports.

Thanks,

-Audwin

---

**From:** Dacey-Young, Carole  
**Sent:** Monday, January 11, 2010 5:01 PM  
**To:** Hancock, Wendy  
**Cc:** Terrier, Audwin  
**Subject:** RE: City of hope and FOX

Ok thanks. I'll be traveling tomorrow back in the office on Wed.

**Shrode, Blake**

---

**From:** Shrode, Blake  
**Sent:** Thursday, January 14, 2010 8:59 AM  
**To:** Dacey-Young, Carole  
**Subject:** FW: City of Hope  
**Attachments:** City of Hope 1-14-10.ppt

Revised deck

---

**From:** Shrode, Blake  
**Sent:** Thursday, January 14, 2010 8:58 AM  
**To:** Shaw, Jim  
**Subject:** City of Hope

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:** Shrode, Blake  
**Sent:** Thursday, January 14, 2010 2:07 PM  
**To:** Mary Jo Sobotka  
**Subject:** City of Hope  
**Attachments:** City of Hope 1-14-10.ppt

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:** Shrode, Blake  
**Sent:** Friday, January 15, 2010 8:15 AM  
**To:** O'Farrell, Kerry A  
**Subject:** FW: City of Hope  
**Attachments:** City of Hope 1-14-10.ppt

Call went well. I am following up with demo info 50+ and a few other questions.

**From:** Shrode, Blake  
**Sent:** Thursday, January 14, 2010 2:07 PM  
**To:** Mary Jo Sobotka  
**Subject:** City of Hope

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:** Shrode, Blake  
**Sent:** Friday, January 15, 2010 10:25 AM  
**To:** Rodriguez, Stephanie M; Shaw, Jim  
**Subject:** City of Hope

SR~

One of the key issues that came up yesterday in the meeting was the Community Calendar. Vicky Hoffman Senior Director of Adv and Branding would like to have the Calendar in March and April. If we can offer it to them in April, it would be very big.....she disclosed April is important from the Calendar perspective.

We will get this on air!

Let me know, I would like to respond to her today if possible.

Tnx  
B

**Shrode, Blake**

---

**From:** Mary Jo Sobotka [mj@thehelpsgroup.com]  
**Sent:** Friday, January 15, 2010 4:34 PM  
**To:** Shrode, Blake  
**Cc:** Hoffman, Vicky  
**Subject:** RE: City of Hope: HealthWatch Campaign

Thanks Blake,

As discussed in our call, we'll need the actual ratings and costs by day-part broken out - not just the audience numbers.

Thanks,  
Mary Jo

---

**From:** Shrode, Blake [mailto:bdshrode@cbs.com]  
**Sent:** Friday, January 15, 2010 4:08 PM  
**To:** Hoffman, Vicky; Koga, Kevin (Email); 'Le, Shawn'; 'kproescholdt@coh.org'  
**Cc:** Mary Jo Sobotka; Shaw, Jim; Dacey-Young, Carole; Rodriguez, Stephanie M  
**Subject:** City of Hope: HealthWatch Campaign

Hello Team City of Hope~

Thanks for the meeting yesterday; we look forward to making this work for you. Attached you will find revised estimates targeting the Adult demo 50+.....much better numbers for City of Hope!

I separated the added value portions of the schedule. We also added in the "billboards" and we have \*\*\*\* approval \*\*\*\*\* to run the *COMMUNITY CALENDAR* in March and April.

We will follow up with you on Tuesday regarding the list of anticipated participating hospitals in other major markets.

Likewise, we are checking into costs to run a digital campaign in your other target markets for City of Hope regional fundraising.

Have a good weekend.

Sincerely

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:** Shrode, Blake  
**Sent:** Tuesday, January 19, 2010 10:00 AM  
**To:** Shaw, Jim  
**Subject:** FW: City of Hope: HealthWatch Campaign

was reviewing the plan again and for the online portion - we had some additional questions:

Where on the home page will the City of Hope logo/link to the information page appear?  
What are the estimated unique visitors to the information page and downloads of the video? You can base this on any other similar program you might have done  
What size banner(s) are needed for the 100K run-of-site impressions and is that 100K total or 100K for each month?

Thanks!  
Mary Jo

---

**From:** Shrode, Blake [mailto:bdshrode@cbs.com]  
**Sent:** Tuesday, January 19, 2010 9:23 AM  
**To:** 'Hoffman, Vicky'; 'Koga, Kevin (Email)'; 'Le, Shawn'; 'kproescholdt@coh.org'  
**Cc:** Mary Jo Sobotka  
**Subject:** RE: City of Hope: HealthWatch Campaign

Hello I have attached the plan with individual rates and a schedule with day part breakdown.  
Have a good day~  
Thanks  
Blake

---

**From:** Shrode, Blake  
**Sent:** Friday, January 15, 2010 4:08 PM  
**To:** Hoffman, Vicky; Koga, Kevin (Email); 'Le, Shawn'; 'kproescholdt@coh.org'  
**Cc:** Mary Jo Sobotka; Shaw, Jim; Dacey-Young, Carole; Rodriguez, Stephanie M  
**Subject:** City of Hope: HealthWatch Campaign

Hello Team City of Hope~

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We will follow up with you on Tuesday regarding the list of anticipated participating hospitals in other major markets.

Likewise, we are checking into costs to run a digital campaign in your other target markets for City of Hope regional fundraising.

Have a good weekend.

Sincerely

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:** Shrode, Blake  
**Sent:** Tuesday, January 19, 2010 11:17 AM  
**To:** 'Mary Jo Sobotka'  
**Cc:** Rodriguez, Stephanie M; Shaw, Jim  
**Subject:** Accepted: CBS HealthWatch Package Review

1130a works

**Shrode, Blake**

---

**From:** Dacey-Young, Carole  
**Sent:** Wednesday, January 20, 2010 6:20 AM  
**To:** Shrode, Blake  
**Subject:** Working list of hospitals and physician groups for Colorectal Campaign

Blake, here's the working list of names either closed or in process. This is HIGHLY confidential and to be shared with COH for viewing purposes only.

Let me know if you have any questions. Thx. I'm leaving for Chicago this afternoon until Fri call my cell if you're trying to reach me later.

Mayo Clinic – Minneapolis

Cleveland Clinic – Ft Lauderdale/Miami  
West Palm

Scott & White – 3 markets Texas

Siteman Cancer Center/Wash U

Minnesota Gastro Enterology Group - Minneapolis

Rocky Mountain Gastroenterology – Denver

Tentative

NY Presbyterian -NY  
Saint Agnes Medical Center - Baltimore  
Rush Medical - Chicago  
Univ of Illinois at Chicago  
Palo Alto - SF

**Shrode, Blake**

---

**From:** Shrode, Blake

**Sent:** Wednesday, January 20, 2010 8:41 AM

**To:** 'Hoffman, Vicky'

**Subject:** FW: Working list of hospitals and physician groups for Colorectal Campaign

Vicky- Here's the working list of names secured or in process. This is HIGHLY confidential and to be shared with COH for viewing purposes only.

Thanks  
Blake

Mayo Clinic – Minneapolis

Cleveland Clinic – Ft Lauderdale/Miami  
West Palm

Scott & White – 3 markets Texas

Siteman Cancer Center/Wash U

Minnesota Gastro Enterology Group - Minneapolis

Rocky Mountain Gastroenterology – Denver

Tentative

NY Presbyterian -NY

Saint Agnes Medical Center - Baltimore

Rush Medical - Chicago

Univ of Illinois at Chicago

Palo Alto - SF



**Shrode, Blake**

---

**From:** Mary Jo Sobotka [mj@thephelpsgroup.com]  
**Sent:** Friday, January 22, 2010 11:57 AM  
**To:** Shrode, Blake  
**Subject:** City of Hope: CBS Healthwatch package

Hi Blake,

Vicky Hoffman and I discussed this yesterday and COH is very interested in moving forward. They are fine with the \$75K (net) investment but need to realize some additional value from the schedule. Would you consider adding 20 ROS :30s to the schedule - these could run M-SU 6A-Mid at anytime during the March/April flight. This would help bring the CPP down and afford City of Hope with some additional reach and frequency.

Please let me know your thoughts.

Best,  
Mary Jo

**Mary Jo Sobotka | VP, Integrated Media Strategy**

The Phelps Group

901 Wilshire Blvd. | Santa Monica, CA | 90401

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**Shrode, Blake**

---

**From:** Shrode, Blake  
**Sent:** Friday, January 22, 2010 5:30 PM  
**To:** O'Farrell, Kerry A; Rosen, Stephanie D  
**Cc:** Rodriguez, Stephanie M  
**Subject:** City of Hope

Hello Kerry,  
As you know we got a verbal on City of Hope HeathWatch order for March-April (8 weeks).  
We should have the official order 1/25.

This is for \$88,500 (100% share) first time spending money with KCBS-TV  
They do have a deal with Fox (NFL) pre game show, part of programming... that is at no charge! Fox came to them.

Stephanie Rodriguez will get with our News Director, Scott Diener next week to brief him on City of Hope concept

Thanks for your help.

B

**Shrode, Blake**

---

**From:** Dacey-Young, Carole  
**Sent:** Monday, January 25, 2010 10:50 AM  
**To:** Shrode, Blake  
**Cc:** O'Farrell, Kerry A; Rodriguez, Stephanie M  
**Subject:** RE: City of Hope: CBS Healthwatch package

Wowww Whooo!! You go, Fantastic! Great Job! I'm so excited.

We will be providing a CBS HealthWatch tool kit for production, so let me know who will be heading up the creative production/editing when you get to that point.

There were some minor HealthWatch design decisions made with Jafra I was not in favor of and wasn't shown until after the spots were done. To make the process hopefully easier I'll be providing a style guide for all HealthWatch elements.

When's the on-air date, March 1?

We'll need to go over web content too. I'm in the process of pulling content to sit with the editors for how the page will look, I want to keep a local section like with Jafra, where you'll be able to incorporate local content from COH in the second section on the facing page that will also have it's own jump page.

All exciting details. HUGE Congrats Blake/Stephanie....You Guys ROCK!!

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:** Shrode, Blake  
**Sent:** Monday, January 25, 2010 1:38 PM  
**To:** Dacey-Young, Carole  
**Cc:** O'Farrell, Kerry A; Rodriguez, Stephanie M  
**Subject:** City of Hope: CBS Healthwatch package

We worked it out, our rates were padded to protect us.  
Next meeting is for production, we should input order by 1/26 cob.  
COH is going to supply us with the :30 brand spot, we need to focus on :90's and :10 and :15 psa spot.

The station is very excited!!!!

B

---

**From:** Dacey-Young, Carole

**Sent:** Sunday, January 24, 2010 9:29 AM  
**To:** Shrode, Blake  
**Subject:** Re: City of Hope: CBS Healthwatch package

Great although I can't believe they are asking for more value. Are u going to be able to accommodate?

---

**From:** Shrode, Blake  
**To:** Dacey-Young, Carole  
**Sent:** Fri Jan 22 16:54:04 2010  
**Subject:** FW: City of Hope: CBS Healthwatch package  
We are close!  
Meeting with management asap

**From:** Mary Jo Sobotka [mailto:mj@thephelpsgroup.com]  
**Sent:** Friday, January 22, 2010 11:57 AM  
**To:** Shrode, Blake  
**Subject:** City of Hope: CBS Healthwatch package

Hi Blake,

Vicky Hoffman and I discussed this yesterday and COH is very interested in moving forward. They are fine with the \$75K (net) investment but need to realize some additional value from the schedule. Would you consider adding 20 ROS :30s to the schedule - these could run M-SU 6A-Mid at anytime during the March/April flight. This would help bring the CPP down and afford City of Hope with some additional reach and frequency.

Please let me know your thoughts.

Best,  
Mary Jo

**Mary Jo Sobotka | VP, Integrated Media Strategy**

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**Shrode, Blake**

---

**From:** Mary Jo Sobotka [mj@thephelpsgroup.com]  
**Sent:** Monday, January 25, 2010 2:06 PM  
**To:** Shrode, Blake  
**Subject:** RE: City of Hope: CBS Healthwatch package

Thanks - just awaiting word from Vicky which we should have soon.

---

**From:** Shrode, Blake [mailto:bdshrode@cbs.com]  
**Sent:** Monday, January 25, 2010 1:48 PM  
**To:** Mary Jo Sobotka  
**Subject:** RE: City of Hope: CBS Healthwatch package

Hello Mary Jo~  
Let me know when we can book, want to secure this for COH.  
Thanks

---

**From:** Shrode, Blake  
**Sent:** Friday, January 22, 2010 2:40 PM  
**To:** 'Mary Jo Sobotka'  
**Subject:** RE: City of Hope: CBS Healthwatch package

Give me a call when you can  
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

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**Sent:** Friday, January 22, 2010 11:57 AM  
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Mary Jo

**Mary Jo Sobotka | VP, Integrated Media Strategy**

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**Shrode, Blake**

---

**From:** Mary Jo Sobotka [mj@thephelpsgroup.com]  
**Sent:** Monday, January 25, 2010 5:48 PM  
**To:** Shrode, Blake  
**Subject:** RE: City of Hope: CBS Healthwatch package

Hi Blake,

This is approved. Please send the contract over when it's available for our review. We're meeting with COH tomorrow to work out the production timetable and will circle back with you.

Best,  
Mary Jo

---

**From:** Shrode, Blake [mailto:bdshrode@cbs.com]  
**Sent:** Monday, January 25, 2010 1:48 PM  
**To:** Mary Jo Sobotka  
**Subject:** RE: City of Hope: CBS Healthwatch package

Hello Mary Jo~  
Let me know when we can book, want to secure this for COH.  
Thanks

---

**From:** Shrode, Blake  
**Sent:** Friday, January 22, 2010 2:40 PM  
**To:** 'Mary Jo Sobotka'  
**Subject:** RE: City of Hope: CBS Healthwatch package

Give me a call when you can  
Thanks

Blake Shrode | Account Executive | KCBS-TV Los Angeles  
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**From:** Mary Jo Sobotka [mailto:mj@thephelpsgroup.com]  
**Sent:** Friday, January 22, 2010 11:57 AM  
**To:** Shrode, Blake  
**Subject:** City of Hope: CBS Healthwatch package

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Best,  
Mary Jo

**Mary Jo Sobotka | VP, Integrated Media Strategy**

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**Shrode, Blake**

logo spec

web spec

**From:** Mary Jo Sobotka [mj@thephelpsgroup.com]  
**Sent:** Tuesday, January 26, 2010 9:45 AM  
**To:** Shrode, Blake  
**Cc:** Erin Culling; Kimberly Daily; Harvey Scott Kaner  
**Subject:** City of Hope: CBS Healthwatch Sponsorship

TV spec

insurance contract

Hi Blake,

Our phones were out the majority of yesterday and supposed to be ok today (although I've already had some issues!) -- so, if you have trouble calling me, sorry but I am on e-mail.

I wanted to nail down a few dates so we can work toward putting a production schedule together - let me know your thoughts on this proposed schedule. We're meeting with City of Hope at 11:30 so if you could get back this morning, we'd appreciate it.

TV Inventory:

- Monday, 3/1 - Friday, April 30 (8 weeks + 5 days):
  - :30 spot - coming from Phelps to CBS by Tuesday, February 23 - please confirm traffic contact (name, e-mail, phone, fax)
  - Copy/logo for promo announcements from Phelps to CBS by Tuesday, Feb 23
    - :10 promo (M-W 9A-3P)
    - :05 billboard copy/logo (M-F 5A-9A, M-F 11-11:30A, M-F 5-6:30P)
    - :30 Community Calendar Sponsor - not sure what you need for this - logo? Copy?
  - ◦ :90 Units: CBS Health reporter to interview COH docs on campus. Need guidance from you on timing for this - if you want to set up a separate call with City of Hope, we can arrange for you - you will be interfacing with the COH Pr folks on this item.

Website:

- Monday, 3/1 - Friday, April 30 (8 weeks + 5 days):
- Online creative coming from Phelps to CBS by Tuesday, February 23 - please confirm traffic contact (name, e-mail, phone, fax) and note, we will third party ad serve all the banners via DART. We may need to send the :15 video directly to you
  - Home page sponsorship logo (let us know specs)
  - Colorectal Page Creative: Let us know specs on banners and :15 video pre-roll. As agreed, they will direct to COH.org. Our banners will be Flash with the possible exception of the 88 x 31 (this is small and might just be an animated or static gif)
  - 330 x 250
  - 300 x 250
  - 728 x 90
  - 160 x 600

- o 88 x 31
- o :15 Video for pre-roll on video player unit

I believe this covers everything - please let me know.

Thanks,  
Mary Jo

**Mary Jo Sobotka | VP, Integrated Media Strategy**

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