

From: [REDACTED]
Subject: KTLA + Wes Schaeffer on Car Shopping: Sat 12/29/18
Date: December 27, 2018 at 11:14 PM
To: TeeJ Mercer TeeJ@MediaMavericks.TV
Cc: [REDACTED]

AA

Hi there,

Here's the confirmation/call sheet for this weekend's segment and I'll let you know ASAP if we need to reschedule. Thanks so much for your understanding. The first half is info for you/Wes and the second half is the list of info and media elements I'll need back from you ASAP, or by 11am. Let me know if you need more time on anything.

KTLA IN-STUDIO INTERVIEW CONFIRMATION

****PLEASE SEND RESPONSES IN REPLY TO THIS EMAIL BY ADDING THE INFO BELOW EACH LINE, not in a separate email thread, without changing subject line.****

****RESPONSES DUE BY 11AM FRIDAY 12/28 IF POSSIBLE****

****SUBJECT TO BREAKING NEWS****

Contact number on broadcast day: [REDACTED]

Good Faith Disclosure for Guest and Segment Bookings with KTLA 5 News

In our desire for a mutual and productive experience, we must state our booking policy for guests and segments. As a leader in the Los Angeles market, we require prior disclosure about guests and segments that are scheduled or booked with other media outlets in our viewing area. This particularly applies to other bookings you have planned and/or confirmed the same day, the same day-part and are timed ***before*** they would air on KTLA. Your disclosure will prevent conflicts, allow us the opportunity to adjust bookings and will enhance promotion to our large viewing audience. **Failure to disclose before or after KTLA confirmation may result in immediate cancellation.** Your cooperation is appreciated. We are happy to address any questions or share our ratings upon request.

SEGMENT: [End of Year Car Shopping Tips with Wes Schaeffer](#)

SEGMENT DATE: [Saturday 12/28/18](#)

ARRIVAL TIME: No later than [9:00am](#)

AIR TIME: approx. [9:45am](#)

SEGMENT LENGTH: approx. [3-4](#) minutes

LOCATION: Sunset Bronson Studios, Stage 6. Guest parking entrance near Netflix - **Sunset**

Bronson Studios, Icon Gate - [1457 North Van Ness Avenue, Los Angeles, CA 90028](#)

PARKING INSTRUCTIONS: Pull in to the Sunset Bronson Studios parking entrance, give the security guard your name, park where directed, take the parking structure elevators to P1 (which is ground level), and follow the signs to Stage 6 stage door guest entrance. Call the Assignment Desk at **323-460-5513** when you arrive outside Stage 6 stage door (if you look to your right, you will see Stage 4) and we will come over to let you into the building. See map attached.

ANCHORS: [TBD](#)

CONTACT ON DAY-OF: Call the KTLA Newsroom Assignment Desk at **323-460-5513**. Please note: I will be in the newsroom, not be at the desk phone number in my signature.

MAKEUP: Please arrive camera ready. We have a makeup artist, but she can only do powder and touch-ups before the show (if needed). Hot hair tools are available but a hair stylist is not provided.

WARDROBE: Avoid wearing all black, all white, logos (other than for your company/event),

stripes (which will “buzz” on screen), or anything too casual. Dress as yourself, as appropriate for the segment content. Business casual works well if you’re not sure.

RECORDING YOUR SEGMENT: *KTLA DOES NOT PROVIDE CLIPS OF ALL SEGMENTS*, although some may be available at KTLA.com/MorningNews, so set your DVR. You can also order a copy of the appearance through a clip service such as News Trak, 888-797-6397, newstraktv.com; LA News Copy, lanewscopy.com; Cision, 1-800-560-0111; or Video Monitoring Service, 323-993-0111.

PLEASE NOTE: *Video recording is not permitted in studio at any time. Still photos may be permitted with prior permission from producer, without flash, and during commercial break only. For everyone’s comfort, images that may capture anchors or other guests require agreement in advance. Thank you for understanding.*

REQUIRED INFO & MEDIA ASSETS

PLEASE READ CAREFULLY: Please **REPLY TO THIS EMAIL** with the following info and elements **by 11am tomorrow, Friday 12/28, if possible***. Please input your answers below and send in reply to this email (without changing the subject line), filling it out like a form and including links to or attaching the requested assets. Links to online folders are preferred over attaching large files.

1. ***INFO FOR GRAPHIC** - Exact copy (text) for the informational full-screen graphic, i.e. organization or event title, location, social media handles, website, date of event if applicable, etc. (See sample finished product attached.):
2. ***IMAGE FOR GRAPHIC** - Link to high-resolution image for the graphic **in JPEG or PNG format** (NOT .eps), **600kb** or larger, and free of small text. Images not meeting these specifications or received after Friday morning won’t appear in graphics.:
3. **MEDIA ASSETS** - Link to video or images we can use to support the segment, including those we can use to “tease” or promote the segment. For entertainment segments, if sending a trailer, please also send a clip to be used during the interview.:
4. **GUEST NAMES AND TITLES** - Names of everyone who will speak on air and their respective titles as they should appear in graphics, including social media handles if appropriate. Name pronunciation if applicable. Space is limited; please limit titles to 3-4 words.:
5. **SECURITY LIST:** Full name of EVERYONE who will be coming onto the lot. List is for security, so everyone coming onto the lot must bring an ID and names must match IDs. Your security list must be submitted no later than 24 hours before your segment airs. Guests not on the security list will be denied access or may be delayed at the guard gate, which could severely impact your segment.:
6. **CONTACT NUMBER** - Name and contact number of publicist, assistant, or other primary contact on day of segment:
7. **TALKING POINTS:** At least 5-6 talking points you would like to include. Talking points should include more substantive content than just the basic title of event, website, etc.

Attached: (1) sample full-screen graphic, (2) lot map