



October 28, 2010

*Administrator*

Washington, DC 20201

Tegan Millspaw  
Judicial Watch  
425 Third Street, SW, Suite 800  
Washington, DC 20024

Dear Mr. Millspaw:

I am writing in response to your letter dated September 2, 2010. In this letter you requested "all records concerning the creation and/or funding of the video, "An Important Message from Medicare with Andy Griffith" under the Freedom of Information Act. This U.S. Department of Health and Human Services advertising campaign is educating Medicare beneficiaries, caregivers, and family members about forthcoming changes to Medicare as a result of the Affordable Care Act.

As you know, this Administration is proud of this historic legislation which provides many new and important benefits to the more than 40 million seniors and people with disabilities that rely on Medicare for their health coverage. And these important improvements are being made simultaneously with important changes that also improve the solvency of the Medicare Trust Fund (such as eliminating excess payments to private insurance plans in Medicare), reform the delivery system with a keen focus on quality, and provide new tools to crack down on fraud and abuse.

Mr. Griffith is featured in three Medicare television ads and provided his services to the government at no charge pursuant to a gratuitous services agreement. These three spots, "1965," "Music to My Ears," and "Cozy Chair," are only airing in September and October 2010. The production for the three advertisements cost \$404,000; the total amount budgeted for the national media placement is \$2.78 million, which breaks down per ad to \$754,000 ("1965"), \$1,112,000 ("Music to My Ears"), and \$1,390,000 ("Cozy Chair"). Copies of the production budget and the paid media plan are enclosed. The Andy Griffith ads can be viewed on CMS' YouTube channel at: <http://www.youtube.com/user/cmshhsgov>.

I hope I have addressed your request. If your wish to have further conversation about this matter, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Pamela J. Gentry". The signature is written in a cursive style with a large, looping initial "P".

Pamela Gentry  
Director,  
Strategic Research and Campaign  
Management Group,  
Office of External Affairs and Beneficiary Services  
Centers for Medicare & Medicaid Services

Enclosures

**PORTER NOVELLI PUBLIC SERVICES  
CENTERS FOR MEDICARE AND MEDICAID SERVICES  
PLANNING AND EXECUTION**

**CONTRACT #HSM-500-20006-000171 Order HSM-500-T0001**

***Directed Change Order issued under Mod 000001***

***Budget Adjustment***

<b>Labor Categories</b>	<b>2010 Annual Salary</b>	<b>2010 Hourly Salary</b>
Partner	Catherine McLean	
Partner	Liz Fitzgerald	
Partner	Barbara DeBuono	
Executive Vice President	Melissa Taylor	
Senior Vice President	Allyson Hummel	
Senior Vice President	Ronald Garrett	
Senior Vice President	Jana Thomas	
Senior Vice President	Catherine Schum	
Senior Vice President	Megan King	
Senior Vice President	Adam Burns	
Senior Vice President	Mike Heimowitz	
Senior Vice President	Rosemary McGillan	
Vice President	Dawn Bergantino	
Senior Vice President	Ken Sain	
Vice President	Patti O'Connor	
Account Manager	Kristina Heuman	
Account Manager	Anna Okula	
Account Manager	Chris Edwards	
Vice President	Krstine Grulikowski	
Account Supervisor	Shey White	
Account Supervisor	Mitra Failli	
Account Supervisor	Eric Knaub	
Account Supervisor	Anthony Istrico	
Account Supervisor	Sarah Parada	
Vice President	Angela Grossfeld	
Account Supervisor	Amy Marriott	
Senior Account Executive	Brett Marden	
Senior Account Executive	Tom Vogel	
Account Supervisor	Erica Sandler	
Account Supervisor	Kendra Kojcsich	
Senior Account Executive	Radha Rajan	
Senior Account Executive	Michael Lilly	
Account Executive	Jasmine Smith	
Senior Account Executive	Jennifer Nichols	
Senior Account Executive	Taryn Antigone	
Account Executive	Wendy Ruben	
Account Executive	Nicole Runnigen	
Assistant Account Executive	Christine Sullivan	
Account Executive	Judith McCauley	
Staff Assistant	Connie Wright	
Assistant Account Executive	Laura Healey	
Assistant Account Executive	Grace DeMoya	

**NOTE:** In order that salary information remains confidential, The Contracting Officer will receive an unsanitized proposal with salary information. This information can only be viewed by authorized Contracting Office personnel.

PORTER NOVELLI PUBLIC SERVICES  
CENTERS FOR MEDICARE AND MEDICAID SERVICES  
NATIONAL MULTIMEDIA AND EDUCATION CAMPAIGN PLANNING AND EXECUTION

CONTRACT #HHSM-500-20006-000171 Order HHSM-500-T0001

*Directed Change Order issued under Mod 000001*

***Budget Adjustment***

Summary - Tasks -

<u>SUBTASK DESCRIPTION</u>	<u># hours</u>	<u>TOTAL CPFF</u>
TV Spot for Medicare Education Campaign	668	\$ 404,384.40
<b>TOTALS</b>	668	404,384.40

**PORTER NOVELLI PUBLIC SERVICES  
CENTERS FOR MEDICARE AND MEDICAID SERVICES  
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**Directed Change Order issued under Mod 000001**

**Budget Adjustment**

**Summary Hours**

Labor Category	Name	Hourly Salary	Medicare TV Spot Est. Hours	Total Est. Hours	Amount
Partner	Catherine McLean		21	21	
Partner	Liz Fitzgerald		149	149	
Senior Vice President	Allyson Hummel		93	93	
Senior Vice President	Ronald Garrett		15	15	
Senior Vice President	Megan King		72	72	
Senior Vice President	Adam Burns		15	15	
Senior Vice President	Rosemary McGillan		15	15	
Senior Vice President	Ken Sain		153	153	
Vice President	Patti O'Connor		15	15	
Account Manager	Chris Edwards		22	22	
Vice President	Angela Grossfeld		36	36	
Senior Account Executive	Brett Marden		20	20	
Account Supervisor	Kendra Kojcsich		8	8	
Staff Assistant	Connie Wright		24	24	
Assistant Account Executive	Laura Healey		11	11	
<b>Total Hours:</b>			<b>668</b>	<b>668</b>	
<b>Total Labor:</b>			<b>\$ 51,396.80</b>		<b>\$ 51,396.80</b>
<b>Fringe @ 34.36%</b>			<b>\$ 17,659.94</b>		<b>\$ 17,659.94</b>
<b>Overhead @ 69.32%</b>			<b>\$ 35,628.26</b>		<b>\$ 35,628.26</b>
<b>Total Direct Labor, Fringe &amp; OH</b>			<b>\$104,685.01</b>		<b>\$ 104,685.01</b>
<b>Other Direct Costs:</b>					
ODCs			\$ 190,094.85		\$ 190,094.85
Independent Consultant			\$ -		\$ -
Subcontractor			\$ -		\$ -
Independent consultant			\$ -		\$ -
Independent Consultant			\$ -		\$ -
Independent Consultant Dana Cole			\$ 9,700.00		\$ 9,700.00
Subcontractor			\$ -		\$ -
Independent Consultant			\$ -		\$ -
Travel			\$ 9,656.83		\$ 9,656.83
<b>Subtotal Other Direct Costs:</b>			<b>\$209,451.68</b>		<b>\$ 209,451.68</b>
<b>TOTAL LABOR, OTHER DIRECT COSTS AND TRAVEL</b>			<b>\$314,136.69</b>		<b>\$ 314,136.69</b>
G&A @ 19.25%			\$ 60,342.77		\$ 60,342.77
<b>TOTAL COST</b>			<b>\$374,479.46</b>		<b>\$ 374,479.46</b>
FIXED FEE @ 8.0% (not computed on media buy)			\$ 29,904.94		\$ 29,904.94
FIXED FEE @ 2.0% (computed on media buy)			\$ -		\$ -
<b>TOTAL COST PLUS FIXED FEE</b>			<b>\$404,384.40</b>		<b>\$ 404,384.40</b>

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CONTRACT #HHSM-500-20006-000171 Order HHSM-500-T0001**

**Directed Change Order issued under Mod 000001  
Budget Adjustment**

TV Spot for Medicare Education Campaign

Labor Category	Name	Hourly Salary	Est. Hours	Amount
Partner	Catherine McLean		21	\$ -
Partner	Liz Fitzgerald		149	\$ -
Senior Vice President	Allyson Hummel		93	\$ -
Senior Vice President	Ronald Garrett		15	\$ -
Senior Vice President	Megan King		72	\$ -
Senior Vice President	Adam Burns		15	\$ -
Senior Vice President	Rosemary McGillan		15	\$ -
Senior Vice President	Ken Sain		153	\$ -
Vice President	Patti O'Connor		15	\$ -
Account Manager	Chris Edwards		22	\$ -
Vice President	Angela Grossfeld		36	\$ -
Senior Account Executive	Brett Marden		20	\$ -
Account Supervisor	Kendra Kojcsich		8	\$ -
Staff Assistant	Connie Wright		24	\$ -
Assistant Account Executive	Laura Healey		11	\$ -
Assistant Account Executive	Grace DeMoya			\$ -
<b>Total Labor:</b>			<b>668</b>	<b>\$ 51,396.80</b>
<b>Fringe @ 34.36%</b>				<b>\$ 17,659.94</b>
<b>Overhead @ 69.32%</b>				<b>\$ 35,628.26</b>
<b>Total Direct Labor, Fringe &amp; OH</b>				<b>\$ 104,685.01</b>
<b>Other Direct Costs</b>		Hourly rate	Est. Hours	
Description:				
Phone/Fax/Copies (no markup)				\$ 667.75
Interface Media Group	TV Spot Trafficking			\$ 700.00
Peter Howard Photographer	Photo Shoot			\$ 6,321.60
Sonic Union, Inc.	Stock Music Licensing			\$ 600.00
Independent Consultant Dana Cole	TV production	\$ 100.00	97	\$ 9,700.00
Crew Cuts	Editing			\$ 70,545.50
Weaselworks	TV Production			\$ 90,585.00
Killer Tracks	music license			\$ 390.00
Getty Images	Stock video			\$ 3,785.00
Anticipated additional vendor costs for editing (if required by client)				\$ 15,000.00
Anticipated additional vendor costs for stock music (if required by client)				\$ 1,500.00
<b>Total ODCs:</b>				<b>\$ 199,794.85</b>
<b>Travel</b>				
K. Sain: Wash DC to NC & return, includes hotel, parking, per diem, airfare, travel fees and taxes				\$ 641.78
K. McLean: Wash DC to NC, includes hotel, fuel				\$ 181.97
A. Hummel: Wash DC to NC & return, Wash DC to NY and return includes hotel, parking, per diem, airfare, travel fees, phone charges and taxes				\$ 3,147.26
D. Cole: Wash DC to NC & return, Wash DC to NY and return includes hotel, parking, per diem, airfare, travel fees, phone charges and taxes				\$ 2,652.54
L. Fitzgerald: Wash DC to NC & return, Wash DC to NY and return includes hotel, parking, per diem, airfare, travel fees, phone charges and taxes				\$ 3,033.28
<b>Total Travel:</b>				<b>\$ 9,656.83</b>
<b>TOTAL LABOR, OTHER DIRECT COSTS AND TRAVEL</b>				<b>\$ 314,136.69</b>
<b>G&amp;A @ 19.25%</b>				<b>\$ 60,342.77</b>
<b>TOTAL COST</b>				<b>\$ 374,479.46</b>
<b>FIXED FEE @ 8.0%</b>				<b>\$ 29,904.94</b>
<b>TOTAL COST PLUS FIXED FEE</b>				<b>\$ 404,384.40</b>