

To: Jaimie Byrne <jbyrne@youtube.com>; Bordo, Sara <Sara_Bordo@Paramount.com>
From: Tipton, Kristina <Kristina_Tipton@Paramount.com>
Cc: Andy Tress <tress@youtube.com>; Caity Noonan <cnoonan@youtube.com>;
Wahtera, Megan - Paramount <Megan_Wahtera@Paramount.com>
Bcc:
Received Date: 2006-10-26 22:23:38 GMT
Subject: RE: Confirmation

Hi Jamie,

We have a group set up at: <http://youtube.com/group/beheard>

This was set up using our profile at <http://youtube.com/beheard>

Username: beheard

Password: XXXXXXXXXX

Let me know if you need any other information.

Thanks,

Kristina Tipton

323-956-8453

From: Jaimie Byrne [mailto:jbyrne@youtube.com]
Sent: Wednesday, October 25, 2006 8:29 PM
To: Bordo, Sara
Cc: 'Andy Tress'; 'Caity Noonan'; Tipton, Kristina; Wahtera, Megan - Paramount
Subject: RE: Confirmation

Please let me know when this is set-up so I can make the URL change.

Thanks!

Jamie

From: Bordo, Sara [mailto:Sara_Bordo@Paramount.com]
Sent: Wednesday, October 25, 2006 9:14 AM
To: Jamie Byrne
Cc: Andy Tress; Caity Noonan; Tipton, Kristina; Wahtera, Megan - Paramount
Subject: Confirmation

This note is to confirm that we do not want the brand channel and wish our www.youtube.com/beheard to direct to our Group asap. Thank you!

Sara Bordo

Director, Motion Picture Interactive Marketing

Paramount Pictures

323.956.8499

323.862.1107

From: Jamie Byrne [mailto:jbyrne@youtube.com]
Sent: Wednesday, October 18, 2006 7:00 PM
To: Bordo, Sara
Cc: 'Andy Tress'; 'Caity Noonan'
Subject: FW: Revised Freedom Writers Proposal

Sara:

Here is the overview for the Freedom Writers channel and group. It should provide most of the information you need to help understand how the different components work.

In thinking through our conversation earlier - you placed a lot of emphasis on the ability to have consumers talk about the clips and write comments on the channel; you also wanted the ability to moderate these comments. This functionality is really delivered on by Groups more than it is in the Channel. I'm pretty confident that between the Group and Channel, we can make sure we have a really interactive, immersive environment for the users.

We might want to consider having the <http://www.youtube.com/beheard> URL actually drive consumers directly to the group instead of the channel. There will be more interactivity in the channel and I think it might be the more natural hub.

We can discuss in more detail tomorrow or Friday.

Thanks.

Jamie

From: Caity Noonan [mailto:cnoonan@youtube.com]
Sent: Wednesday, October 18, 2006 6:37 PM
To: 'Jamie Byrne'
Subject: Revised Freedom Writers Proposal

Hey Sara-

Sorry for the delay, I have been working with Andy on the Freedom Writers proposal and he asked that I sent you this revised media plan. I have also attached our step by step document for creating a Brand Channel. It includes the specs for each unit and goes through the process so you will be able to completely customize your page. It also includes screenshots of the Group page. Andy and Jamie will walk you through the process of how these are related. Thanks!

Caity

Caity Noonan | Account Manager |

1000 Cherry Ave. Suite 200 | San Bruno, CA 94066 |

cell: 

fax: 

email: cnoonan@youtube.com

<http://www.youtube.com>

Attachments:

image001.jpg