

mike

From: Laura Ide [lauraide@earthlink.net]
Sent: Thursday, July 24, 2008 2:18 PM
To: bill@assignmentdesk.com
Cc: BLOOMBERG/ 731 LEXIN SPRESA SUKALIC; Doug Bernstein; antonia@goproductions.com
Subject: Thanks to Mike Askew

Hi Bill:

I'm writing to commend the work of Mike Askew in recent days as he worked on our project. He's gone over and beyond his responsibilities as a crew connection resource in facilitating and overseeing all of the ftp uploading and satellite feeds of footage over the course of a few days. Had I been doing this on my own, the conditions would have been untenable and extremely stressful. I am not familiar with digital feeds and FTP processes, so he was crucial in facilitating all of this. This involves all of the delivery of footage in time for the edit.

This is not to mention the days and nights that he's been booking crews, coordinating information between us, and conscientiously keeping track of all of the numerous details in this project, all of which had to be done in a short period of time.

I mentioned to Mike that I think he should bill us as appropriate for 1-2 days of his time in addition to the billing of the crews, and I'd like to ask that you compensate him as you think best for his efforts. His support was critical in my being able to fulfill my responsibilities as production manager of these shoots. I was hired by Bloomberg to manage this project and have informed them (Spresa Sukalic is the contact) that I have asked that AD bill us additionally for Mike's time.

Not only is Mike intelligent, organized and skilled in his dealings with crew, but he's also so pleasant to work with, as well as technically knowledgeable and experienced in production itself. Importantly, I never felt any hesitation or reluctance from Mike when I had yet another difficult task or shoot to book.

Again, I want to commend Mike and Assignment Desk for all of your support during this project and I will call again when the need arises.

Best regards,

Laura Ide

cell 646 641 6408
h 718 499 6408



Please consider the environment before printing this email

7/24/2008

[HOME PAGE](#) [MY TIMES](#) [TODAY'S PAPER](#) [VIDEO](#) [MOST POPULAR](#) [TIMES TOPICS](#)

Get Home Delivery | [Log In](#) | [Register Now](#)


The New York Times


Health

☒ Health ☐ All NYT

[WORLD](#) [U.S.](#) [N.Y. / REGION](#) [BUSINESS](#) [TECHNOLOGY](#) [SCIENCE](#) [HEALTH](#) [SPORTS](#) [OPINION](#) [ARTS](#) [STYLE](#) [TRAVEL](#) [JOBS](#) [REAL ESTATE](#) [AUTOS](#)


[RESEARCH](#) [FITNESS & NUTRITION](#) [MONEY & POLICY](#) [VIEWS](#) [HEALTH GUIDE](#)





FREE SAMSUNG
Camera Phone

- 1.3 megapixel camera with video
- Bluetooth® connectivity
- Music player

Flip on over 

2-year agreement req. restrictions apply

Advertise on NYTimes.com

Search Health 3,000+ Topics

Billionaires Back Antismoking Effort



Nicole Bengiveno/The New York Times

Bill Gates and Mayor Michael R. Bloomberg announced their half-billion-dollar pledge in Midtown on Wednesday.

By DONALD G. MCNEIL JR.
Published: July 24, 2008

[Bill Gates](#) and Mayor [Michael R. Bloomberg](#) announced on Wednesday that they would spend \$500 million to stop people around the world from [smoking](#).

Related

[Health Guide: Smoking »](#)

RSS Feed

[Get Health News From The New York Times »](#)

Readers' Comments

Readers shared their thoughts on this article.
[Read All Comments \(26\) »](#)

Since 1999, the Gates Foundation has spent more than \$2 billion on [AIDS](#) programs and about \$1.2 billion on [malaria](#). Mr. Gates has just left his Microsoft post for full-time foundation work and said he intends to form partnerships with other philanthropists.

The announcement was made at a joint news conference at TheTimesCenter in Midtown Manhattan attended by foundation staffers and foreign students enrolled in a tobacco control program at [Johns Hopkins University](#) that is supported by Mr. Bloomberg. He has campaigned against smoking for years, but this is a new direction for the Gates Foundation.

Does Fructose Make You Fatter?

July 24, 2008, 2:40 PM

Prominent Cancer Doctor Warns About Cellphones

July 24, 2008, 11:20 AM

Viagra and Women

July 23, 2008

More Sex for Today's Seniors

July 22, 2008

Questions About Sunscreen Safety

July 21, 2008

Today's Headlines Daily E-Mail



Sign up for a roundup of the day's top stories, sent every morning.

[See Sample](#) | [Privacy Policy](#)



"I had LASIK at TLC and the results are fantastic!"

Get your FREE LASIK Info Kit.

TLC
Laser Eye Centers® Technology. Leadership. Commitment.

Advertise on NYTimes.com

Health & Fitness Tools

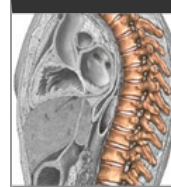


BMI Calculator

What's your score? »

Calorie Calculator for Goal Weight

What's your limit? »



What you can do to prevent osteoporosis

LEARN MORE »

nytimes.com/health

MOST POPULAR - HEALTH

[E-MAILED](#) [BLOGGED](#)

Thanking Mr. Gates, Mr. Bloomberg said, "I'm an optimist, but I'm also a realist."

"All the money in the world will never eradicate tobacco," he added. "But this partnership underscores how much the tide is turning against this deadly epidemic." The new donations far outstrip current spending of about \$20 million a year on antismoking campaigns in poor and middle-income countries, according to a recent W.H.O. report.

The \$500 million would be spent on a multipronged campaign — nicknamed Mpower — that Mr. Bloomberg and Dr. Margaret Chan, director of the health organization, outlined in February. It coordinates efforts by the Bloomberg Initiative to Reduce Tobacco Use, the World Health Organization, the World Lung Foundation, the Johns Hopkins Bloomberg School of Public Health, the foundation of the [Centers for Disease Control and Prevention](#) and the Campaign for Tobacco-Free Kids.

It will urge governments to sharply raise tobacco taxes, prohibit smoking in public places, outlaw advertising to children and cigarette giveaways, start antismoking advertising campaigns and offer people [nicotine](#) patches or other help quitting. Health officials, consumer advocates, journalists, tax officers and others from third world countries will be brought to the United States for workshops on topics like lobbying, public service advertising, catching cigarette smugglers and running telephone help lines for smokers wanting to quit. A list of grants is at [tobaccocontrolgrants.org](#).

Dr. Richard Peto, an Oxford epidemiologist who leads studies on the effects of smoking in the developing world, called the announcement "excellent news."

"I reckon this will avoid tens of millions of deaths in my lifetime and hundreds of millions in my kids' lifetimes," he said.

Catherine Armstrong, a spokeswoman for British American Tobacco — one of the Western tobacco companies that focuses on sales to the third world — would not comment directly on the new initiative. But she said, "We have no problem with government organizations educating people on the risks of tobacco."

A spokesman for Philip Morris, which makes Marlboro, the world's most popular cigarette brand, said the company agreed that children should be kept from smoking but thought that raising cigarette taxes promoted smuggling and counterfeiting.

Mr. Bloomberg, founder of the financial news company bearing his name and creator of the Bloomberg Family Foundation, has long been known for his antipathy to tobacco. During his administration, New York has adopted several antismoking measures, including a ban on smoking in bars and restaurants, and significant increases in cigarette taxes.

The global campaign promises to be a struggle. [Cigarettes](#) not only are highly addictive and supported by huge advertising campaigns, they are also an important source of income for many foreign governments. In China and other countries, tobacco is a state-owned monopoly, and low- and middle-income countries collect \$66 billion a year in tobacco taxes.

Only about 5 percent of the world's countries have any antismoking measures like those the campaign envisions. But Dr. Peto said antismoking campaigns were already having some effects, even in countries where no-smoking signs are often ignored. He surveyed thousands of tobacco users in China in the 1990s — "before the government was taking it seriously," he said — and found 4 percent who identified themselves as former smokers. Now, he said, 20 percent do.

In India, where people have long chewed tobacco but widespread smoking is more recent, Dr. Peto said he found almost no one who had quit. "India is where China was in the mid-1990s," he said.

Smoking is not widespread in most of Africa, where only about 20 percent of men smoke, and Mr. Gates said on Wednesday that he hoped to prevent a surge in smoking there.

Waves of lung [cancer](#) deaths — which typically begin about 40 years after smoking takes hold in a society — help convince the next generation that smoking is dangerous, as in the

1. [Recipes for Health: Pasta With Cherry Tomatoes and Arugula](#)
2. [Well: Prominent Cancer Doctor Warns About Cellphones](#)
3. [Billionaires Back Antismoking Effort](#)
4. [Recipes for Health: Fresh Tomato Sauce](#)
5. [Billionaires Back Antismoking Effort](#)
6. [Well: Sunscreen Safety Is Called Into Question](#)
7. [Personal Health: Health 'Facts' You Only Thought You Knew](#)
8. [Victor McKusick, 86, Dies; Medical Genetics Pioneer](#)
9. [Recipes for Health: Summer Salad With Feta](#)
10. [Hoping Two Drugs Carry a Side Effect: Longer Life](#)

[Go to Complete List »](#)





Bilingual "West Side Story"

Also in Theater:

- [Second Stage will set up a Broadway shop](#)
- [A monster of a mother](#)
- [Political debate that starts with murder](#)

ADVERTISEMENTS

Need to know more?
Get 50% off home delivery of The Times.

Ads by Google

what's this?

[Shelters Direct](#)
Guard Booths & Smoking Shelters GSA Schedule and Bullet Resistance
[www.sheltersdirect.com](#)

[Quit Smoking Aids](#)
Leading stop smoking products reviewed - shop smart!
[www.Product-Critic.com](#)

[Antioxidant Breath Mints](#)
Long lasting, powerful mints loaded with nutrients smokers need!
[www.replenishmints.com](#)

United States in the 1960s, Dr. Peto said. And, he added, "When doctors and journalists start to take it seriously, things start to change."

The Gates Foundation's main focus has been global health, but up until now it has concentrated mostly on [infectious diseases](#). Mr. Gates said he had been "looking at" tobacco deaths but was unsure what to do. "We were thrilled when Michael and his experts took the lead," he said.

[More Articles in Health »](#)

[Need to know more? 50% off home delivery of The Times.](#)

Ads by Google

[what's this?](#)

[10 Rules of Flat Stomach](#)

Cut Out 9 lbs of Stomach Fat every 11 Days by Obeying these 10 Rules.
[FatLoss4Idiots.com](#)

[Teeth Whiteners Exposed](#)

Teeth Whitening Products Tested, Rated, and Reviewed. A Must Read!
[www.Best-Teeth-Whitening.info](#)

[easy way to quit smoking](#)

St. Helena Center for Health's easy way to quit smoking program.
[www.SmokeFreeLife.com](#)

Related Searches

[Smoking and Tobacco](#)

[Add Alert](#)

[Medicine and Health](#)

[Add Alert](#)

[World Health Organization](#)

[Add Alert](#)

[Gates, Bill](#)

[Add Alert](#)

INSIDE NYTIMES.COM



MOVIES »



[How Many Heroes Does It Take to Tire a Genre?](#)

TRAVEL »



[Frugal Traveler: The Grand Tour in Gdansk](#)

OPINION »

Obama and the Surge

In a Bloggingheads video, a discussion on whether Senator Barack Obama's position on the troop surge will hurt him politically.

FASHION & STYLE »



[Everything's Fine! My T-Shirt Says So.](#)

OPINION »



[Letters: A Nation of Debtors](#)

HOME & GARDEN »



[A Spare Stage for the Spectacle of Life](#)

[Home](#) | [World](#) | [U.S.](#) | [N.Y. / Region](#) | [Business](#) | [Technology](#) | [Science](#) | [Health](#) | [Sports](#) | [Opinion](#) | [Arts](#) | [Style](#) | [Travel](#) | [Jobs](#) | [Real Estate](#) | [Automobiles](#) | [Back to Top](#)

Copyright 2008 The New York Times Company | [Privacy Policy](#) | [Search](#) | [Corrections](#) | [RSS](#) | [First Look](#) | [Help](#) | [Contact Us](#) | [Work for Us](#) | [Site Map](#)