

From: Gibson, Jenna <GibsonJ@cbsnews.com>
To: Gibson, JennaGibsonJ@cbsnews.com
Date: 10/29/2015 2:28:40 PM
Subject: 730a ET! Fw: 1000th show tweet tomorrow

Hi friends of CBS This Morning!

Please see below. Would love if you and/or your bosses could help us "trend" tomorrow. Big day. Very exciting.

Would appreciate the extra love. Here's to 1,000+ more!

Thanks!
Jenna

From: Prince, Kevin <PrinceK@cbsnews.com>
Sent: Thursday, October 29, 2015 11:52 AM
To: Gibson, Jenna
Subject: 1000th show tweet tomorrow

Hi Jenna,

As you know we're celebrating 1,000 broadcasts tomorrow, and we're celebrating on social media. Wondering if you might be able to reach out to some friends of the broadcast to help celebrate with us by tweeting at 7:30amET tomorrow using #newsisback. Oprah, Usher and Diplo have all recorded congrats messages, and hoping we can get some others to tweet at that time!

A suggested tweet (but would love for guests to add their own personality): Congratulations @CBSThisMorning on celebrating 1000 BROADCASTS! #newsisback

The key is adding the #newsisback hashtag, and of course we'd RT them. Thank you!!

Kevin

Kevin Prince
Social Media Producer
CBS This Morning