

From: Bill Grant <bill@pullbrandstories.com>  
To: Tracie Broomtracie@flockandrally.com  
CC: Adams, ChaneyChaneyAdams@gov.sc.gov  
Pisarik, HollyHollyPisarik@gov.sc.gov  
Patel, SwatiSwatiPatel@gov.sc.gov  
JoAnn TurnquistJoAnn@yourfoundation.org  
Godfrey, RobRobGodfrey@gov.sc.gov  
Debi Schadeldebi@flockandrally.com  
Chloe RodgersChloe@flockandrally.com  
CARTER, RACHELrachel@flockandrally.com  
Ashley Cadyashleymcady@gmail.com

Date: 12/11/2015 12:09:43 PM

Subject: Re: Rob and Chaney: Meeting place for 1:30pm mtg today Re: PSA?

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Ok,

Great to meet with everyone yesterday. Very excited to get started. Here is my intended framework for the video. Questions.

1. How did you feel when you realized the flood was really happening and was going to be a huge disaster?
2. What was the real effect on our state (how did it physically effect the lower end and higher end neighborhoods the same, how did we react as a state?)
3. How long will these folks be going through this?
4. How would you ask South Carolinians to donate to the fund? (and mainly everyone should make the ask in their own way)

We'll take the answers to these questions to construct the narrative that this was something that affected every South Carolinian. Even those with much means felt the impact. There was a swarm of volunteership which was awesome, but we need to fund the groups that are helping so that they can continue to improve conditions for those that were directly affected and will be affected for a long time. This narrative can translate to a longer version (2:30 minutes) a :30 and a :15. With the :30 and :15 being cut to audio for radio as well.

This is a starting point. Thoughts?

Bill Grant

Pull Brand Stories

On Thu, Dec 10, 2015 at 10:11 AM, Tracie Broom <tracie@flockandrally.com> wrote:

Thank you so much! See you this afternoon.

Tracie Broom

Partner, Flock and Rally: Events + Communications for a Brave New South

701 Whaley Street, Loft 202, Columbia, SC 29201 | 415.235.5718 | tracie@flockandrally.com | www.flockandrally.com

Current clients and projects: Motor Supply Co. Bistro; EngenuitySC; The Five Points Association & #FivePointsTurns100; Central Carolina Community Foundation & #MidlandsGives; Harbison Theatre at Midlands Technical College; Regional Mayors Forum; Southern Community Services; Lake Carolina Master Association; LandTech Communities; S.C. Campaign to Prevent Teen Pregnancy; Blue Flour Bakery; LaRoque; Crafty Feast indie craft fair, Dec. 13, 2015; Ms. Lauryn Hill live at Famously Hot New Year; 701 CCA presents Columbia Open Studios, April 2-3, 2016; The S.C. Governor's School for the Arts Foundation Board; Slow Food Columbia Board Co-Chair  
@TheYumDiary, @FlockAndRally

On Thu, Dec 10, 2015 at 9:59 AM, Adams, Chaney <[ChaneyAdams@gov.sc.gov](mailto:ChaneyAdams@gov.sc.gov)> wrote:

You all will need to enter through the public entrance on the Sumter St. side of the Statehouse so you can go through security. Parking can be found in the metered spaces on the streets around the complex. Our office is the western facing wing of the building on the main floor, just ask security for the Governor's office and they will point you in the right direction.

If you have an issues my cell number is [803-528-7217](tel:803-528-7217)

Thanks,

Chaney

From: [yumdiary@gmail.com](mailto:yumdiary@gmail.com) [mailto:[yumdiary@gmail.com](mailto:yumdiary@gmail.com)] On Behalf Of Tracie Broom

Sent: Thursday, December 10, 2015 9:11 AM

To: Adams, Chaney

Cc: Pisarik, Holly; Patel, Swati; Bill Grant; JoAnn Turnquist; Godfrey, Rob; Debi Schadel; Chloe Rodgers; CARTER, RACHEL; Ashley Cady

Subject: Re: Rob and Chaney: Meeting place for 1:30pm mtg today Re: PSA?

Yes! Which is best entrance, is there parking or should we park offsite, and which floor/office (or will the security folks just point us in the right direction)?

There will be 4-5 of us from the Flock and Rally team, Bill Grant from Pull Brand Stories and JoAnn Turnquist of the Community Foundation.

Tracie Broom

Partner, Flock and Rally: Events + Communications for a Brave New South

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[@TheYumDiary](#), [@FlockAndRally](#)

On Thu, Dec 10, 2015 at 9:01 AM, Adams, Chaney <[ChaneyAdams@gov.sc.gov](mailto:ChaneyAdams@gov.sc.gov)> wrote:

That sounds good. Can you all come to our office in the Statehouse?

Sent from my iPhone

On Dec 10, 2015, at 7:14 AM, Tracie Broom <[tracie@flockandrally.com](mailto:tracie@flockandrally.com)> wrote:

Good morning, Rob and Chaney! Are we on for 1:30pm today to discuss One SC Flood Relief Fund PSA, and if so, where?

Tracie Broom, Partner, Flock and Rally: Events + Communications for a Brave New South

[415.235.5718](tel:415.235.5718)

701 Whaley Street, Loft 202, Columbia SC 29201

@FlockAndRally

On Dec 9, 2015 9:41 AM, "Tracie Broom" <[tracie@flockandrally.com](mailto:tracie@flockandrally.com)> wrote:

Wonderful! Let's set our meeting for 1:30 p.m. tomorrow, Thursday, Dec. 10.

Where would you prefer to meet? Our office at 701 Whaley is of course an option, or just give us instructions for where to find your office and we will come to you!

Tracie Broom

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[@TheYumDiary](#), [@FlockAndRally](#)

On Wed, Dec 9, 2015 at 9:31 AM, Pisarik, Holly <[HollyPisarik@gov.sc.gov](mailto:HollyPisarik@gov.sc.gov)> wrote:

Rob and Chaney are available anytime except tomorrow from 11:30-1. They will be your points of contact on this.

Sent from my iPhone

On Dec 9, 2015, at 8:55 AM, Tracie Broom <[tracie@flockandrally.com](mailto:tracie@flockandrally.com)> wrote:

Hello, all!

JoAnn can do Thursday at 11 or Thursday afternoon at 1:30, 1:45 or 2pm.

Have you all been able to confer and discuss a time to meet? We are happy to push to next week if that is better for you; we understand that you have a great deal going on. That said, we also are aware that you wish to get this on the air as soon as possible. Let us know if tomorrow will work?

Thank you!

Best,

Tracie

Tracie Broom

Partner, Flock and Rally: Events + Communications for a Brave New South  
701 Whaley Street, Loft 202, Columbia, SC 29201 | [415.235.5718](tel:415.235.5718) |

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[@TheYumDiary](#), [@FlockAndRally](#)

On Dec 8, 2015 7:36 PM, "Tracie Broom" <[tracie@flockandrally.com](mailto:tracie@flockandrally.com)> wrote:

Hi all! New set of best times this week:

Best times for our team for a meeting this week:

Thursday morning 10 or 11am

Thursday early afternoon, start time from 1:30 on, until hard stop at 3:15pm

Friday any time btw 11am-2:45pm for start time, hard stop 3:45pm

Thank you!

Tracie Broom, Partner, Flock and Rally: Events + Communications for  
a Brave New South

415.235.5718

701 Whaley Street, Loft 202, Columbia SC 29201

@FlockAndRally

On Dec 7, 2015 3:28 PM, "Tracie Broom" <[tracie@flockandrally.com](mailto:tracie@flockandrally.com)>  
wrote:

Hi all! Best times for our team for a meeting this week:

Thursday early afternoon, any start time from 1:30 on, until hard  
stop at 3:15pm

Friday any time btw 10am-5pm

Many thanks!

Tracie Broom, Partner, Flock and Rally: Events + Communications  
for a Brave New South

415.235.5718

701 Whaley Street, Loft 202, Columbia SC 29201

@FlockAndRally

Looping in one of our press office's best assets, my colleague Chaney Adams,  
on this string.

**Rob Godfrey**

**Office of Governor Nikki Haley**

**Desk: (803) 734-2028 | Mobile: (803) 429-6068**

From: [yumdiary@gmail.com](mailto:yumdiary@gmail.com) [mailto:[yumdiary@gmail.com](mailto:yumdiary@gmail.com)] On Behalf Of Tracie  
Broom

Sent: Monday, December 07, 2015 2:27 PM

To: JoAnn Turnquist

Cc: Patel, Swati; Godfrey, Rob; Pisarik, Holly; Debi Schadel

Subject: RE: PSA

Good afternoon!

Thrilled that you all would like to move forward with PSA for One  
SC Flood Relief Fund.

We will confer briefly on possible timeline and circle back around  
shortly.

Meanwhile, a couple of questions to get us started:

1. Can we schedule a phone call or in-person meeting this week to establish goals, vision and scope of project, as well as review assets at hand? If so, when are your available windows of time? As of now our most flexible day is Friday, but we need to get lined up with our video director's schedule too. Checking with him.

2. Does the Governor's office already have access to still photos and video from flooding that could be used as assets for this piece? Might as well get ball rolling on that since digging into archives (even recent ones) can take time.

Many thanks!

Tracie Broom, Partner, Flock and Rally: Events + Communications for a Brave New South

415.235.5718

701 Whaley Street, Loft 202, Columbia SC 29201  
@FlockAndRally

On Dec 7, 2015 1:59 PM, "JoAnn Turnquist"

<[JoAnn@yourfoundation.org](mailto:JoAnn@yourfoundation.org)> wrote:

Thank you Holly.

We will need your help in alerting the advisors and getting their contact information (or the contact information for the person that schedules their time). It would also be very helpful if the Governor could impart a sense of urgency to the advisors so we can get the PSAs scheduled quickly. Thank you for your help.

Is there someone on your team who will be Tracie's main point of contact? Please let us know.

Best,

*JoAnn Turnquist*

President & CEO

Central Carolina Community Foundation

2711 Middleburg Drive, Suite 213 | Columbia, SC 29204

803.978.7823 (O) | 803.873.2050 (C) | 803.799.6663 (F) |

[joann@yourfoundation.org](mailto:joann@yourfoundation.org)

Learn more:

[www.yourfoundation.org](http://www.yourfoundation.org)



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From: Pisarik, Holly [mailto:[HollyPisarik@gov.sc.gov](mailto:HollyPisarik@gov.sc.gov)]  
Sent: Monday, December 07, 2015 1:51 PM  
To: JoAnn Turnquist <[JoAnn@yourfoundation.org](mailto:JoAnn@yourfoundation.org)>  
Cc: Patel, Swati <[SwatiPatel@gov.sc.gov](mailto:SwatiPatel@gov.sc.gov)>; Godfrey, Rob <[RobGodfrey@gov.sc.gov](mailto:RobGodfrey@gov.sc.gov)>  
Subject: RE: PSA

JoAnn,

Please proceed with the filming of the television quality PSA with your marketing company from the Original Six funds. Please let me know what you and/or the marketing company need from us. And, please let me know how quickly we can get this done.

Thanks, Holly

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From: JoAnn Turnquist [mailto:[JoAnn@yourfoundation.org](mailto:JoAnn@yourfoundation.org)]  
Sent: Friday, December 04, 2015 5:32 PM  
To: Pisarik, Holly  
Cc: JoAnn Turnquist  
Subject: FW: PSA

Hi Holly –

Tracie's PSA production information is in her email (below).

*JoAnn Turnquist*  
President & CEO

Central Carolina Community Foundation  
2711 Middleburg Drive, Suite 213 | Columbia, SC 29204

803.978.7823 (O) | 803.873.2050 (C) | 803.799.6663 (F) |  
[joann@yourfoundation.org](mailto:joann@yourfoundation.org)

Learn more:

[www.yourfoundation.org](http://www.yourfoundation.org)



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<image004.png>

From: [yumdiary@gmail.com](mailto:yumdiary@gmail.com) [<mailto:yumdiary@gmail.com>] On Behalf Of  
Tracie Broom  
Sent: Friday, December 04, 2015 4:54 PM  
To: JoAnn Turnquist <[JoAnn@yourfoundation.org](mailto:JoAnn@yourfoundation.org)>; Debi Schadel  
<[debi@flockandrally.com](mailto:debi@flockandrally.com)>  
Subject: Re: PSA

Hi JoAnn!

\$10K is a very rough estimate for filming multiple personalities in multiple locations on multiple dates (if they want to go the route of featuring One SC board members, for example) and would be inclusive of scripting, scheduling, location logistics, simple screen graphics and editing with multiple revision rounds in pre- and post-production, as well as multiple edited lengths for the segment (for example, 3 min, 1 min, 30 sec, 15 sec) for various uses.

The rate would not be inclusive of fees to pay talent, fees to rent locations, music license fees (for broadcast can be anywhere from \$150-infinity depending on the song), costuming/props or ad buys to purchase time to air the PSA. We like to handle such media buys through our media buyer, Buonasera Media, who also represent SCE&G and thus are able to procure excellent rates and air times due to their longstanding relationships with media outlets. Fees would be expensed to the client and -- like all of our expenses -- approved by the client in advance.

However, if the shoot is simpler, with limited shoot dates/locations/talent and minimal revision rounds on the front and back end, the rate could be lower.

We love to work with Bill Grant of Pull Brand Stories, with whom I think you've worked before, on the humanitarian of the year award for United Way (Judy Davis): <http://www.pullbrandstories.com/>

Thanks!

Tracie Broom

Partner, Flock and Rally: Events + Communications for a Brave New South

701 Whaley Street, Loft 202, Columbia, SC 29201 | 415.235.5718 |

[tracie@flockandrally.com](mailto:tracie@flockandrally.com) | [www.flockandrally.com](http://www.flockandrally.com)

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Technical College; Regional Mayors Forum; Southern Community Services;

Lake Carolina Master Association; LandTech Communities; S.C. Campaign

to Prevent Teen Pregnancy; Blue Flour Bakery; LaRoque; Crafty Feast indie

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701 CCA presents Columbia Open Studios, April 2-3, 2016; The S.C.

Governor's School for the Arts Foundation Board; Slow Food Columbia

Board Co-Chair

@TheYumDiary, @FlockAndRally

On Fri, Dec 4, 2015 at 4:03 PM, Tracie Broom

<[tracie@flockandrally.com](mailto:tracie@flockandrally.com)> wrote:

----- Forwarded message -----

From: JoAnn Turnquist <[JoAnn@yourfoundation.org](mailto:JoAnn@yourfoundation.org)>

Date: Thu, Dec 3, 2015 at 6:06 PM

Subject: PSA

To: "[tracie@flockandrally.com](mailto:tracie@flockandrally.com)" <[tracie@flockandrally.com](mailto:tracie@flockandrally.com)>

Hi Tracie.

The Governor's office in learning more about the cost of, and what's included, in a PSA. Questions follow:

What is included in 10,000 for PSA?

Is that drafting of commercial and placing of the PSA or just filming?

Can you help me answer these questions?

Thanks!

JoAnn Turnquist

Sent from my iPhone

