

From: Milton Kimpson <KimpsoM@sctax.org>
To: Veldran, KatherineKatherineVeldran@gov.sc.gov
CC: Joe DusenburyDUSENBJ@sctax.org
Khouri Sarahkhouris@sctax.org
Laughlin Chrystallaughlcr@sctax.org

Date: 10/17/2013 4:58:15 PM

Subject: Fwd: Radio and Newspaper Ads and Hotline Script

Attachments: Newspaper Ads Text 10.17.13.docx
ATT00001.htm
CSID_SCDOR_RadioScript_101713.docx
ATT00002.htm
CSID_SCDOR_IVRLaunchScript_101713.docx
ATT00003.htm

Katherine:

In today's call, CSID recommended that we leave the language we discussed yesterday as is. Attached are both options. You have a minute to talk with me and Joe Dusenbury about this?
Thanks

Milton

Sent from my iPhone

Begin forwarded message:

From: "Chrystal R. Laughlin" <LaughlCR@sctax.org>
Date: October 17, 2013, 4:48:49 PM EDT
To: "Milton Kimpson" <KimpsoM@sctax.org>, "Sarah Khouri" <KhouriS@sctax.org>
Cc: "Samantha Cheek" <CheekS@sctax.org>
Subject: Radio and Newspaper Ads and Hotline Script

Since I will be out tomorrow, attached are the radio ad, newspaper ad, and hotline script that needs to be sent to CSID as soon as a decision is made on the language. You will find that both wordings are highlighted in the attached documents. Once a decision is made, please delete the language that is not being used and send to Travis Torreyson.

NOTE: Since we do need to make sure that dependents and businesses are included in the wording, I thought that it may be good to use individual taxpayers, their dependents, and businesses whose information was compromised in the 2012 Department of Revenue security breach, may be eligible for this coverage. This is a

combination of Katherine Veldran's wording and our original wording. It's not really changing what we've said in the past, but clarifying as Consumer Affairs has suggested. If we don't want to use this wording, we can go back to the "If your information was compromised in the 2012 DOR security breach, you may be eligible for this coverage."

Thanks!
Chrystal

Chrystal Laughlin
SC Department of Revenue
Phone: 803.898.5951
Email: laughlcr@sctax.org