

From: Amy Duffy <aduffy@scprt.com>

To: Veldran, KatherineKatherineVeldran@gov.sc.gov

Date: 3/28/2014 9:27:42 AM

Subject: FW: RBC Governor's Video - details

Attachments: 2014 RBC Heritage - Video Board and Shuttle Bus -SCPRT.pdf

KV – per your request!

Amy Duffy
Chief of Staff
SCPRT



From: Wayne Morris [mailto:wmorris@whhitv.com]

Sent: Friday, March 28, 2014 9:25 AM

To: Angela McSwain; Amy Duffy

Subject: RE: video

Bus DVD:

The Video will be airing on the Buses that transport patrons from the parking lot to the course all day every day. The ride is 8 minutes, so the video is also 8 minutes. The content is a mix of tournament info, greetings and advertisements. There is a projected 101,000 impressions over the course of the week.

Video Board:

The video will also be airing on the Video Board located in the middle of all the action between 17th green and 18th tee box. Each day the video board will be on all day. WHHI-TV will be supplying local content for the board until the golf channel and CBS beginning their coverage each day. At that time the video board play the feed from TV.

Please see the attached documents for more details and don't hesitate to call me with any questions.

Thank you,
Wayne

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