

From: Theriot, Susan <stheriot@aging.sc.gov>
To: Ford, Elizabethmeford@aging.sc.gov
CC: Beard, Renerbeard@aging.sc.gov
Date: 9/9/2014 9:01:20 AM
Subject: RE: News segment

Hi Elizabeth.

Hope you are having a great morning.

Thank you so much for sharing this with us.

You did a good job on that segment!

As the majority of ADRCs are not readily doing outreach in their regions, a state unit media opportunity may be exactly what we need.

I will talk with Rene.

Please continue to think of ideas and share ways we can grow!

Take Care.

Sue

From: Ford, Elizabeth
Sent: Monday, September 8, 2014 4:27 PM
To: Beard, Rene; Theriot, Susan
Subject: News segment

As we talked about outreach today at lunch I thought of this clip. I thought you may want to see it. This is a taping I did for the news in Charleston last week before I left my old job. It is promoting Lifeline Awareness Week which is this week. Each year during this week I would do television interviews, get a Governors Proclamation, press releases and special events with our telephone companies. It always generated an increase in calls from consumers.

https://www.youtube.com/watch?v=Ek8_M3uQmbs&feature=youtu.be

Elizabeth