

From: Danny Varat <DannyVarat@scstatehouse.gov>
To: Page, Hankpage@aging.sc.gov
Date: 4/4/2018 8:58:11 PM
Subject: Re: Drug Take-Back PSA

I'll work on it.

From: Page, Hank
Sent: Wednesday, April 4, 2018 5:16 PM
To: Danny Varat
Subject: FW: Drug Take-Back PSA

She just called me back to confirm that there would be no charge. But, they would need the new file / video by Friday in order to get downloading instructions out to stations.

hp

From: Page, Hank
Sent: Wednesday, April 04, 2018 5:04 PM
To: 'Danny Varat'
Subject: Drug Take-Back PSA

Good news... Margaret Wallace @ SCBA thinks she can extend our airtime to April 27/28 at no charge. This will allow the Drug Take-Back PSA to air with them, as well. She's running it by a few other people and will get back to me with a definite answer.

The only thing is... the disclaimer below (circled in red) that appears on the ElderCare commercial will also need to be added to the current PSA at the end for a least a few seconds. Would this be hard to do?

Link to Take-Back PSA: <https://youtu.be/L8MwjyPEYHM>



For more information contact
Lieutenant Governor's Office on Aging
1-800-868-9095
Sponsored by the Lieutenant Governor's Office on Aging and aired in cooperation with the South Carolina Broadcasters Association and this station.

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