

**From:** Veldran, Katherine  
**To:** Pisarik, Holly <HollyPisarik@gov.sc.gov>  
**Date:** 12/9/2015 10:50:20 AM  
**Subject:** RE: PSA

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I'm available – just let me know when and where.

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**From:** Pisarik, Holly  
**Sent:** Tuesday, December 08, 2015 4:48 PM  
**To:** Adams, Chaney; Godfrey, Rob; Patel, Swati; Veldran, Katherine  
**Subject:** FW: PSA

When are yall available to meet? We need to respond. Swati, Who needs to be involved in making decisions about this PSA?

**From:** yumdiary@gmail.com [mailto:yumdiary@gmail.com] **On Behalf Of** Tracie Broom  
**Sent:** Monday, December 07, 2015 3:29 PM  
**To:** Godfrey, Rob  
**Cc:** Adams, Chaney; Patel, Swati; JoAnn Turnquist; Pisarik, Holly; Debi Schadel; Bill Grant  
**Subject:** RE: PSA

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](tel: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] **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!

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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](tel:803.978.7823) (O) | [803.873.2050](tel:803.873.2050) (C) | [803.799.6663](tel: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>]

**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

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Learn more:

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



**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)

**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 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