

**From:** Broome, Darryl <[dbroome@aging.sc.gov](mailto:dbroome@aging.sc.gov)>

**To:** Danny Varat [DannyVarat@scstatehouse.gov](mailto:DannyVarat@scstatehouse.gov)

Lily Cogdill [LilyCogdill@scstatehouse.gov](mailto:LilyCogdill@scstatehouse.gov)

**Date:** 3/17/2017 1:29:51 PM

**Subject:** FW: commercial preview

**Attachments:** Eldercare PSA preview.mp4

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FYI-Let me know if you are ok with us sending out to stations

Darryl Broome  
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Lieutenant Governor's Office on Aging  
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**From:** Hightower, Kay  
**Sent:** Friday, March 17, 2017 1:21 PM  
**To:** Broome, Darryl  
**Cc:** Wolf, Anne  
**Subject:** FW: commercial preview

Hi Darryl-

The preview of the PSA has been completed! Cliff Springs and his team did a superb job bringing everything together. As soon as I get your approval. I will send it to Hank for distribution. Thanks. Kay

Kay Taylor Hightower, Esquire  
Program Manager  
South Carolina Lieutenant Governor's Office on Aging  
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**From:** Cliff Springs [<mailto:cliff@gencreative.com>]  
**Sent:** Friday, March 17, 2017 12:35 PM  
**To:** Hightower, Kay  
**Subject:** commercial preview

Hi, Kay,

Please find the attached preview for your review. Let me know what you think.

Thanks,

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**Cliff Springs | President + CEO**  
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“Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep.” –**Scott Adams, Dilbert**