

**From:** Page, Hank <[hpage@aging.sc.gov](mailto:hpage@aging.sc.gov)>  
**To:** Morris, Steve <[smorris@aging.sc.gov](mailto:smorris@aging.sc.gov)>  
**Date:** 2/21/2017 1:43:05 PM  
**Subject:** FW: info for video

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FYI

**From:** Cliff Springs [mailto:[cliff@gencreative.com](mailto:cliff@gencreative.com)]  
**Sent:** Tuesday, February 21, 2017 1:16 PM  
**To:** Page, Hank <[hpage@aging.sc.gov](mailto:hpage@aging.sc.gov)>  
**Subject:** RE: info for video

Hey, Hank.

We're available from next Wed on. We're pretty booked til then. Turnaround (with all the back and forth approval) would probably take about a week.

Do you have a script or do you need us to help with that?

Cliff

On Feb 17, 2017 9:49 AM, "Page, Hank" <[hpage@aging.sc.gov](mailto:hpage@aging.sc.gov)> wrote:

Cliff,

Thank you for this information. Two quick questions for you...

- What does your availability look like over the coming week and next?
- What is the typical turnaround time for producing something (in terms of a final product) at the \$2500 or less level?

Hank Page  
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**From:** Cliff Springs [mailto:[cliff@gencreative.com](mailto:cliff@gencreative.com)]  
**Sent:** Monday, January 30, 2017 9:58 AM  
**To:** Page, Hank <[hpage@aging.sc.gov](mailto:hpage@aging.sc.gov)>  
**Subject:** info for video

Hank,

Thanks for calling us about the PSA project. Here is the information Kristy and I had swapped.

1. Could a PSA be produced for \$2500 or less? Sure. It would be limited in the sense that it would probably have to be pretty straightforward--Lt. Gov speaking to the camera, a cutaway shot of Boots, at the Leeza's Care location. What you really wouldn't be able to do for that budget is stage other shots that reinforce the

message: b-roll of seniors in counseling, with caregivers, and other cutaway shots. So, in short, \$2500 gets you a very nice looking straightforward commercial without a lot of b-roll added in.

2. You could spend as much money as you wanted on this (just like any project). You could spend \$15-20K on this if you wanted to and cast actors for b-roll, and stage all the cutaway shots as elaborately as you like (with makeup, etc.).

3. Realistically, the ideal version of this would include the type of b-roll and cutaways I described on top of the Lt. Gov shots. A reasonable budget for that kind of spot would be in the \$4-\$7K range. There are still limitations to what could be done for that budget, but I think that budget would get you to the type of spot this probably needs to be. But I believe that budget range would have to go through SCBO if I'm not mistaken.

I hope that helps. If you have other questions for me, just let me know.

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“Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep.” –**Scott Adams, Dilbert**