

From: JoAnn Turnquist <JoAnn@yourfoundation.org>  
To: Pisarik, HollyHollyPisarik@gov.sc.gov  
CC: JoAnn TurnquistJoAnn@yourfoundation.org  
Date: 12/4/2015 5:32:15 PM  
Subject: FW: PSA

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Hi Holly –

Tracie's PSA production information is in her email (below).

*JoAnn Turnquist*  
President & CEO

Central Carolina Community Foundation  
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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>; 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

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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