

From: Broome, Darryl <dbroome@aging.sc.gov>
To: Danny Varat DannyVarat@scstatehouse.gov
Lily Cogdill LilyCogdill@scstatehouse.gov
Date: 3/17/2017 1:29:51 PM
Subject: FW: commercial preview
Attachments: [Eldercare PSA preview.mp4](#)

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