

**From:** Danny Varat <DannyVarat@scstatehouse.gov>  
**To:** Page, Hank <hpage@aging.sc.gov>  
Broome, Darryl <darryldbroom@aging.sc.gov>  
**Date:** 8/28/2017 11:14:08 AM  
**Subject:** Re: PSA - McConnell

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Ok. Thanks

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**From:** Page, Hank <hpage@aging.sc.gov>  
**Sent:** Monday, August 28, 2017 11:11 AM  
**To:** Danny Varat; Broome, Darryl  
**Subject:** RE: PSA - McConnell

I want to say that SCETV recorded it for us at the time (because McConnell taped "This Week at the State House" with them weekly during session) and charged us a nominal fee.

Near the end of his stint as LG, McMaster was going to record a PSA (this PSA ended up being with Bryant for the ElderCare Trust Fund), and I reached out to SCETV at that time, but Aimee Crouch told me that they no longer would do it. So, we reached out to Cliff Springs at Genesis Studios in Cayce. I recall they charged us around \$2,500 for a negotiated 30-second ad.

<http://www.gencreative.com/contact/>

-----Original Message-----

**From:** Danny Varat [mailto: DannyVarat@scstatehouse.gov]  
**Sent:** Monday, August 28, 2017 10:56 AM  
**To:** Page, Hank <hpage@aging.sc.gov>; Broome, Darryl <darryldbroom@aging.sc.gov>  
**Subject:** Re: PSA - McConnell

This is great. Let's plan to do this again, perhaps with more sheriffs and police. I'll see how we can make that happen. How was this financed?

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**From:** Page, Hank <hpage@aging.sc.gov>  
**Sent:** Monday, August 28, 2017 10:50 AM  
**To:** Danny Varat; Broome, Darryl  
**Subject:** PSA - McConnell

Example PSA attached for your review. This was on that McConnell recorded back in ~ 2013.

Hank Page  
State of South Carolina  
Lieutenant Governor's Office on Aging  
hpage@aging.sc.gov  
803-734-2088 Direct