

From: yumdiary@gmail.com <yumdiary@gmail.com>
To: JoAnn TurnquistJoAnn@yourfoundation.org
CC: Patel, SwatiSwatiPatel@gov.sc.gov
Godfrey, RobRobGodfrey@gov.sc.gov
Pisarik, HollyHollyPisarik@gov.sc.gov
Debi Schadeldebi@flockandrally.com
Date: 12/7/2015 2:27:15 PM
Subject: RE: PSA

Good afternoon!

Thrilled that you all would like to move forward with PSA for One SC Flood Relief Fund.

We will confer briefly on possible timeline and circle back around shortly.

Meanwhile, a couple of questions to get us started:

1. Can we schedule a phone call or in-person meeting this week to establish goals, vision and scope of project, as well as review assets at hand? If so, when are your available windows of time? As of now our most flexible day is Friday, but we need to get lined up with our video director's schedule too. Checking with him.
2. Does the Governor's office already have access to still photos and video from flooding that could be used as assets for this piece? Might as well get ball rolling on that since digging into archives (even recent ones) can take time.

Many thanks!

Tracie Broom, Partner, Flock and Rally: Events + Communications for a Brave New South
415.235.5718
701 Whaley Street, Loft 202, Columbia SC 29201
@FlockAndRally

On Dec 7, 2015 1:59 PM, "JoAnn Turnquist" <JoAnn@yourfoundation.org> wrote:

Thank you Holly.

We will need your help in alerting the advisors and getting their contact information (or the contact information for the person that schedules their time). It would also be very helpful if the Governor could impart a sense of urgency to the advisors so we can get the PSAs scheduled quickly. Thank you for your help.

Is there someone on your team who will be Tracie's main point of contact? Please let us know.

Best,

JoAnn Turnquist

President & CEO

Central Carolina Community Foundation

2711 Middleburg Drive, Suite 213 | Columbia, SC 29204

803.978.7823 (O) | 803.873.2050 (C) | 803.799.6663 (F) | joann@yourfoundation.org

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www.yourfoundation.org



From: Pisarik, Holly [<mailto:HollyPisarik@gov.sc.gov>]

Sent: Monday, December 07, 2015 1:51 PM

To: JoAnn Turnquist <JoAnn@yourfoundation.org>

Cc: Patel, Swati <SwatiPatel@gov.sc.gov>; Godfrey, Rob <RobGodfrey@gov.sc.gov>

Subject: RE: PSA

JoAnn,

Please proceed with the filming of the television quality PSA with your marketing company from the Original Six funds. Please let me know what you and/or the marketing company need from us. And, please let me know how quickly we can get this done.

Thanks, Holly

From: JoAnn Turnquist [<mailto:JoAnn@yourfoundation.org>]

Sent: Friday, December 04, 2015 5:32 PM

To: Pisarik, Holly

Cc: JoAnn Turnquist

Subject: FW: PSA

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>] On Behalf Of Tracie Broom

Sent: Friday, December 04, 2015 4:54 PM

To: JoAnn Turnquist <JoAnn@yourfoundation.org>; Debi Schadel <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

701 Whaley Street, Loft 202, Columbia, SC 29201 | 415.235.5718 | tracie@flockandrally.com | www.flockandrally.com

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[@TheYumDiary](#), [@FlockAndRally](#)

On Fri, Dec 4, 2015 at 4:03 PM, Tracie Broom <tracie@flockandrally.com> wrote:

----- Forwarded message -----

From: JoAnn Turnquist <JoAnn@yourfoundation.org>

Date: Thu, Dec 3, 2015 at 6:06 PM

Subject: PSA

To: "tracie@flockandrally.com" <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