

From: Page, Hank <hpage@aging.sc.gov>
To: Danny Varat DannyVarat@scstatehouse.gov
Date: 4/23/2018 5:04:49 PM
Subject: RE: Preliminary PEP numbers for Office on Aging

This is all I have as far as their membership: <http://www.scba.net/documents/CommercialTVMembers-Web3-8-2018.pdf>

The report they're compiling will hopefully have the stations that ran it – and how many times.

hp

From: Danny Varat [<mailto:DannyVarat@scstatehouse.gov>]
Sent: Monday, April 23, 2018 5:02 PM
To: Page, Hank
Subject: Re: Preliminary PEP numbers for Office on Aging

Thanks a lot. Any idea of the list of stations?

From: Page, Hank <hpage@aging.sc.gov>
Sent: Monday, April 23, 2018 4:43 PM
To: Danny Varat
Subject: FW: Preliminary PEP numbers for Office on Aging

FYI, will forward anything additional as I receive.

hp

From: Margaret Wallace [<mailto:margaret@scba.net>]
Sent: Monday, April 23, 2018 4:21 PM
To: Page, Hank <hpage@aging.sc.gov>
Subject: Preliminary PEP numbers for Office on Aging
Hank-

I had our intern pull what we have received so far from member stations and the radio stations were great even though we said it was optional! We had 71 radio stations across the state report running your PSA's. The total Radio & TV value as of today is \$112,004 and we are checking with a handful of stations who we have not yet heard from. I will get the final report to you this week but wanted to give you the promised update on your PEP campaign.

Thanks & stay dry,

Margaret

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