

From: Broome, Darryl <[dbroome@aging.sc.gov](mailto:dbroome@aging.sc.gov)>

To: Lily Cogdill [LilyCogdill@scstatehouse.gov](mailto:LilyCogdill@scstatehouse.gov)

CC: Danny Varat [DannyVarat@scstatehouse.gov](mailto:DannyVarat@scstatehouse.gov)

Date: 3/7/2017 9:55:18 AM

Subject: FW: ElderCare Trust Fund-PSA

Attachments: [Eldercare Trust Fund PSA Script-March 6- 4pm.docx](#)

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Lily,

This is the info for the PSA. We can edit the script, if we want. I might would change the line referring to long term care facility as an "institution". I really do not like that entire sentence.

Just let me know if I can help and if any of the times work this week. You can also contact Kay.

Thanks

Darryl

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From: Hightower, Kay

Sent: Tuesday, March 07, 2017 8:52 AM

To: Broome, Darryl; Wolf, Anne

Subject: ElderCare Trust Fund-PSA

Hi Darryl and Anne

Subject to final approval, the 30 second script is attached. Cliff Spring has availability on:

- Wednesday, March 8 2017 between 9-10:30
- Thursday, March 10 2017 after 1pm
- Friday, March 11 2017 after 1pm

The studio is located at 1006 Hafely Court in Cayce. Depending on your GPS device, it may want to misspell "Hafely" as "Hafley". This is about 15 minutes from the state house.

Cliff's wardrobe suggestions are as follows:

solid colors are best. Please, avoid white or black or dark navy blue. Those two extremes make lighting difficult for other colors. If you don't wear solids, no tiny detail (houndstooth, tight plaids, thin stripes, paisley, etc.). If the Lt. Gov wears a suit, please don't wear a white shirt.

Let me know if you have any questions. Kay

Kay Taylor Hightower, Esquire

Program Manager

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