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To: Morris, Steve <[smorris@aging.sc.gov](mailto:smorris@aging.sc.gov)>  
Date: 2/9/2017 4:26:19 PM  
Subject: PSA - ElderCare Trust Fund

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**From ETV:**

"Tom Posey" <[posey@scetv.org](mailto:posey@scetv.org)> wrote:

I know I've sent you around the block with your PSA request...but, It's my understanding that ETV is not in the position to do PSAs at this time. It really boils down to staffing issues.

I'm sorry I didn't get back to you sooner.

tom

**From Genesis:**

Hank,

Thanks for calling us about the PSA project. Here is the information Kristy and I had swapped.

1. Could a PSA be produced for \$2500 or less? Sure. It would be limited in the sense that it would probably have to be pretty straightforward--Lt. Gov speaking to the camera, a cutaway shot of Boots, at the Leeza's Care location. What you really wouldn't be able to do for that budget is stage other shots that reinforce the message: b-roll of seniors in counseling, with caregivers, and other cutaway shots. So, in short, \$2500 gets you a very nice looking straightforward commercial without a lot of b-roll added in.
2. You could spend as much money as you wanted on this (just like any project). You could spend \$15-20K on this if you wanted to and cast actors for b-roll, and stage all the cutaway shots as elaborately as you like (with makeup, etc.).
3. Realistically, the ideal version of this would include the type of b-roll and cutaways I described on top of the Lt. Gov shots. A reasonable budget for that kind of spot would be in the \$4-\$7K range. There are still limitations to what could be done for that budget, but I think that budget would get you to the type of spot this probably needs to be. But I believe that budget range would have to go through SCBO if I'm not mistaken.

I hope that helps. If you have other questions for me, just let me know.

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