

From: Danny Varat
To: 'Page, Hank' <hpage@aging.sc.gov>
CC: Broome, Darryl <dbroome@aging.sc.gov>
Date: 3/27/2018 1:02:07 PM
Subject: RE: TV stations

I heard this on the radio yesterday. Have we had a report, yet?

From: Page, Hank [<mailto:hpage@aging.sc.gov>]
Sent: Friday, February 16, 2018 2:01 PM
To: Danny Varat
Cc: Page, Hank ; Broome, Darryl
Subject: Re: TV stations

Yes, but I think it's a monthly report (at the end of the month), if I recall correctly. I will double check.

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

On Feb 16, 2018, at 1:59 PM, "Danny Varat" <DannyVarat@scstatehouse.gov> wrote:

That's great. Will we get a schedule of airing?

From: Page, Hank <hpage@aging.sc.gov>
Sent: Friday, February 16, 2018 1:55 PM
To: Danny Varat
Cc: Page, Hank; Broome, Darryl
Subject: Re: TV stations

All is good. Only thing left is signing the contract, which I just received this morning... I sent to you and Catherine earlier. She took a look at it and I updated her by phone. She had a question, which I forwarded to Margaret at SCBA. Everything else (payment and edits) is done. The production crew that taped last year will upload the video to SCBA, and SCBA will distribute from there.

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

On Feb 16, 2018, at 1:20 PM, "Danny Varat" <DannyVarat@scstatehouse.gov> wrote:

Any update on this?

From: Page, Hank <hpage@aging.sc.gov>
Sent: Tuesday, February 13, 2018 2:14 PM
To: Danny Varat
Cc: Page, Hank; Broome, Darryl
Subject: Re: TV stations

If y'all are both good with it, then I will continue forward. Kay was having the spot edited to include the SCBA's disclaimer and change the date shown on the tax form from 2016 to 2017. That should now be almost complete. I will get with Ken/Ruchelle for process/payment. Other than that, we should be good to go.

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

On Feb 13, 2018, at 12:51 PM, "Danny Varat" <DannyVarat@scstatehouse.gov> wrote:

You're taking it from here with distribution, right?

From: Page, Hank <hpage@aging.sc.gov>
Sent: Monday, February 12, 2018 11:06 AM
To: Danny Varat; Broome, Darryl
Subject: Fwd: TV stations

Danny,

Is this what you were asking? Margaret's (SCBA) response below.

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

Begin forwarded message:

From: Margaret Wallace <margaret@scba.net>
Date: February 12, 2018 at 10:42:02 AM EST
To: "Page, Hank" <hpage@aging.sc.gov>
Subject: TV stations

Hank-

I am not sure I understand the question but have attached a link to our TV members.

SCETV does not air our PEP spots but all of the commercial stations in Greenville- Spartanburg-Anderson, Columbia, Charleston, Myrtle Beach and Florence air them.

I hope that answers your question but if not, please let me know. I want everyone to feel 100% comfortable moving forward.

http://www.scba.net/documents/CommercialTVMembers-Web4-10-17_000.pdf

Margaret

From: Page, Hank [<mailto:hpage@aging.sc.gov>]
Sent: Friday, February 9, 2018 4:28 PM
To: Margaret Wallace <margaret@scba.net>
Subject: RE: PEP schedule

Got the information below, but had a question... is the 5 weeks of statewide TV broadcast channels?

Thanks for all of your help. Have a nice weekend!

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

From: Margaret Wallace [<mailto:margaret@scba.net>]
Sent: Friday, February 09, 2018 1:39 PM
To: Page, Hank <hpage@aging.sc.gov>
Subject: PEP schedule

Hank-

Based on your \$7500 budget and the April 17 deadline, SCBA can offer the following:

- TV- March 5- April 8 = 5 weeks of statewide TV @ \$1500/week = \$7500
- Radio- I will send the traffic with a *request* to air your PSA's when they have any extra inventory. I'm sure there will be participation, I just can't guarantee 100%.

As you know, we guarantee a 3:1 ROI (it is usually much higher) and will have two monthly summary reports for you, one for March and one for April. We typically have the reports ready for partners at the end of the following month due to some stations reporting late in the month to SCBA.

Once this is approved, I will send over our standard PEP contract and in lieu of a deposit will ask for payment in full of the \$7,500.

Please let me know if you have any additional questions and whenever possible, I'd like to see and hear your creative for the campaign.

Thanks and have a good weekend,

Margaret

Margaret Fort Wallace
Executive Director
SCBA
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Columbia, SC 29104

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