

From: Priester, Nicole
To: Veldran, Katherine <KatherineVeldran@gov.sc.gov>
Date: 12/14/2013 3:10:13 PM
Subject: FW: Dec 16th - TV spot - REVISED SCRIPT

Hey KV,

Will you please send me the script for the Heritage spot. Does she or Courtney know what she needs to wear?

From: Amy Duffy [mailto:aduffy@scprt.com]
Sent: Thursday, December 12, 2013 2:43 PM
To: Walls, Courtney
Cc: Priester, Nicole
Subject: Dec 16th - TV spot - REVISED SCRIPT
Importance: High

Hi Courtney,

Please see the **REVISED** script below (highlighted in yellow) for the tagline on the PRT Leisure TV spot.

Katherine Veldran will send you the script for the Heritage spot.

Thanks!

Amy Duffy
Chief of Staff
SCPRT



From: Amy Duffy
Sent: Wednesday, December 04, 2013 2:14 PM
To: Nicole Priester (nicolepriester@gov.sc.gov); Courtney M. Walls (courtneywalls@gov.sc.gov)
Subject: Dec 16th - TV spot

Hi Nicole and Courtney,

Here is the info for the TV spot ! Please call me if you have any questions ~~ I am available on my cell 206-6947.

Date/Time:
December 16, 2013 / 3pm

Filming location:
Genesis Studios
1006 Hafley Court
Cayce, SC 29033
803.796.9666

For the security advance, please have security coordinate with: Cliff Springs, President + CEO.
Phone: 803.796.9666. Address: 1006 Hafley Court, Cayce, SC 29033

Attire: Resort casual / leisure casual, as if she herself was on holiday or vacation. **For example:** Khakis and a linen top. Option to bring a couple of extra outfits if she'd like to. It is a beach scene so she may want to wear summer attire (short sleeves, solid colors.) The idea is to depict her as if she is on vacation/at the beach.

Please avoid the color green as a wardrobe option

Script:

Original:

Gov Haley/AVO: It's all here. The beach, the mountains and the memories that last a lifetime. South Carolina is, Just Right.

Gov Haley/AVO: From our rich local flavors to our countless hidden gems, South Carolina is your perfect getaway.

PRT Contacts:

Amy Duffy 803-206-6947

Beverly Shelley 803-331-1762

BFG contacts:

John Hoffman – Director/Producer

Belinda Lott – Producer

Kevin Basirco – Account Services

Amy D. Duffy

Chief of Staff

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