

[REDACTED]

From: [REDACTED]
Sent: 11 April 2022 10:19
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Myth Busting video

Dear [REDACTED]

Thank you for this feedback and for going through and finding stock footage that you prefer.

If we have any questions we will get back to you.

I'm pleased you like the IPSA wall at the end that [REDACTED] created.

I'm sure we can add this to the recruitment film. [REDACTED] but [REDACTED] will be able to add this in.

Best wishes [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

On 8 Apr 2022, at 16:44, [REDACTED] wrote:

Thanks [REDACTED], as I said yesterday, it's much more what we were hoping for.

Below are some comments and suggestions. It looks like a lot but we really do like so much of the current version, I just realised that I can access footage through Shutterstock so I went fishing.

Introduction

14 – I like the people footage but maybe something with more people facing the camera?

<https://www.shutterstock.com/video/clip-1042199395-office-managers-business-people-commute-work-morning>

7 – I like the [REDACTED] voice and the image of the woman talking but it doesn't seem to quite fit the male voice and the woman on screen. How about this:

Man being interviewed <https://www.shutterstock.com/video/clip-1022552302-good-looking-young-reporter-asking-some-questions>

26: Could we change the headlines to these. I appreciate you sourcing real ones without the word 'expenses'. These are also real but from more recent coverage.

1. MP pay rises as thousands lose jobs
2. MP defends renting flat in London
3. MP spent £8,000 on leaflets in one month

4. Taxpayers learn the cost of their MPs

Section 1 – MPs don't decide their own pay or business costs, the Independent Parliamentary Standards Authority (IPSA) does – great, no comments.

Section 2 – MPs can only claim for costs they incur while carrying out their parliamentary duties

41 – man on laptop with Westminster in the background – it might not be clear that this is a hotel so could we take this piece out

46 – man and woman at desk. I know we're moving on to staffing and office costs but when this image comes up we have 'costs incurred while carrying out their parliamentary duties' in mind

I like the factory footage (44) and the hospital footage (52) for this section and some further suggestions:

Giving a local talk <https://www.shutterstock.com/video/clip-1028669897-woman-podium-chairing-neighborhood-meeting-community-centre>

Community meeting: <https://www.shutterstock.com/video/clip-1028669912-group-making-notes-while-attending-neighborhood-meeting>

Section 3 – Most of MPs costs are for their staff and constituency offices to help local people

Staff footage: <https://www.shutterstock.com/video/clip-1044846544-smiling-indian-businesswoman-hr-team-member-executive>

50 - the hard hats would work better in section 2 but we have other footage for that now so maybe we could cut this piece?

I like the footage of 4 people standing talking (56)

52 - When it says the words 'to help local people' could this be listening to local resident: <https://www.shutterstock.com/video/clip-1060155365-group-people-drinking-coffee-chatting-informal-meeting>

Other image of helping local people: food for homeless <https://www.shutterstock.com/video/clip-1068506021-volunteers-serving-hot-soup-homeless-community-charity>

Section 4 – MPs can't claim for personal costs like food and drink in their normal working day – great, no comments.

Section 5 – There are rules in place to decide what MPs can and can't claim. All spending is closely monitored by IPSA and published on our website


1:06 – I'm not sure if the man on the train or the train station are the right footage for 'rules in place'.

Perhaps:

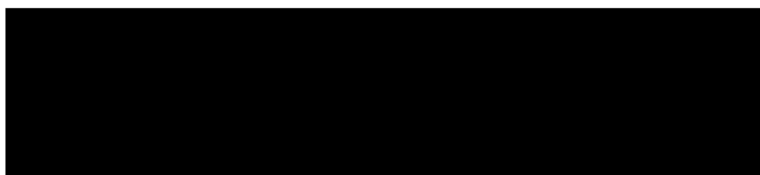
Calculating <https://www.shutterstock.com/video/clip-1032838679-stressed-young-woman-checking-bills-taxes-bank>

Checking <https://www.shutterstock.com/video/clip-9296129-young-professional-woman-works-on-financial-reports>

1:05 We really like the rolling Scheme but could this please be the latest 14th edition please? It is the new Scheme towards the end.

Closing - we love the end sequence with the squares. 

Thanks



IPSA

www.theipsa.org.uk

From: [REDACTED]
Sent: 07 April 2022 11:08
To: [REDACTED] >
Subject: Re: Myth Busting video

Hi [REDACTED]

Thank you very much.

Here's V2 of the video.

<https://vimeo.com/696641789/be8009921a>

I think it's working much better. Obviously the the stock images have watermarks on them at the moment which will be removed once footage is paid for.

The news library footage is very specific to particular events and people and wasn't that useful in the end, as it featured MPs who were all recognisable.

Let us know your thoughts.

Best wishes [REDACTED]
[REDACTED]



www.magnetofilms.co.uk

[Watch our new showreel](#)

<image001.jpg>

AWARDS:

Finalist Brand Film Festival 2019 for **What We Do** for Sightsavers

Finalist Charity Films Awards 2017 for **Little Translators** for Children with Cancer

Finalist, Charity Film Awards 2017 for **Kelly and Ian's Story** for Dementia UK

On 7 Apr 2022, at 09:20, [REDACTED] > wrote: