

[REDACTED]

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**From:** [REDACTED]  
**Sent:** 04 April 2022 10:21  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Re: Myth Busting video

Hi [REDACTED]

Good morning.

We are recording the voice over with [REDACTED] today at 1.30pm. I am dialling in.  
Would you like to dial in too and give any feedback?

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

On 1 Apr 2022, at 11:26, [REDACTED] wrote:

Thanks [REDACTED]

Tone and style: The magneto promo is probably too bouncy for us but I think you said that the BTP film worked better for them because they were using data. Ideally it would be a combination of the two – the pace and professionalism of BTP but the warmth of the promo. It's difficult because we are a service provider and a regulator, our official tone is both authoritative and collaborative. But we need it to engage people who would not otherwise watch a film on MPs expenses. Ideally professional and warm if such a combination exists.

Agree about [REDACTED] not saying the numbers.

Agree, just say visit our website if that's what people usually do.

Yes, the vox pop would be better as a different male voice.

I looked at the factory footage and that would work but it probably needs an overlay to make it look a bit less bleak. We can't use any with real MPs unfortunately.

I clicked the other links but the videos don't play for some reason. Do I need to register? The thumbnails look good though.

<image002.png>

Could you send me the invoice for the full amount and then when everything has been done let me know what proportion of the work was done before 31 March and what proportion was done after? As I mentioned, I'm just going to ask [REDACTED] to change the title again too. I need to submit the invoice before Wednesday.

Thanks

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**From:** [REDACTED]  
[REDACTED] March 2022 13:33  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Fwd: Myth Busting video

Dear [REDACTED]

Thank you very much for this. Well done on getting the script down.

Please could you confirm the tone of voice and music style you would like for your film.

The music and voice over style for the Magneto promo are very warm and bouncy which is quite a different feel to the other film you liked from BTP.

We can definitely get [REDACTED] to do the voice over. I was thinking it might be better if she didn't say the numbers. What do you think?

What shall we do about the web address? We usually would just finish on "visit our website for more information" rather than giving out the address.

What do you want to do about the Vox pop voice? Should this be a separate male voice say?

We've been looking through some other footage libraries. Here are some clips that we have found. The issue we have is that stock footage is generic but can look set up or corporate. News footage tends to be about recognisable individuals. Here are some examples. Could you tell us what you like the look of please.

Great that the training films have gone down well.

What would you like to do about invoicing as the year end is fast approaching?

Best wishes [REDACTED]

<https://www.istockphoto.com/video/business-team-on-a-factory-visit-gm956862178-261265772>

Some AP library links for reference:

Street interviews stock news footage (no camera or interviewer in shot):

[http://www.aparchive.com/metadata/UK-Royals-Interview-Londoners-Reaction/a71440826326456e81f3f40af7c4504a?query=UK+street+interview&current=2&orderBy=Relevance&hits=31&referrer=search&search=%2fsearch%2ffilter%3fquery%3dUK%2520street%2520interview%26from%3d1%26orderBy%3dRelevance%26allFilters%3d2020%253ADecade%252CA169%253AAspectRatio%252CColor%257CTrue%253AIsColor%252CTrue%253AIsDigitized%26ptype%3dIncludedProducts%26\\_%3d1648633209282&allFilters=2020%3aDecade%2cA169%3aAspectRatio%2cColor%7cTrue%3aIsColor%2cTrue%3aIsDigitized&productType=IncludedProducts&page=1&b=c4504a](http://www.aparchive.com/metadata/UK-Royals-Interview-Londoners-Reaction/a71440826326456e81f3f40af7c4504a?query=UK+street+interview&current=2&orderBy=Relevance&hits=31&referrer=search&search=%2fsearch%2ffilter%3fquery%3dUK%2520street%2520interview%26from%3d1%26orderBy%3dRelevance%26allFilters%3d2020%253ADecade%252CA169%253AAspectRatio%252CColor%257CTrue%253AIsColor%252CTrue%253AIsDigitized%26ptype%3dIncludedProducts%26_%3d1648633209282&allFilters=2020%3aDecade%2cA169%3aAspectRatio%2cColor%7cTrue%3aIsColor%2cTrue%3aIsDigitized&productType=IncludedProducts&page=1&b=c4504a)

Street interviews stock news footage:

<http://www.aparchive.com/metadata/UK-Stones-Shop/db0c54123bf74e87a696d369ef5a55cf?query=UK+street+vox+pops&current=1&orderBy=Relevance&hits=5&referrer=search&search=%2fsearch%3fstartd%3d%26enddd%3d%26allFilters%3dA169%253AAspectRatio%252CColor%257CTrue%253AIsColor%252CTrue%253AIsDigitized%252CHD%253AIsHd%252C2020%253ADecade%26query%3dUK%2bstreet%2bvox%2bops%26advsearchStartDateFilter%3d%26advsearchEndDateFilter%3d%26decadeddl%3d2020%26searchFilterHdSDFormat%3dAll%26searchFilterDigitized%3dAll%26searchFiltercolorFormat%3dAll%26searchFilteraspectratioFormat%3dAll&allFilters=A169%3aAspectRatio%2cColor%7cTrue%3aIsColor%2cTrue%3aIsDigitized%2cHD%3aIsHd%2c2020%3aDecade&productType=IncludedProducts&page=1&b=5a55cf>

Factory visit (Boris Johnson):

[http://www.aparchive.com/metadata/UK-PM-Nissan-Factory/1425631a1f434a699e100bea1a2c7bf1?query=UK+factory+visit&current=4&orderBy=Relevance&hits=11&referrer=search&search=%2fsearch%2ffilter%3fquery%3dUK%2520factory%2520visit%26from%3d1%26orderBy%3dRelevance%26allFilters%3dA169%253AAspectRatio%252CColor%257CTrue%253AIsColor%252CTrue%253AIsDigitized%252CHD%253AIsHd%252C2020%253ADecade%26ptype%3dIncludedProducts%26\\_%3d1648636232791&allFilters=A169%3aAspectRatio%2cColor%7cTrue%3aIsColor%2cTrue%3aIsDigitized%2cHD%3aIsHd%2c2020%3aDecade&productType=IncludedProducts&page=1&b=2c7bf1](http://www.aparchive.com/metadata/UK-PM-Nissan-Factory/1425631a1f434a699e100bea1a2c7bf1?query=UK+factory+visit&current=4&orderBy=Relevance&hits=11&referrer=search&search=%2fsearch%2ffilter%3fquery%3dUK%2520factory%2520visit%26from%3d1%26orderBy%3dRelevance%26allFilters%3dA169%253AAspectRatio%252CColor%257CTrue%253AIsColor%252CTrue%253AIsDigitized%252CHD%253AIsHd%252C2020%253ADecade%26ptype%3dIncludedProducts%26_%3d1648636232791&allFilters=A169%3aAspectRatio%2cColor%7cTrue%3aIsColor%2cTrue%3aIsDigitized%2cHD%3aIsHd%2c2020%3aDecade&productType=IncludedProducts&page=1&b=2c7bf1)

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**From:** [REDACTED]  
**Sent:** 30 March 2022 10:09  
**To:** [REDACTED]  
**Subject:** Fwd: Myth Busting video

Begin forwarded message:

From: [REDACTED]  
Subject: RE: Myth Busting video  
Date: 28 March 2022 at 17:06:58 BST  
To: [REDACTED]  
Cc: [REDACTED]

Thanks [REDACTED] please find our answers below.

1 – Type of Media (Free Entry - Exhibition, Fee Paying - Exhibition, TV only, TV / Online, All Media inc SVOD, Feature Documentary (All Media including Cinema), Feature Film (All Media including Cinema), Online Only, internal corporate, external corporate, TV commercial etc)

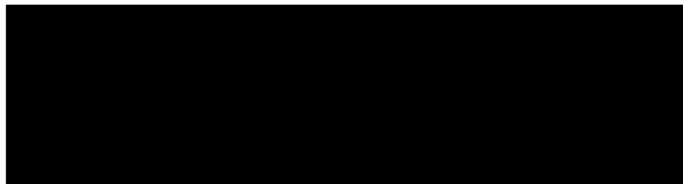
Online only

2 – Length of license (we provide licenses from 1 day, to 5 years, 10 years and in-perpetuity)

5 years

3 – Territories (one location, one country only / UK only, one continent / Europe only, worldwide etc)

UK



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From: [REDACTED]  
Sent: 28 March 2022 10:22  
To: [REDACTED]  
Cc: [REDACTED]  
Subject: Re: Myth Busting video

Morning [REDACTED]

Hope you had a good weekend.

Thanks for your mail. Happy to arrange a call, but I think you need to decide the mood and tone of the film you are after.

If you want something very punchy like the BTP that means cutting down the script and dropping the voice over.

Do you have examples of films that have the tone you are after?

We can search other libraries. Some of the footage you are requesting is very specific. We may need to search news archive sites. These are more expensive but as you say there is budget. They will want to know exactly the purpose, where the film is being shown and how long the licence needs to be for usage, also, if there will be any paid spend behind the film

Information required.

1 – Type of Media (Free Entry - Exhibition, Fee Paying - Exhibition, TV only, TV / Online, All Media inc SVOD, Feature Documentary (All Media including Cinema), Feature Film (All Media including Cinema), Online Only, internal corporate, external corporate, TV commercial etc)

2 – Length of license (we provide licenses from 1 day, to 5 years, 10 years and in-perpetuity)

3 – Territories (one location, one country only / UK only, one continent / Europe only, worldwide etc)

I am in the office today and on Wednesday if you'd like to discuss.

[REDACTED]

Thank you

Best wishes [REDACTED]

.....

[REDACTED]

[REDACTED]

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**[Watch our new showreel](#)**

<image001.jpg>

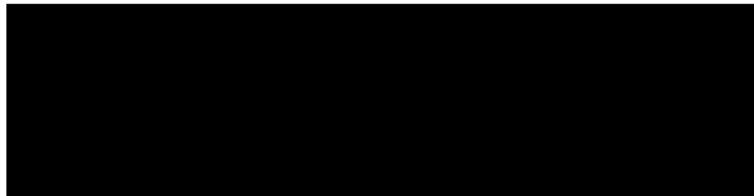
.....

**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 24 Mar 2022, at 11:16, [REDACTED]  
[REDACTED] wrote:

Thanks [REDACTED], perhaps we should arrange a time to discuss? As you know, we are underspent on the project so we have some budget available to ensure that we get a usable product.



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From [REDACTED]

Sent: 24 March 2022 10:52

To: [REDACTED]

Subject: Re: Myth Busting video

Morning [REDACTED]

The difference with the BTP film is that the script was much shorter and there was no voice over. The figures based short script enabled us to deliver the material in this punchy way with music. We had to use a less strong music track in your film so it didn't fight with the voice over. Adding all voice over text will slow the film down further. I think we need to address these key issues before drilling down into individual shots.

We haven't budgeted to create 2D animation for this film. But we can create the map graphic if required.

Best wishes [REDACTED]  
[REDACTED]  
[REDACTED]

On 24 Mar 2022, at 09:44, [REDACTED]

[REDACTED]  
wrote:

Thanks [REDACTED] It feels quite far from the pace and impact of the BTP film.

The opening footage of Westminster are good but could we have these with the colour overlay – or the overlay coming down as in BTP.

A lot of the scenes need the words on screen – is this due to be added?

9 seconds - the interview looks like an MP, is there anything that could look more like a member of the public being interviewed on a high street or somewhere local?

17 seconds - I don't like the 'stop', is there another way to switch from the negative to the positive? Like the old vinyl record being stopped sound and just the words 'This isn't the case'?

19 seconds I really like the newspaper cuttings but could we take out any reference to 'expenses'?

30 seconds – MPs don't decide their own business costs – could this be calculator footage instead of a keyboard

37 seconds – I like the graphs but are there any that don't show such high growth? Something with less of a gradient

40 seconds – the footage in this section doesn't seem to relate to spending money – the evidence footage is fine. Is there any footage to show an official in a local setting, community meeting, touring a

factory, inspecting a farm, visiting a school, meeting families/refugees etc

55 seconds – is there any footage of an office or staff that looks less corporate?

1:10 –not sure of the reason for the receipt footage – perhaps it relates to the evidence section before?

1:20 – for working in 2 locations would it be possible to have a map of the UK with dots/arrows appearing for constituencies and travel to London?

1:45 – we like the Scheme footage but could we also change to the new

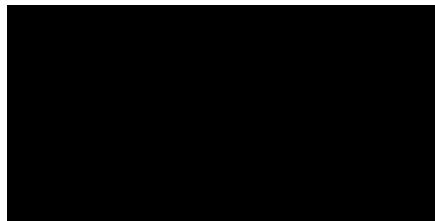
Scheme?[https://assets.ctfassets.net/nc7h1cs4q6ic/2etNPrnZy3ErzpDX30DwK0/53ade0347d0574c6a5ed200f26f1c5b3/Fourteenth Edition of the Scheme 2022-23\\_1.pdf](https://assets.ctfassets.net/nc7h1cs4q6ic/2etNPrnZy3ErzpDX30DwK0/53ade0347d0574c6a5ed200f26f1c5b3/Fourteenth_Edition_of_the_Scheme_2022-23_1.pdf)

Final screen – I don't think this should be the title page layout. Like the BTP, could we have one frame with 'Visit our website for further information. [www.theipsa.org.uk](http://www.theipsa.org.uk)' and then 'We are IPSA' with our logo on the final frame?

I'd be happy to help source footage if there's a site I can visit.

We'd like [REDACTED] for the voiceover.

Thanks



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**From:** [REDACTED]

**Sent:** 22 March 2022 17:22

**To:** [REDACTED]

**Subject:** Myth Busting video



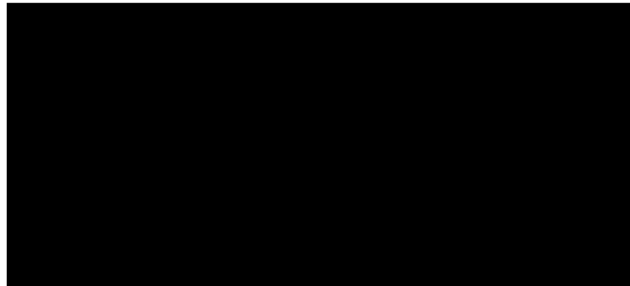
Dear [REDACTED]

Here's the first edit of the Myth Busting video. If you could let us know if there's any stock footage you don't like as these are just clips in draft with watermarks at the moment.

<https://vimeo.com/691032874/49ff23b434>

[REDACTED] and I have produced a guide voice over track.

Here are a couple of voice over artists that we recommend.



Let me know what you think.  
Many thanks

Best wishes [REDACTED]

[REDACTED]

[REDACTED]

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[\*\*Watch our new showreel\*\*](#)

<image001.jpg>

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**AWARDS:**

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UK

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