

[REDACTED]

From: Lee Bridges
Sent: 14 April 2022 10:43
To: [REDACTED]; Communications Team [Distribution Group]
Subject: RE: Public myth buster video

Yes, let's go with that – and don't worry about not hearing from them, approve away as it's ace

From: [REDACTED]
Sent: 14 April 2022 10:27
To: Lee Bridges [REDACTED]; [REDACTED] Communications Team [Distribution Group] <CommunicationsTeam@theipsa.org.uk>
Subject: RE: Public myth buster video

I haven't heard anything back from SLT [REDACTED] so I might go ahead and approve the myth buster.

Also, I put this in the away day chat but to include [REDACTED] h 'This is IPSA' but in the myth buster they have gone with 'We are IPSA'. Obviously, we want to make them consistent and also use this as the title for the away day. I think I prefer 'We are IPSA'. What do you think?

Magneto are going to add the closing tiles from the myth buster (with the We are IPSA/This is IPSA message) to the other videos as it's a much stronger ending.

I'll play the myth buster at the all people meeting today with the watermarks because the agenda is so light.

[REDACTED]

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From: [REDACTED]
Sent: 13 April 2022 11:05
To: Georgia Wilson [REDACTED]; Ian Todd [REDACTED]; Karen Walker [REDACTED]; Thomas Fitch [REDACTED]; [REDACTED]
Cc: Lee Bridges [REDACTED]; [REDACTED]; Communications Team [Distribution Group] <CommunicationsTeam@theipsa.org.uk>
Subject: Public myth buster video

Hello,

Below is a link to our new public myth busting video. It addresses 5 of the key misconceptions that came up during our public sentiment research. Let me know what you think.

<https://vimeo.com/manage/videos/698578125/3e7050c413>

This version has watermarks but as soon as we sign off the video, they will create the final version.



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