

[REDACTED]

From: [REDACTED]
Sent: 28 March 2022 17:35
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Myth Busting video

Follow Up Flag: Follow up
Flag Status: Completed

Hi [REDACTED]

Good to talk. Here are some other styles of public facing information videos that we've created

The National Archive
<https://vimeo.com/438912432>

Young Money
<https://vimeo.com/396670449>

Magneto promo voiced by [REDACTED]
<https://vimeo.com/339562649>

Consumer International promo, using stock footage.
<https://vimeo.com/190272473>

The Hotjar film wasn't that relevant in the end.

Look forward to hearing back from you on the script cut down. The word count of the BTP video is 150 words.
Thank you.

Best wishes [REDACTED]

[REDACTED]

[REDACTED]

On 28 Mar 2022, at 12:53, [REDACTED] > wrote:

Thanks [REDACTED] Are you free at 4.30 for a quick call?

[REDACTED]

[REDACTED]

IPSA

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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]

www.magnetofilms.co.uk

[Watch our new showreel](#)

<image001.jpg>

AWARDS:

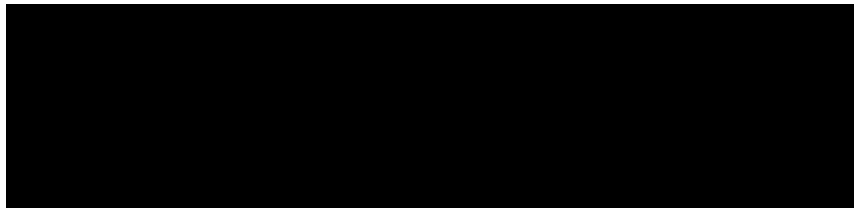
Finalist Brand Film Festival 2019 for **What We Do** for Sightsavers

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 24 Mar 2022, at 11:16, [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.



IPSA

www.theipsa.org.uk

From: [REDACTED]
Sent: 24 March 2022 10:52
To: [REDACTED] >
Cc: [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]

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/2etNPrnZy3Erzp>

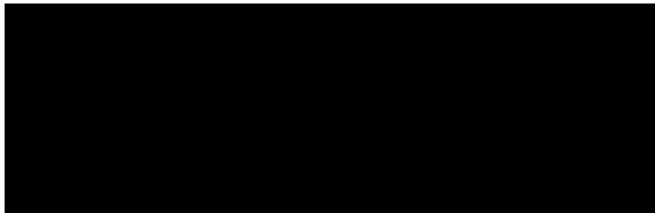
[DX30DwK0/53ade0347d0574c6a5ed200f26f1c5b3/Fourteenth Edit ion of the Scheme 2022-23 1 .pdf](#)

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' 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

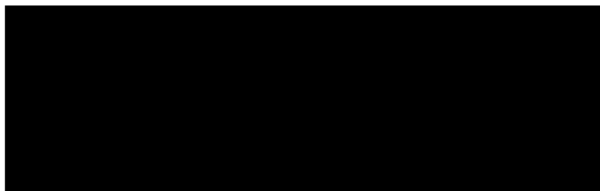
Dear [REDACTED]

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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