

From: Amy Duffy <aduffy@scprt.com>
To: Veldran, KatherineKatherineVeldran@gov.sc.gov
Date: 3/18/2014 1:39:40 PM
Subject: FW: RBC Heritage Welcome Video

KV – please review (and see note below) and call me when you get a minute

Amy Duffy
Chief of Staff
SCPRT



From: Kevin Basirico [<mailto:kbasirico@bfgcom.com>]
Sent: Tuesday, March 18, 2014 12:17 PM
To: Beverly Shelley
Cc: Tammy Strawbridge; Andrea Ferre; Ryan Clark
Subject: RBC Heritage Welcome Video

Hello Beverly- Please find the link the :60 work in progress and the teams feedback in red below.

-There's also a scene in another video that's in circulation that they especially like...that includes some black and white footage of the light house...could it be included in the section where the Governor talks about the renovations on the island? (I'll check with RBC Heritage contact to see if they have that b-roll.)

These are still photos that the editor did a "move" on. The team believes it will look out of place going from full color treated footage to black and white images. Also, it may be a bit confusing to the viewer since the VO is referencing current renovations and the black and whites are referencing growth that took place on the island during that late 60s.

<http://media.bfgcom.com/links/HERITAGE60-ver3-c.wmv>

Let me know if you have any questions.

Thanks,
Kevin

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