

From: Amy Duffy <aduffy@scprt.com>
To: Veldran, KatherineKatherineVeldran@gov.sc.gov
Date: 3/7/2014 1:00:35 PM
Subject: FW: now that I've watched this a few times...welcome video thoughts for consideration...

FYI on the video

Amy Duffy
Chief of Staff
SCPRT



From: Beverly Shelley
Sent: Friday, March 07, 2014 12:27 PM
To: Amy Duffy
Subject: RE: now that I've watched this a few times...welcome video thoughts for consideration...

Dre's double checking on the golfer to confirm who he is and that this is from footage from one of the two most recent tournaments while RBC has been the sponsor.

And, she's checking on the blurring technique to confirm that it is by design. I assumed it was intentional and done for at least two reasons...one, because if you look back through, what's in focus is where they want the eye to focus...i.e. on the Governor when she's in the frame. And, two, because they're blending video shot by more than one videographer and shot in different styles...so by artistically blurring elements, they're creating some artificial consistency.

But that's just what crossed my mind when I reviewed it. Will let you know what I hear.

When you share with Governor's team, do note that BFG is recreating the road artwork so that it will be more attractive and stylistically will look more like the other rendering in the clip.

Beverly