

From: Katherine Veldran <[kveldran@gmail.com](mailto:kveldran@gmail.com)>  
To: Veldran, KatherineKatherineVeldran@gov.sc.gov  
Date: 7/14/2014 10:15:37 AM  
Subject: Re: FGI Video 2014

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Commerce is asking if you have the raw footage of the Heritage video.  
They working

On Wed, Apr 16, 2014 at 9:38 AM, Zach Pippin <[zpippin@gmail.com](mailto:zpippin@gmail.com)> wrote:  
regular version <https://www.youtube.com/watch?v=eYOW36LA4n0&feature=youtu.be>

On Wed, Apr 16, 2014 at 4:57 AM, Zach Pippin <[zpippin@gmail.com](mailto:zpippin@gmail.com)> wrote:  
> Power Team version: <https://www.youtube.com/watch?v=jgdraFXYilA&feature=youtu.be>  
>

> On Wed, Apr 16, 2014 at 4:02 AM, Zach Pippin <[zpippin@gmail.com](mailto:zpippin@gmail.com)> wrote:  
>> Got the edits made as best as I could. Everything is processing/uploading now.

>>  
>> Don't have any cool SC flag footage

>>  
>> Added some more RBC

>>  
>> Added an unemployment news clip

>>  
>> Inserted Michelin clip

>>  
>> Got Nephron audio, don't have any footage from there, same with ZF and

>> Schaeffler (plants that either aren't open or don't allow filming)  
>>

>> Cut Continental  
>>

>> She doesn't mention Dayton Rogers by name in the footage from there so  
>> it sounds generic

>>  
>> Got nothing for Kent, 2AM, or Nucor, don't think we attended events there.

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>> On Wed, Apr 16, 2014 at 1:55 AM, Katherine Veldran <[kveldran@gmail.com](mailto:kveldran@gmail.com)> wrote:  
>>> Zach,

>>> This is great! Below is some feedback, comments, and additions - ran them by Tim.  
>>>

>>> - Just a thought? Can we start with the American flag and fade into the SC flag in the

beginning -- then begin the video? for more SC spirit - for the Palmetto State Reception.

>>>

>>> - We need more RBC. Can we add in footage from the press conference (announcement) about RBC being the title sponsor? Maybe add in the RBC voice over from last year or news clip.

>>>

>>> - Can we add in any Economic Development news clips - so it brings in a 3rd party validators? Especially about jobs and unemployment rate - for this audience.

>>>

>>> - Pete Selleck - CEO of Michelin will be present we need to insert Michelin clips/video etc. even if it's last year's - with the Big yellow trucks when she uses the "michelin our first son" quote.

>>>

>>> - The voice over about Bridgestone is during parts of BMW video - maybe insert last years video about Bridgestone video?

>>>

>>> Is there away to add the following companies?:

>>> - Nephron (CEO present) - maybe the the news clips? Lexington 700 jobs etc.

>>> - ZF (CEO present) - maybe the clip from last year

>>> - Google (CFO present) - insert news clip or possible logo

>>> - Schaeffler - insert her quote from last year about "Schaeffler matters to SC."

>>> - Continental - The first 1:00 minute seems to only be about them - let's cut to add in the others? Maybe cut the beginning of bobby's voice over and start his voice over similar to last year's.

>>> - Other companies that will be there if you have footage, News Clips, and/or logos please add - Nucor, 2AM Group (President present), Dayton Rogers (CEO present), and Kent (CEO present).

>>>

>>> Companies mentioned in this video:

>>> Continental - need to cut the time

>>> BMW - do we have footage of the most recent rollout - with the new series?

>>> Boeing - great.

>>> Bridgestone - need to add Bridgestone footage (new or possibly from last year)

>>> Ports - great visuals

>>> We build things - Great!

>>>

>>> - My numbers could be off but can we cut from 1:10 - 1:15 / keep from 1:15 - 1:22 / Cut 1:22 - 1:29 / Keep 1:29 - 1:33 / then cut her laugh.

>>>

>>> - Any of the logos you can insert help.

>>>

>>> I hope these comments make sense. I will be with N and Tim tomorrow morning - I'll call you to catch up.

>>>

>>> Thank you for everything. Goodnight :)

>>> Veldran

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>>>> On Apr 15, 2014, at 6:32 PM, Zach Pippin <[zpippin@gmail.com](mailto:zpippin@gmail.com)> wrote:

>>>>

>>>> Here's the link to my first draft. I'm going to fine tune the audio

>>>> more to make sure all of the voices are equally audible. Anything else

>>>> you see that needs changing?

>>>>

>>>> <https://www.youtube.com/watch?v=OQwgyvFL4eE&feature=youtu.be>