

6/2/5
John

TOUCHSTONE

Zoe Hall
Studio Z
97b West Bow
Edinburgh
EH1 2JP

30 March 1995

Our reference: BVC\Hall.101

Dear Zoe

Bennachie Centre draft script and the Bailies of Bennachie video

Here are six copies of the first revision of the draft script. Please contact us if you have any queries.

We have looked at the details of the Bailies of Bennachie video in the context of its contributing footage to The Flight of the Gouk. In the present plans, The Bailies of Bennachie video will show Bennachie through the eyes of a father and two children. It will illustrate Bennachie's flora and fauna to a certain extent but will also look at history, geology, recreation, legends and landmarks. On the other hand, the planned Flight of the Gouk portrays the integrated life of the forest and hill from the point of view of wildlife.

We would suggest that instead of producing a relatively long Bailies of Bennachie video which shares footage with the Flight of the Gouk, two shorter videos in tandem should be produced. Our reasoning is as follows:

- Because of the diversity of content, it is unlikely that there would be enough relevant footage in the Bailies' video (as it is envisaged) that would easily transfer to The Flight of the Gouk; also audience members who seen one version could become bored during repeated footage:
- Two videos could be complementary, with the Bailies' video presenting a people-based comprehensive coverage, of perhaps 10 -12 minutes - a 'programme' - and the Gouk video presenting an 'impression' (albeit a deep one) of perhaps 7 minutes; they can share the same filming but use different shots.
- Bearing in mind that funds are fixed, shorter videos could maximise on quality; shorter videos would command a greater proportion of the audience's attention.

Yours sincerely

Sue Mitchell

Susan Mitchell
Consultant