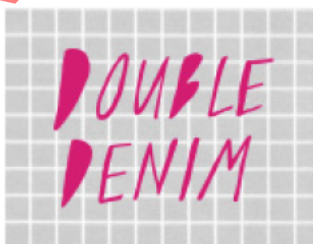


From: Anna Dean <anna@doubledenim.co.nz>
Sent: Wednesday, 18 December 2019 4:05 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Fwd: Audio Fixed

With thanks,
AD

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ANNA DEAN
DOUBLE DENIM 9(2)(a) anna@doubledenim.nz
Postal: Double Denim HQ, 110 Cuba Street, Wellington, New Zealand
doubledenim.nz

From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Wednesday, 18 December 2019 4:16 p.m.
To: Anna Dean <anna@doubledenim.co.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: RE: ? NLNZ - issue with audio on Youtube of Bill and Stevie

Hey Anna, :)

Good to know about the SRT file working with the Facebook video.

You're right that swapping the Youtube link won't fix the FB post. What I'd like to try instead is adding the updated video to the original post as a comment. Hopefully that will avoid confusion and duplicate posts.

Let us know when the video is good to go!

Cheers,

9(2)(a)

From: Anna Dean <anna@doubledenim.co.nz>
Sent: Wednesday, 18 December 2019 3:09 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Re: ? NLNZ - issue with audio on Youtube of Bill and Stevie

H 9(2)!

How are you? :)

Just a note that you can use the same SRT file for FB video upload as far as I know.

The YouTube link update won't work for the existing FB post as far as I know. I would suggest doing a fresh one as 9(2)(a) the editor is providing an updated sound fixed version after 4pm today, and you can choose if you wish to replace.

Thanks so much!

AD

From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Wednesday, 18 December 2019 2:45 PM
To: Anna Dean <anna@doubledenim.co.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: RE: ? NLNZ - issue with audio on Youtube of Bill and Stevie

Kia ora,

With regards to the Facebook post — previously Youtube videos played within FB as an embed but as of this year they no longer work that way.

In order to upload the video to FB we would need the file with captions embedded. This is different from the video on Youtube with SRT file 9(2) created.
()

We're checking to see whether updating the video on Youtube will break the link used in the FB post.

Ngā mihi,
9(2)
2)

From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Wednesday, 18 December 2019 1:26 PM
To: Anna Dean <anna@doubledenim.co.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; anna@doubledenim.nz
Subject: RE: ? NLNZ - issue with audio on Youtube of Bill and Stevie

Hi Anna

Reply I sent to 9(2)(a) when she queried my response.

You would need to check in with editor of video and how sound track was recorded. Likely an issue with stereo audios conversion to mono which is being played through one speaker on mobile and a PC, but I am no expert.

9(2)(a)

Imaging Technician/Photographer | Kaitangowhakaahua
Imaging Services | Ratonga Atahanga

Alexander Turnbull Library | National Library of New Zealand | Te Puna Mātauranga o Aotearoa
Direct Dial: 9(2)(a) | Extn: 9(2)



National Library of New Zealand
14 September 2019 – 23 May 2020

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From: Anna Dean <anna@doubledenim.co.nz>

Sent: Wednesday, 18 December 2019 1:16 PM

To: 9(2)(a) <9(2)(a)@dia.govt.nz>

Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; anna@doubledenim.nz

Subject: Re: ? NLNZ - issue with audio on Youtube of Bill and Stevie

Hi hi,

Thanks for the feedback. We checked this in the edit as the tones of their voices were so different.

It was output like this but I can check if the editor is able to re-output.

It plays fine on desktop and I can hear it on my mobile.

Also the captions should be able to be followed if anyone is having problems. I'm surprised the YouTube link is being used on the FB post as would have expected that to be a FB video as it will get more views.

With thanks

Anna

From: 9(2)(a) <9(2)(a)@dia.govt.nz>

Sent: Wednesday, 18 December 2019 1:16 PM

To: 9(2)(a) <9(2)(a)@dia.govt.nz>; anna@doubledenim.nz

Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>

Subject: RE: ? NLNZ - issue with audio on Youtube of Bill and Stevie

You would need to check in with editor of video and how sound track were recorded.

Likely an issue with stereo audios conversion to mono which is being played through one speaker on mobile and a PC, but I am no expert.

9(2)

From: 9(2)(a) <9(2)(a)@dia.govt.nz>

Sent: Wednesday, 18 December 2019 1:11 p.m.

To: 9(2)(a) <9(2)(a)@dia.govt.nz>; anna@doubledenim.nz

Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>

Subject: Re: ? NLNZ - issue with audio on Youtube of Bill and Stevie

I did check that with the editor but will ask again. Could it be a YouTube issue?

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From: 9(2)(a) 9(2)(a) @dia.govt.nz>
Sent: Wednesday, December 18, 2019 1:08:49 PM
To: 9(2)(a) <9(2)(a) @dia.govt.nz>; anna@doubledenim.nz
<anna@doubledenim.nz>
Cc: 9(2)(a) <9(2)(a) @dia.govt.nz>; 9(2)(a) <9(2)(a) @dia.govt.nz>
Subject: ? NLNZ - issue with audio on Youtube of Bill and Stevie

Kia ora

Colleague has let me know that video has been shared on line.

Issue with audio you can't hear Bill if you are listening with speakers or on mobile— appears to be in mono. Fine using headphones.
Sounds like balance not right with Bills audio.

9(2)(a)

Imaging Technician/Photographer | Kaitangowhakaahua
Imaging Services | Ratonga Atahanga

Alexander Turnbull Library | National Library of New Zealand | Te Puna Mātauranga o Aotearoa

Direct Dial: 9(2)(a) | Extn: 9(2)



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From: Anna Dean <anna@doubledenim.co.nz>
Sent: Wednesday, 18 December 2019 9:34 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Re: Suggested social media copy, media release, key messages etc.

Also, I wouldn't include the release in that post, just the video link.

And if 9(2) feels it needs more context this part also good to include:

Since October 2019 libraries across the country have been given first option on some of our overseas published books, many which haven't been issued in 20-30 years. This is a reminder to get your requests in with further lists to be released in January, February and March 2020 for library consideration.

For the remaining books we're working with community organisations to provide for their annual book fairs. The money raised will directly fund literacy programmes across NZ and the Pacific.

On Wed, Dec 18, 2019 at 9:09 AM Anna Dean <anna@doubledenim.co.nz> wrote:

Hi 9(2)

Yes that headline sounds pretty bang on.

We're making room for our New Zealand, Māori and Pacific stories because no other library outside Aotearoa New Zealand is going to collect *our* stories, that's our job.

Less is more.
AD

On Wed, 18 Dec 2019 at 7:49 AM, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Hi Anna,

Suggested copy for Twitter and FB to accompany video. 9(2) will possibly change this but would love some feedback if possible. Social isn't my strong point.

Library space isn't infinite so... we're looking to rehome thousands of books that haven't been issued for over 20 years to make room for our New Zealand, Māori and Pacific stories because no other library outside of New Zealand is going to collect *our* stories, that's our job. [link to MR] END

OR add... libraries across NZ have been given first option on these books, then community organisations such as Rotary will sell them through their annual book fairs. Money raised will go towards literary programmes across NZ and the Pacific.

I've attached the media release, Q&A and key messages if you'd like to pass these onto Stevie just in case she gets slammed on social or called. You are welcome to pass on my number but I'm assuming you want to remain the key contact.

I've been imaging headlines like "Rehoming 600,000 books doesn't "Spark Joy" for book lovers"

Thanks for all you support.

From: Anna Dean <anna@doubledenim.co.nz>
Sent: Tuesday, 17 December 2019 2:11 PM
To: 9 [REDACTED] <9(2)(a) [REDACTED]@dia.govt.nz>
Subject: Fwd: Updated Why Video

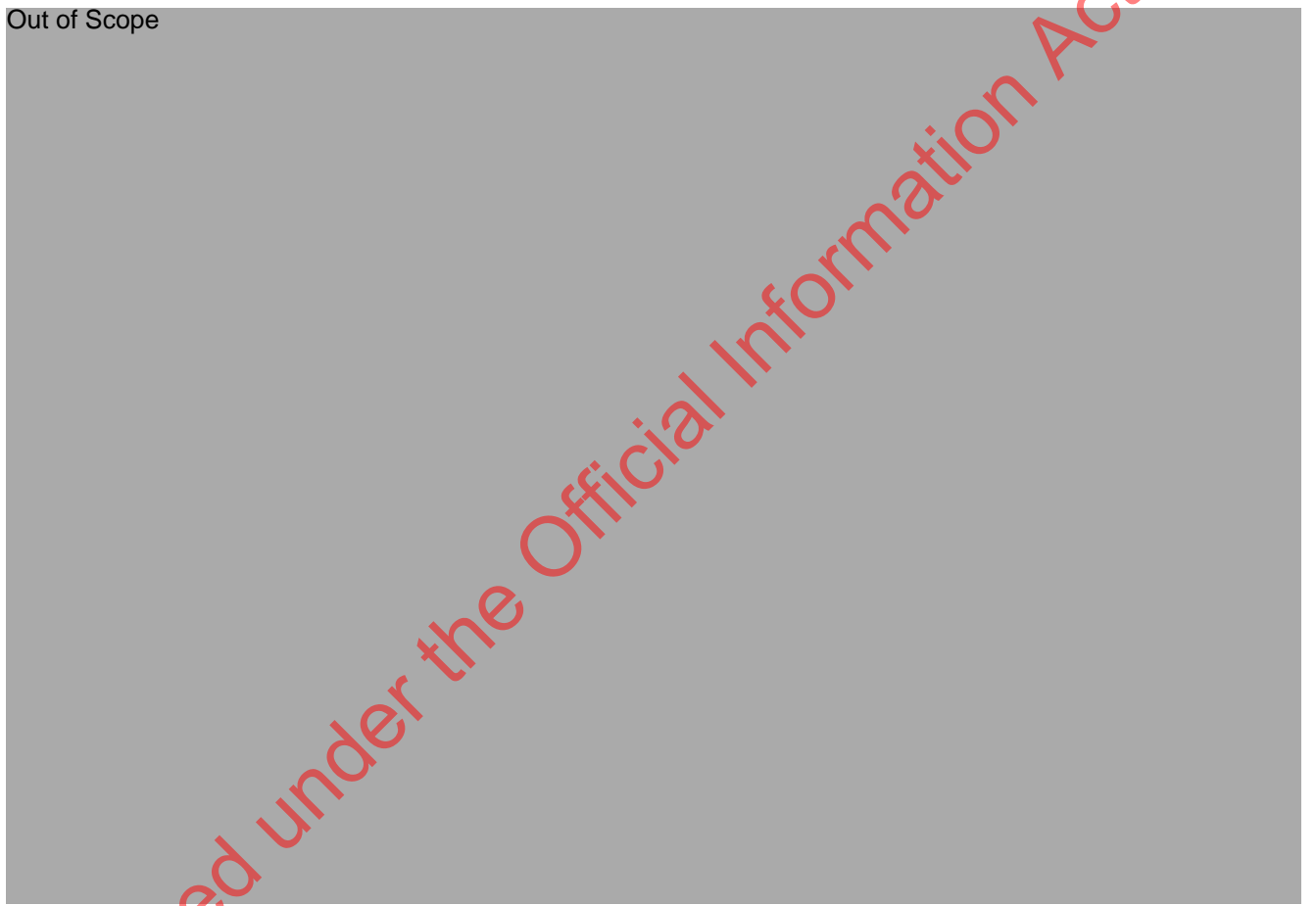
Here you are. References to the amount saved have been removed.

And the sound levels have been checked and see the reason below.

With thanks,

AD

Out of Scope



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From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Monday, 16 December 2019 4:56 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>; anna@doubledenim.nz
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; Bill Macnaught <Bill.Macnaught@dia.govt.nz>; 9(2)(a)@gmail.com; 9(2)(a)@gmail.com
Subject: RE: Images today please

Kia ora 9(2)(a)

I have added some more images to initial set I sent you on Friday. See attached proof any images with 2 star rating have been newly added to set. Some of the early images are general stock image unrelated to overseas collection.

You can access all of the set on internal network drive [here](#), suitable for web and print up to approx 18cm wide @ 300dpi.

I can also share these externally via wetransfer if needed just let me know.

Ngā mihi

9(2)(a)

Imaging Technician/Photographer | Kaitangowhakaahua
Imaging Services | Ratonga Atahanga

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Direct Dial: 9(2)(a) | Extn: 9(2)
()



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From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Monday, 16 December 2019 1:04 PM
To: 'Anna Dean' <anna@doubledenim.co.nz>
Cc: 'Angela Meyer' <angela@doubledenim.co.nz>
Subject: RE: OPC videos SRT and transcript

MP4 format is fine.

From: Anna Dean <anna@doubledenim.co.nz>
Sent: Monday, 16 December 2019 12:56 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Angela Meyer <angela@doubledenim.co.nz>
Subject: Re: OPC videos SRT and transcript

Thanks 9(2)
Yes in intending to send that through today.
In terms of format delivery for the videos 9(2) believes the format is acceptable for those uses.
I'll send the SRT. But let me know if the two videos aren't acceptable as provided as mp4.
Thanks so much,
AD

On Mon, 16 Dec 2019 at 12:51 PM, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Hi Anna and Ange,

Will we be provided with a transcript which has a visual and audio description to accompany the hero video? I've been told that 9(2) and 9(2) will need this for uploading to their website. If you don't do this as a matter of course I'll get in there.

<https://natlib.govt.nz/he-tohu/about/te-tiriti-o-waitangi/te-tiriti-o-waitangi-nine-lives>

An SRT file would be required for Youtube, Facebook and Twitter just for the hero video. I assume you do this.

They will need the videos etc. and by tomorrow morning.

Let me know if you need to talk about anything.

Ngā mihi

9(2)(a)

9(2)(a) | Senior Communications Advisor | Communications Te Manu Karere
The Department of Internal Affairs Te Tari Taiwhenua
Mobile: 9(2)(a)
[45 Pipitea Street](https://www.dia.govt.nz) | PO Box 805, Wellington 6011, New Zealand | www.dia.govt.nz



From: Anna Dean <anna@doubledenim.co.nz>
Sent: Monday, 16 December 2019 11:02 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Fwd: Just a note

Here are the videos - Rotary CTA to be added. We will provide a document of the script to be uploaded for FB captions.
With thanks,
AD

Out of scope

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From: Anna Dean <anna@doubledenim.co.nz>

Sent: Monday, 16 December 2019 11:01 AM

To: 9(2)(a) 9(2)(a) @gmail.com>; 9(2)(a) <9(2)(a) @dia.govt.nz>

Subject: Re: Wednesday stacks tour

Hi great,

Glad you are able to take up the offer. Connecting you with 9(2)(a) who's working for National Library on this project to confirm the time. Rachel Esson will be able to show you through and I'm pretty sure she can do the afternoon so that's great.

Also, so you know a walk through has also been offered to Lynn Freeman for her Summer show on weekends during the RNZ summer programming (that she hasn't confirmed) and there is a release going out the same day. 9(2)(a) could add you to the list to receive that I think so let her know if you're keen to be on that too. 2)

I hope you had a great weekend. I'm so over this weather and am hanging out to be home in Nelson!

AD

From: Bill Macnaught <Bill.Macnaught@dia.govt.nz>
Sent: Sunday, 15 December 2019 12:34 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; Rachel Esson <Rachel.Esson@dia.govt.nz>; Louise Yarrall <Louise.Yarrall@dia.govt.nz>; Rob Stevens <Rob.Stevens@dia.govt.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; Anna Dean <anna@doubledenim.co.nz>
Subject: Re: OPC: Sign off on first edit

Monday morning at 8.30 is good. I have an important meeting at 9.00 in 3.24 so a different room in the Library would be helpful thanks 9(2)(a)

Nga mihi
Bill

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From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Sunday, 15 December 2019 11:22 AM
To: Bill Macnaught <Bill.Macnaught@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; Rachel Esson <Rachel.Esson@dia.govt.nz>; Louise Yarrall <Louise.Yarrall@dia.govt.nz>; Rob Stevens <Rob.Stevens@dia.govt.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; Anna Dean <anna@doubledenim.co.nz>
Subject: RE: OPC: Sign off on first edit
Importance: High

Kia ora all,

I'm making sure that this meeting time still stands. Bill, Anna is coming in to show you the videos and to talk you through the latest updates. If any of you would like to attend the meeting to either catch up on the latest progress or to be there to support I think that would be a good idea.

I'll do my best to book a meeting room at the Library and send through a proper invite tonight. In the meantime I thought it was important you all had this time on Monday set aside.

Ngā mihi

9(2)(a)
9(2)(a) | Senior Communications Advisor | Communications Te Manu Karere
The Department of Internal Affairs Te Tari Taiwhenua
Mobile: 9(2)(a)
45 Pipitea Street | PO Box 805, Wellington 6011, New Zealand | www.dia.govt.nz



From: Anna Dean <anna@doubledenim.co.nz>
Sent: Friday, 13 December 2019 11:47 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Re: National Library logos for video

Hi hi,

We need copies of the logos for the video endframe I presume.
We'd like to have those in case they are needed.

Or to put alongside Bill's name with his title. They are Nat Lib videos and they have branding they use.

Who do I talk to about getting these?

Thanks,
AD

On Fri, Dec 13, 2019 at 11:45 AM 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:
Sorry Anna - I don't know what you're talking about?

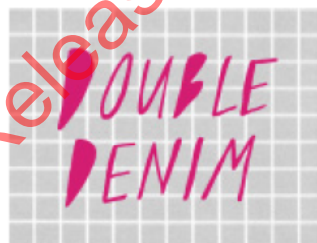
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From: Anna Dean <anna@doubledenim.co.nz>
Sent: Friday, December 13, 2019 11:11:26 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: National Library logos for video

Hi 9(2)

Just a note if you could point me in the right direction for these that would be fantastic. They will be added to the videos after today's discussion if necessary.

With thanks
AD



ANNA DEAN
DOUBLE DENIM 9(2)(a) anna@doubledenim.nz
Postal: Double Denim HQ, 110 Cuba Street, Wellington, New Zealand
doubledenim.nz

From: 9(2)(a) <9(2)(a)> @dia.govt.nz
Sent: Thursday, 12 December 2019 11:08 AM
To: 'Anna Dean' <anna@doubledenim.co.nz>
Subject: Media release: Very rough
Importance: High

Attached.

From: 9
Sent: Monday, 9 December 2019 4:03 PM
To: 'Anna Dean' <anna@doubledenim.co.nz>; 'Angela Meyer' <angela@doubledenim.co.nz>
Subject: Very rough MR

Hi Anna and Ange – attached is a very rough MR – a mash up of your messaging, my old release and 9(2)'s Rotary release. This might provide a start anyway.

Ngā mihi

9(2)(a)
9(2)(a) | Senior Communications Advisor | Communications Te Manu Karere
The Department of Internal Affairs Te Tari Taiwhenua
Mobile: 9(2)(a)
45 Pipitea Street | PO Box 805, Wellington 6011, New Zealand | www.dia.govt.nz



From: 9(2)(a) 9(2)(a) @dia.govt.nz>
Sent: Thursday, 12 December 2019 10:20 AM
To: 'Anna Dean' <anna@doubledenim.co.nz>
Subject: RE: Call sheet and shooting schedule for tomorrow

Hi Anna – I'm in a meeting but can call at 10.45am.

From: Anna Dean <anna@doubledenim.co.nz>
Sent: Thursday, 12 December 2019 10:19 AM
To: 9(2)(a) <9(2)(a) @dia.govt.nz>
Subject: Fwd: Call sheet and shooting schedule for tomorrow

Hi 9(2)(a),
Keen to have a chat asap if possible. Ange isn't going to be coming down now so just me and wanting to check a few things off with you and what I'd love you to print out if possible. Just
With thanks,
AD

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From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Wednesday, 11 December 2019 9:23 PM
To: 'Angela Meyer' <angela@doubledenim.co.nz>
Cc: 'Anna Dean' <anna@doubledenim.co.nz>
Subject: RE: Filming and scope change.

Kia ora Anna and Ange,

Thank you for checking in.

Just to clarify the videos we are looking at delivering should be:

1. Why video with Stevie and Bill
2. Job lots message from Stevie and Bill – very short used as an out tro to the 'why' video at a later stage
3. Video of 9(2) from Rotary with Bill (if he turns up) – very short used as an out tro to the 'why' video at a later stage
4. Message from Bill to librarians.

I have put further comments below in red.

Thank you for the clarity – good to avoid surprises where possible.

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Wednesday, 11 December 2019 6:10 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Anna Dean <anna@doubledenim.co.nz>
Subject: Filming and scope change.

Hi 9(2)(a),

I wanted to check in before filming starts tomorrow.

While we understand the project is changing each day as more information comes to light, I wanted to raise that we are now in the space of redoing pieces of work.

With the filming tomorrow, we are very aware that key messages will change so we have to be clear about the deliverables and the outputs.

Originally we had three videos,

1. Message to staff from Bill to go into his newsletter
2. Why video with Stevie and Bill
3. Job lots message from Stevie and Bill

Extra videos that have been requested

1. Video of 9(2) from Rotary with Bill (if he turns up)
2. Message from Bill to librarians.

We have a very tight timeframe to edit and add graphics etc. As of 5pm have not had script signoff of the key messages. We understand that is will happen tomorrow at 12pm.

Anna took Bill through the script earlier in the week and he was satisfied with the work done at that point. It was my understanding that we would go through the script tomorrow with Bill before we film but realise that this will not allow for many changes. Bill has back to back meetings tomorrow so if you would like him to view the script at an earlier stage it's best to send it through tonight or early tomorrow morning if possible.

In the unlikely event of these not happening at 12pm tomorrow - we will halt filming until we signoff.
Understood.

Signoff of the video edits - National Library will have two rounds of edits - any additional edits will be charged extra at \$150 per hour.
Understood.

We have a graphics person available until the 15th December so we need to work fast on this to deliver on the 17th.
Understood.

We will aim to have the first edit to you on Friday the 13th with any changes back to us the same day.
Understood. Will the graphics be added after we sign off on the first edit?

An updated edit will be available on Monday 16th with any feedback to us by lunchtime.
Understood.

We will deliver the Piece to Camera videos from Bill and the why video on the morning of the 17th December.
Will the video be ready to share with targeted media before the 8am media release? I realise it's highly unlikely media will pick this up but good to have a little more detail around sharing the video.

We really want to do great work for this project and the best we can do this is by being as clear as possible about what is expected from both sides. I really want to avoid surprises as they will be costly both in terms of money and time.

Best,

Ange

--



ANGELA MEYER
DOUBLE DENIM

9(2)(a)

angela@doubledenim.nz

Postal: Double Denim HQ, 110 Cuba Street, Wellington, New Zealand

doubledenim.nz

www.doubledenim.nz

From: Angela Meyer (via Google Docs) <drive-shares-noreply@google.com>
Sent: Wednesday, 11 December 2019 5:38 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Double Denim Plan for the book project - Invitation to edit

angela@doubledenim.co.nz has invited you to **edit** the following document:



[Double Denim Plan for the book project](#)



Hi 9(2)(a),

We have updated this doc, there are a few questions we need your answers to please.

In terms of sharing it with the minister, how much or how little info is needed, is a word doc okay?

Ange

[Open in Docs](#)

This email grants access to this item without logging in. Only forward it to people you trust.

Google Docs: Create and edit documents online.

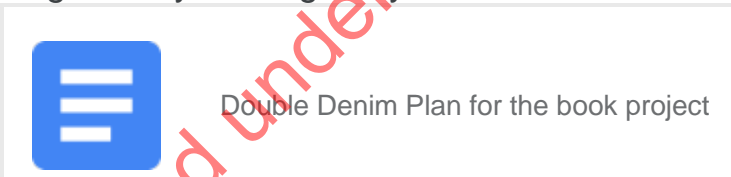
Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

You have received this email because someone shared a document with you from Google Docs.



From: Angela Meyer (Google Docs) <comments-noreply@docs.google.com>
Sent: Wednesday, 11 December 2019 5:26 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Double Denim Plan... - 9(2)(a)@dia.govt.nz DO you k...

Angela Meyer assigned you an action item in the following document



projects



Angela Meyer

New

+9(2)(a)@dia.govt.nz DO you know the names of these?

Assigned to you

[Open](#)

Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

You have received this email because you are mentioned in this thread. You cannot reply to this email. View [Double Denim Plan for the book project](#) to reply.



From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Wednesday, 11 December 2019 3:39 PM
To: 'Tessa Waters' <tessa@doubledenim.co.nz>
Subject: RE: Draft run sheet for 9(2)

I will pop over and talk to 9(2) and get back to you shortly.

From: Tessa Waters <tessa@doubledenim.co.nz>
Sent: Wednesday, 11 December 2019 3:32 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Anna Dean <anna@doubledenim.co.nz>; Angela Meyer <angela@doubledenim.co.nz>
Subject: Re: Draft run sheet for 9(2)

no problem, we can figure something out.

also will just need access to power for the make up artists set up, perhaps one of the workshop rooms on the lower floor?

cheers
tess

On Wed, Dec 11, 2019 at 3:31 PM 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Oh gosh – I forgot about that. I'll ask but I don't think they have staff parking. I'll get back to you shortly.

From: Tessa Waters <tessa@doubledenim.co.nz>
Sent: Wednesday, 11 December 2019 3:29 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Anna Dean <anna@doubledenim.co.nz>; Angela Meyer <angela@doubledenim.co.nz>
Subject: Re: Draft run sheet for 9(2)

Hi 9(2)(a)

Please find attached the run sheet for tomorrow.

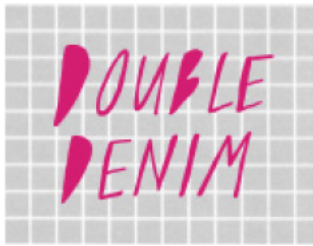
Also can you advise for the best place for 9(2) our camera person and 9(2) our make up artist to park?

Would it be possible for them to have access to the staff parking?

Thanks so much

Tess

On Wed, Dec 11, 2019 at 2:45 PM Anna Dean <anna@doubledenim.co.nz> wrote:



ANNA DEAN
DOUBLE DENIM 9(2)(a) anna@doubledenim.nz
Postal: Double Denim HQ, 110 Cuba Street, Wellington, New Zealand
doubledenim.nz

----- Forwarded message -----

From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Date: Wed, Dec 11, 2019 at 2:44 PM
Subject: Draft run sheet for 9(2)
To: Anna Dean <anna@doubledenim.co.nz>, Angela Meyer <angela@doubledenim.co.nz>

Hi Anna and Ange,

If you could flick through a draft run sheet before 4pm today for me to pass on to 9(2) that would be amazing. He wasn't invited to the filming (I remedied this morning) but we really need him for this and a run sheet even if it's in draft would help.

Cheers

Ngā mihi

9(2)(a)

9(2)(a) | Senior Communications Advisor | Communications Te Manu Karere
The Department of Internal Affairs Te Tari Taiwhenua
Mobile: 9(2)(a)
45 Pipitea Street | PO Box 805, Wellington 6011, New Zealand | www.dia.govt.nz

From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Wednesday, 11 December 2019 1:16 PM
To: 'Anna Dean' <anna@doubledenim.co.nz>
Cc: 'Angela Meyer' <angela@doubledenim.co.nz>
Subject: RE: Initial email to librarians

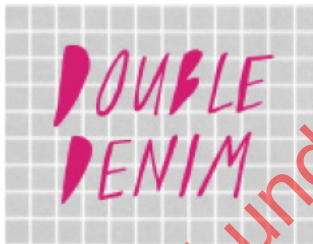
Thanks for the feedback. Will make those updates and change the date, which as you said is a bit annoying.

From: Anna Dean <anna@doubledenim.co.nz>
Sent: Wednesday, 11 December 2019 1:15 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Angela Meyer <angela@doubledenim.co.nz>
Subject: Re: Initial email to librarians

Sorry I realised I hadn't responded that this one. It looks good.

The only thing that might get heckles up is the comment about "still investing" in the Turnbull Collection. But maybe that's the kind of language Bill uses about books? Perhaps that could be softened to something along lines of we remain the caretakers of (guardians of?) Could be too hippy.

Apart from that it looks great, so annoying you have to change the date to the 5th. That's a shame and may get a bit of comment
AD



ANNA DEAN
DOUBLE DENIM 9(2)(a) anna@doubledenim.nz
Postal: Double Denim HQ, 110 Cuba Street, Wellington, New Zealand
doubledenim.nz

On Tue, Dec 10, 2019 at 5:39 PM 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Hi Anna and Ange,

Here is the initial communication for the library Listserv. I could also ask LIANZA to pop this out through their email list. This would be a prelude to the launch of the MR / PR campaign. This would not be the Blog or enews to staff.

It would be good to talk through the timing of this.

Happy for you to change – it's a bit dry.

Ngā mihi

9(2)(a)

9(2)(a) | Senior Communications Advisor | Communications Te Manu Karere
The Department of Internal Affairs Te Tari Taiwhenua
Mobile: 9(2)(a)
45 Pipitea Street | PO Box 805, Wellington 6011, New Zealand | www.dia.govt.nz



Released under the Official Information Act 1982

From: Anna Dean <anna@doubledenim.co.nz>
Sent: Wednesday, 11 December 2019 10:34 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Angela Meyer <angela@doubledenim.co.nz>; Tessa Waters <tessa@doubledenim.co.nz>
Subject: Re: Availability for a shoot 12th December

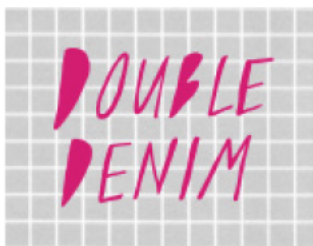
Thanks 9(2)

Tess is putting a runsheet together but we're still sorting a few details as info comes to hand. Ange and the videographer met 9(2) on Saturday and they discussed where they would be shooting so he will have that in mind already.

The start time will be earlier yes, 12 I believe. Stevie lands at 11 and will go into make up. We plan to get cutaways during the period, before Bill is available, so if we can have access from 12 that would be perfect and allow plenty of time.

Please jump in Tess if you were thinking earlier or later access needed.

Thanks 9(2), very keen to hear if the Rotary man needs to be included in this equation.
AD 2)



ANNA DEAN
DOUBLE DENIM 9(2)(a) anna@doubledenim.nz
Postal: Double Denim HQ, 110 Cuba Street, Wellington, New Zealand
doubledenim.nz

On Wed, Dec 11, 2019 at 10:28 AM 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Hi Anna – I've extended the invitation to Rachel but haven't had an acceptance as yet – will follow up today.

We really need 9(2) on hand to help guide us through the basement so I have extended the invite to him as well but realised you might need him before the 3pm start? Is there a run sheet I can share with him? Or even just confirmation of the start time – he'll need to let you in. Also an idea of where you'll be filming would be good.

Cheers

From: Anna Dean <anna@doubledenim.co.nz>
Sent: Wednesday, 11 December 2019 10:25 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Angela Meyer <angela@doubledenim.co.nz>; Tessa Waters <tessa@doubledenim.co.nz>
Subject: Re: Availability for a shoot 12th December

Thanks 9(2)(a),

We can ask the make up woman to bring a mirror, that's all good.

I also thought it might be wise to have Rachel on hand during the Bill segment too to keep him on track. I'm not sure of your thoughts on this. Let's have a chat about Rotary discussions. Does 12 work?

AD



ANNA DEAN
DOUBLE DENIM 9(2)(a) <anna@doubledenim.co.nz>
Postal: Double Denim HQ, 110 Cuba Street, Wellington, New Zealand
doubledenim.nz

On Wed, Dec 11, 2019 at 10:22 AM 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Kia ora all,

I'll set this up with 9(2)(a) who will be our guide on the day. I'll also get him to line up a few books to remove from the shelves e.g. Pike Fishing series (in NZ?) and some more interesting titles that might spark joy. Or not. I'll let him know we will need him to guide the crew and we'll need to set up a small make up area (2 chairs and a table. There won't be a mirror).

Let me know if there's anything else you need.

9(2)(a)

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Wednesday, 11 December 2019 9:05 AM
To: Tessa Waters <tessa@doubledenim.co.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Anna Dean <anna@doubledenim.co.nz>
Subject: Re: Availability for a shoot 12th December

Hi Tess,

Sorry for the delay in responding.

Okay, AD has the contact details for Stevie.

Our contact at National Library is 9(2)(a) 9(2)(a) @dia.govt.nz phone number is 9(2)(a)

I don't think we need catering, but we will need to Stevie lunch.

We will work with 9(2) () to help with set up etc, so the crew list looks good.

Turns out that this script is a movable feast in terms of key messages etc. But let's work up a shot list - especially for b roll stuff.

I'll give you a ring.

A

Out of scope

Out of scope

Released under the Official Information Act 1982

Released under the Official Information Act 1982

Out of Scope

Released under the Official Information Act 1982

From: 9(2)(a) <9(2)(a)@dia.govt.nz>

Sent: Tuesday, 10 December 2019 12:03 PM

To: 'Anna Dean' <anna@doubledenim.co.nz>

Subject: RE: Yes - Bill, Rachel and I will come in tomorrow (Tuesday 10 December) to meet at 8.00am

RE: Urgent meeting required for sign off on OPC plans - early morning coffee?

9(2) has a contact at Tangata Pasifika TVNZ – this show airs on a Saturday morning so might not conflict with John Campbell if we can get him! 9(2) has a contact here, I have a contact with Māori TV. Just exploring E-Tangata as well.

From: Anna Dean <anna@doubledenim.co.nz>

Sent: Tuesday, 10 December 2019 11:45 AM

To: 9(2)(a) <9(2)(a)@dia.govt.nz>

Subject: Re: Yes - Bill, Rachel and I will come in tomorrow (Tuesday 10 December) to meet at 8.00am

RE: Urgent meeting required for sign off on OPC plans - early morning coffee?

Sounds good! Thanks 9(2)

I was glad they agreed to the plan in principle anyway although I'm a little unclear about the Pacific. I think it might be unlikely 9(2)(a) can make it anyway.

I'll crack into the MR and share it back via google drive.

I was thinking E-tangata.co.nz would be a good alternative if there's a local writer. Is there a Maori advisor on the team about such things? It would be great if they could be present and able to talk about this significance.

AD

On Tue, Dec 10, 2019 at 11:33 AM 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

More info coming through shortly.

Also, let me know if you need more help with the MR – I've kind of given you a messy pile of spaghetti.

I'll nail down 9(2) from Rotary today – I've emailed him but also have his number so can harass him later today.

Hoping to nail down Elizabeth so we can get support on the "community of readers" messaging and push back on muddying the waters if need be.

Just to confirm – I'll be sending out a message through the library channels reminding them the list is there until 14 Jan 2020 and letting them know there'll be more information/another notice coming through next week. I would like to get your advice on this but will draft something up today or tomorrow.

Let me know if you need anything else.

Cheers

9(2)(a)

From: Anna Dean <anna@doubledenim.co.nz>

Sent: Tuesday, 10 December 2019 11:25 AM

To: 9(2)(a) <9(2)(a)@dia.govt.nz>

Subject: Re: Yes - Bill, Rachel and I will come in tomorrow (Tuesday 10 December) to meet at 8.00am
RE: Urgent meeting required for sign off on OPC plans - early morning coffee?

Hey sorry for missing these and thanks for printing everything out. It was good to come in and see your changing feast first hand.

Just booking Stevie's flights and we'll make adjustments to the script and keep rolling.

Thanks heaps 9(2)(a),

AD

On Tue, Dec 10, 2019 at 7:27 AM 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Hi Anna – what would you like me to print out? We'll say this is all in draft as they'll most likely get caught up in the spelling and grammar etc. still needs polishing but we're almost there etc.

The meeting is in the National Library so I'll meet you at 7.55am outside the library main front doors.

From: Anna Dean <anna@doubledenim.co.nz>

Sent: Monday, 9 December 2019 5:41 PM

To: Angela Meyer <angela@doubledenim.co.nz>

Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>

Subject: Re: Yes - Bill, Rachel and I will come in tomorrow (Tuesday 10 December) to meet at 8.00am
RE: Urgent meeting required for sign off on OPC plans - early morning coffee?

Lol yes yippee!

It's all good. Glad they found the time. Well done 9(2)(a).

AD

On Mon, 9 Dec 2019 at 5:30 PM, Angela Meyer <angela@doubledenim.co.nz> wrote:

Hi 9(2),

Just FYI I am in Auckland tomorrow... AD I am sure will love being there at 8am!

A

From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Monday, 9 December 2019 5:27 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>; Bill Macnaught <Bill.Macnaught@dia.govt.nz>; Rachel Esson <Rachel.Esson@dia.govt.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; 'Angela Meyer' <angela@doubledenim.co.nz>; 'Anna Dean' <anna@doubledenim.co.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Yes - Bill, Rachel and I will come in tomorrow (Tuesday 10 December) to meet at 8.00am RE: Urgent meeting required for sign off on OPC plans - early morning coffee?
Importance: High

Kia ora 9(2)(a),

Rachel has discussed with Bill and we've agreed we can all come in tomorrow morning at 8.00am.

Please come up to level 3 and we'll find a meeting place from there. Your coffee suggestion was well received.

See you in the morning.

Ngā mihi,

9(2)(a) | Principal Advisor | Office of the National Librarian
National Library of New Zealand Te Puna Mātauranga o Aotearoa

Direct Dial: 9(2)(a) | Extn: 9(2) | Mobile 9(2)(a)
www.natlib.govt.nz

The National Library of New Zealand is part of the Department of Internal Affairs

From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Monday, 9 December 2019 12:01 PM
To: Bill Macnaught <Bill.Macnaught@dia.govt.nz>; Rachel Esson <Rachel.Esson@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; 'Angela Meyer' <angela@doubledenim.co.nz>; 'Anna Dean' <anna@doubledenim.co.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: RE: Urgent meeting required for sign off on OPC plans - early morning coffee?

Kia ora koutou,

Can we please lock in a time for tomorrow so that we can get sign off on the OPC Communications Strategy which include key messages, media and campaign plans, and video scripts.

I can't seem to find any time in your calendars that align. Is there a chance we can put aside an hour tomorrow – either early morning 8am coffee or late afternoon?

It would be much appreciated – work is proceeding but we need to make sure we are all on the same page before firing ahead.

Thank you and hope to hear from you soon.

From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Friday, 6 December 2019 4:01 PM
To: Bill Macnaught <Bill.Macnaught@dia.govt.nz>; Rachel Esson <Rachel.Esson@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; Angela Meyer <angela@doubledenim.co.nz>; Anna Dean <anna@doubledenim.co.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Urgent meeting required for sign off on OPC plans

Kia ora koutou,

The OPC communication strategy is progressing and from my conversation with 9(2)(a) and proceeding draft media release I see the meeting with Rotary went incredibly well.

Ange and Anna are looking at the draft media release and will be providing feedback and incorporating this into their current messaging.

So that we can get sign off on this strategy which include key messages, media and campaign plans, we will need to meet Monday or Tuesday next week.

I realise you are all in workshops at the beginning of the week but I think you'll all agree it's important we get this communication right.

We're happy to meet during your lunchbreak.

Please let us know a time, date and place and we'll be there.

Ngā mihi

9(2)(a)
9(2)(a) | Senior Communications Advisor | Communications Te Manu Karere
The Department of Internal Affairs Te Tari Taiwhenua
Mobile: 9(2)(a)
45 Pipitea Street | PO Box 805, Wellington 6011, New Zealand | www.dia.govt.nz



From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Monday, 9 December 2019 10:19 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Anna Dean <anna@doubledenim.co.nz>
Subject: Re: Content for OPC 9(2)(a) !

Yep that sounds good.

On Mon, 9 Dec 2019 at 10:15, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Cool – I'll do this before the end of the day. What time will you need a photographer for? He probably can't come for the whole day so I'm guessing afternoon in time for the 3.30pm shoot.

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Monday, 9 December 2019 9:30 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Anna Dean <anna@doubledenim.co.nz>
Subject: Re: Content for OPC 9(2)(a) !

Hi 9(2)(a),

Please don't share this with anyone just yet, but here is the script direction, on the day we can be a bit playful as we will have Stevie who is great but I am keen on your thoughts mostly about the high-level key messages... I had a great chat with 9(2)(a) about what we can and can't film so that is all sorted.

We are thinking we will come in the late morning to do all the setup shots and B roll shots and Stevie shots etc and then when we have Bill we will have two setups that he can just walk into and deliver his on-message lines!

A

On Mon, 9 Dec 2019 at 09:23, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

No, I couldn't see it – can you send it through again?

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Monday, 9 December 2019 9:18 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Anna Dean <anna@doubledenim.co.nz>
Subject: Re: Content for OPC 9(2)(a) !

Also, did you have a look at the script direction?

A

On Mon, 9 Dec 2019 at 09:14, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Yes – that third phase will need to be built in definitely as it's highly unlikely they'll all go in the first two phases. I'm just not exactly sure what that third phase will look like but we can say we're looking at opening the doors to our Whanganui facility Wairere House in March, we're looking into offering job lots and after we've exhausted all of those options we're open to people using these books for things other than reading but that will be a last resort. Something along those lines. Hopefully we can lock in something a little more solid in tomorrow's meeting (if we can lock in a meeting for tomorrow??).

I don't feel like I'm doing a great job but thanks for saying so.

9(2)(a)

From: Anna Dean <anna@doubledenim.co.nz>
Sent: Monday, 9 December 2019 8:58 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Angela Meyer <angela@doubledenim.co.nz>
Subject: Re: Content for OPC 9(2)(a)

OK great, thanks 9(2)(a)

All sounds good. I can go to her with the key messages anyway. Just wanting to make sure that phase three, eg 'job lots' question and process is decided as that will be her first question - what happens if the libraries and third parties don't take them.

Best of luck with the wrangling. You're doing a great job in a movable feast!

AD



ANNA DEAN
DOUBLE DENIM 9(2)(a) anna@doubledenim.nz
Postal: Double Denim HQ, 110 Cuba Street, Wellington, New Zealand
doubledenim.nz

On Mon, Dec 9, 2019 at 8:52 AM 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Hi Anna,

I'll get onto all of that today.

9(2)(a) drafted that release on instruction from Louise (our boss) and Bill but it misses a few points, for example, the 600,000 books we're looking to find homes for! I think some of the Rotary story can

be woven into the bigger picture. Let's try and do this in the bigger release and see if we can get this release through. We only need one release that's for sure.

So far there is no reply on a meeting for today so I think tomorrow is more likely but I'll let you know if something suddenly comes through.

I don't know if we can provide Lynn with a signed off media release for tomorrow but sometimes I'll take a draft MR and take off the "Media release" and turn it into a pitch. Of course it still has to be under embargo but if all else fails then I think we'll need to go with this option.

Have a great day 😊

9(2)(a)

From: Anna Dean <anna@doubledenim.co.nz>
Sent: Monday, 9 December 2019 8:43 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: Angela Meyer <angela@doubledenim.co.nz>
Subject: Re: Content for OPC 9(2)(a) !

9(2)(a)

If that meeting is confirmed today just send me a text to let me know (9(2)(a)) and I'm happy to come in. I was a bit confused by who I presume is 9(2) in the spreadsheet about Lynn Freeman. It's her one day off today but she's keen to talk to me tomorrow so I'm quite keen to understand that asap. Also re 9(2)(a) and Whanganui.

In terms of the list. Thank you for updating the Q&A, that would be fantastic. Ditto, it sounds like you might have further information for the key messages.

Regarding the release, I was a bit confused by the related Rotary one and you may have more info on that also? If you are able to start the draft in DIA style that would be great. I can then add some DD flavour and then we can see how far we can get that through? Let me know if that sounds like a plan. Given Louise's need for the Rotary draft, and also potential for providing to Lynn as soon as we are able, there's a need for that to get signed off quickly (well as much info as can be clarified about the process). It would be best to be able to include the three phases in the release if possible.

Thanks again 9(2). Just ring or text me with any questions and I'm happy to come in at those times I sent through. 2)

AD

On Mon, Dec 9, 2019 at 8:08 AM 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Hi Anna and Ange,

9(2)(a)

I thought I would let you know that I'm meeting with procurement to try and get both contracts across the line today, with that adjustment (extra \$1000.00) in the OPC contract.

Secondly, I was going to start on drafting content today but saw your list of deliverables.

Deliverables:

- Enews messages via Bill's enews.
- Email reminder through list serve and LIANZA.
- Overarching campaign plan for the Minister - this plan combined with the key messages from 9(2)
- Updated Q&A's

Happy to update the Q&A's this morning.

Still waiting on feedback on the key messages but not sure I'll get any more. I think get in there and grab whatever you think is useful for the campaign, readjust and I can go through them before we go for sign off.

I'll book in the blog through LIANZA and the enewsletter for staff.

Are you writing the media release for the 17 Dec or would you like me to draft that? It feels as if this is building through the key messages you've drafted to date but let me know and I'll make a start today.

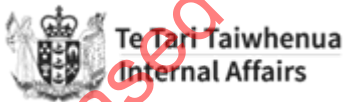
Hope you had a good weekend and have a lovely day.

9(2)(a)

Ngā mihi

9(2)(a)

9(2)(a) | Senior Communications Advisor | Communications Te Manu Karere
The Department of Internal Affairs Te Tari Taiwhenua
Mobile: 9(2)(a)
45 Pipitea Street | PO Box 805, Wellington 6011, New Zealand | www.dia.govt.nz



From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Friday, 6 December 2019 4:25 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; Anna Dean <anna@doubledenim.co.nz>
Subject: Re: Plan for the book project

Hi 9(2) ,

Thanks for this, but we need to do this on the 12th please. Our videographer is not available on the 11th and I will be in Auckland.

Can you please see if there is any time on the 12th.

Ange

On Fri, 6 Dec 2019 at 16:22, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Yes Bill is booked for 3.30 – 5pm Wednesday 11 Dec.

Cheers

9(2)
()

9(2)(a) | Senior Communications Advisor
Te Manu Karere | Communications
Ngā Tohu Ratonga | Organisational Capability and Services
Te Tari Taiwhenua | Department of Internal Affairs
DDI: 9(2)(a) | Extn: 9(2)
45 Pipitea Street | PO Box 805, Wellington 6140, New Zealand
dia.govt.nz | [Facebook](#) | [LinkedIn](#)



Te Tari Taiwhenua
Internal Affairs



From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Friday, 6 December 2019 3:50 PM
To: Anna Dean <anna@doubledenim.co.nz>; Angela Meyer <angela@doubledenim.co.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: RE: Plan for the book project

Hi Anna and Ange – can you share all these documents with 9(2) please (cc'd). We are going to get in there today or over the weekend and provide feedback before you present to those who we need sign off from.

I'll do my best to set up a meeting Monday or Tuesday. Preferably Tuesday. The key people we need sign off from are in leadership meetings Mon and Tues but I'll stress that this is urgent.

9(2), can you confirm whether Bill has been booked for filming on 12 Dec – or would you like me to follow this up?

Cheers

9(2)(a)

From: Anna Dean (via Google Docs) <drive-shares-noreply@google.com>
Sent: Friday, 6 December 2019 11:22 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Plan for the book project

anna@doubledenim.co.nz has shared a link to the following document:



Plan for the book project



Hope you can get in here

Open in Docs

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You have received this email because someone shared a document with you from Google Docs.

Google™



ANGELA MEYER

DOUBLE DENIM

9(2)(a)

angela@doubledenim.nz

Postal: Double Denim HQ, 110 Cuba Street, Wellington, New Zealand

doubledenim.nz

From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Wednesday, 4 December 2019 12:36 PM
To: anna@doubledenim.co.nz; Angela Meyer <angela@doubledenim.co.nz>
Cc: 9(2)(a) <9(2)(a)@dia.govt.nz>; Elizabeth Jones <Elizabeth.Jones@dia.govt.nz>; Rachel Esson <Rachel.Esson@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; 9(2)(a) <9(2)(a)@dia.govt.nz>; Bill Macnaught <Bill.Macnaught@dia.govt.nz>
Subject: OPC and growing our nation of readers

Hi Anna and Ange,

Elizabeth (cc'd) Director of Literacy and Learning wanted to alert us to some articles released over the past couple of days and has also a few points that we'll need to take into account when developing our key messages.

Today this article was published:

<https://thespinoff.co.nz/books/04-12-2019/lloyd-jones-bit-by-bit-new-zealand-book-culture-is-being-dismantled/>

This is also coupled by the latest PISA results about declining enjoyment of reading and falling literacy: <https://www.stuff.co.nz/national/education/117890945/new-zealand-top-end-in-oecd-latest-pisa-report-but-drop-in-achievements-worrying>

Apologies in advance for the rushed nature of these notes.

Her comments below and some talking points for today's meeting:

- How do we reconcile these competing messages – “growing a nation of readers” with “rehoming 600,000 books”
- We need to keep in mind we are growing a nation of readers – yes, this is true but we can't build this into a campaign. The Community of Readers programme is at a strategic point where they can shout their work from the rooftops.
- She shouldn't present this as an opportunity to take books of value as opposed to the fact that these are old and worn and unused
- Books going online messaging as a lead message – “services to schools” are trying to put printed books into the hands of children because they have particular value in regards to getting kids to read. Research shows that print books have way more impact than online. There is an enormous growth in books online but reading hard copies of books is much more preferable to reading online – research shows this.
- This collection is mostly non-fiction and a lot of these can be found online but the thing we need to keep away from is any implication that because you can get published content on the internet that could replace the need for print in terms of supporting reading for enjoyment. Refer to latest research in PISA results.
- Storage angle is preferable – storage is not infinite, we are always looking to grow and strengthen our NZ and Pacific collecting and specialist areas which includes children's literature. We need to get rid of our low value books so that we can do this and the OPC are low value.
- Services to Schools have been updating the Minister on the growing a nation of readers and the Prime Minister has a special interest in this area.
- 9(2)(g)(i)
- Already have communications happening publicly around the “community of readers” and there are going to be a series of public and sector pieces including a MR in Dec for the positive work going on in Dunedin around this initiative.

- We need to be authentic – what can we hand on heart can say “why we are doing this?” we need to be as upfront and as honest as possible as to **why**
- The OPC was a collection of targeted interest books that were sent to NZ because there was a gap not being met by the NZ public libraries. – this isn’t the case – NL ordered these books. For years this was ongoing acquisition – this message needs to be more accurate.
- Is there a greater risk to not front footing this?
- Services to Schools – nation of readers is one of the three priorities for the next ten years. The project that’s started is the community of readers – the Minister and Prime Minister needs to see results by June 2020. National Reading Summit is likely to take place before June 2020. National Library will be running this high-profile, cross agency summit.
- We need to understand this context and the tension between the two projects.
- Given both this article and the latest PISA results about declining enjoyment of reading Elizabeth is thinking the Library really should have some sort of response to the media this week. Services to Schools want to front foot a response this week around the positive work the National Library is doing to help our growing nation of readers.

Ngā mihi

9(2)(a)

9(2)(a) | Senior Communications Advisor | Communications Te Manu Karere

The Department of Internal Affairs Te Tari Taiwhenua

Mobile: 9(2)(a)

45 Pipitea Street | PO Box 805, Wellington 6011, New Zealand | www.dia.govt.nz



From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Thursday, 5 December 2019 10:34 AM
To: 'Angela Meyer' <angela@doubledenim.co.nz>
Subject: FW: OPC campaign: Contract with Double Denim and DIA

I've made that adjustment – just waiting on procurement. Should be with you later today.

Cheers

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Thursday, 5 December 2019 9:25 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: anna@doubledenim.co.nz
Subject: Re: OPC campaign: Contract with Double Denim and DIA

Hi 9(2)(a),

The contract all looks good but could you change the video amount to \$9(2)(b)(ii) that will take the total of the project to \$20,000.

Thanks
A

On Wed, 4 Dec 2019 at 10:50, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Kia ora Anna and Ange,

Attached is the contract for the OPC campaign and Double Denim – checked and approved by procurement.

I have asked for the team involved in sign off to look through the contract and deliver feedback by COB today, if possible by 1pm so that we can discuss at our 1pm meeting. I will also need Bill to do a final check and of course the two of you need to take a look, approve or request any adjustments and sign. I still have a few questions and I'm sure the rest of the team will as well. I'm hoping to get those to you and discuss at our 1pm meeting today.

Here is my list for now:

1. Note that we have not added any expenses as these will need to be included in the costs outlined. Can you please confirm.
2. Videos – we understand these need to be simple because of budget constraints but we want to be clear that these will also need to be “Creatively different... Aim to surprise and delight audiences and deliver bang for buck.” as outlined in your proposal.

We don't want this: <https://www.youtube.com/watch?v=l-fbekfNMUg&list=PLetQuR7g9qKdvdotCAj5KdeGy2Iso3pnX>

But love this because although we only have books to work with (not vampires or Taika Waititi) this shows brilliance on a budget: <https://www.youtube.com/watch?v=YqQLNV6gGLc>

3. We will need as much detail as possible as to what is being delivered by Double Denim for the PR plan and working with DIA to pitch to the key media.
4. Will Double Denim provide a post-campaign report?

Payment cycles will happen on the 20th of each month. If you'd like payment on the 20th Jan then you'll need to invoice before 20th Dec for services delivered by this date. We will also need to raise a PO for payment to be made. Outside holiday season as long as we receive invoices by the 1st of the month you'll get paid on the 20th of that month.

Thanks so much.

Ngā mihi

9(2)(a)

9(2)(a) | Senior Communications Advisor | Communications Te Manu Karere
The Department of Internal Affairs Te Tari Taiwhenua
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From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Tuesday, 3 December 2019 3:06 PM
To: 'Angela Meyer' <angela@doubledenim.co.nz>
Subject: RE: Costs and deliverables on small campaign

9(2)(a) the Library's Principal Advisor is going to join us.

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Tuesday, 3 December 2019 2:29 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Re: Costs and deliverables on small campaign

Will you bring a contract or would you like me to sort one?

A

On Tue, 3 Dec 2019 at 14:23, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Yes – sounds good.

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Tuesday, 3 December 2019 1:59 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Re: Costs and deliverables on small campaign

No that I can think of at this stage! How does 1pm work for you?

Ange

On Tue, 3 Dec 2019 at 13:47, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

I'm about to pull all those meeting notes together for the team that met yesterday – I'll add in our proposed budget allocation – is there anything you would like to change?

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Tuesday, 3 December 2019 1:43 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: anna@doubledenim.co.nz
Subject: Re: Costs and deliverables on small campaign

Great thanks 9(2)(a).

Let's catch up tomorrow at 10am. Are you able to come here?

Ange

On Tue, 3 Dec 2019 at 12:14, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Kia ora Ange,

Thanks for the clarification – that helps a lot. At first read this looks good, but will need to check in with the team before getting sign off. I should be able to get this over the line today. In fact we need to get this over the line today.

There have already been developments from yesterday afternoon so yes, two meetings/calls a week is a good idea. It seems we are dealing with a moving feast. I think the one thing we can be sure of is the PR exercise before Christmas. I thought I would be on my own for this but be good to have your support.

We have \$6,500 - \$8,000 for media placement so this will be either a pure social media campaign OR choosing one media outlet to spend our budget with and relying on media for the rest of the coverage. There's also the road of partnering with an organisation or business so that we can tap into their channels. We have an existing relationship with AirNZ so can tee up a meeting with Kathryn (sponsorship person) to explore further.

Bill is keen to pursue his contact with Rotary and is trying to set up a meeting with them this week. It is his hope we can run our campaign with them and they'll take the lot. Best case scenario Rotary partner with the National Library and take a large amount of the OPC for their book fairs. We run our campaign along these lines and use Rotary book fairs as the door where the public can access this quirky collection. The funds raised from these book fairs would at least in part go to fund literacy initiatives to help grow our nation of readers.

Scope change:

- We need to be really upfront and clear.
- Any ideas that pop up need a cost alongside – the more detail the better.
- We need to make sure that if there are requests coming from our end that start to creep outside the budget we need to know before proceeding.
- Likewise, if you wish to propose anything that sits outside the budget we need a cost alongside and time to consider.

The last agency I worked with didn't do any of these things and there were additional costs that accrued without us being notified. This being central government every \$\$ needs to be accounted for. To the best of my knowledge \$20,000 is the allocated budget. If you come up with an amazing concept that costs \$25,000 then you're welcome to put that on the table but there are no guarantees so there needs to be awareness of a scale up scale down approach.

We have an amazing procurement person within the team so I'll check in with him to see if he can help check any contracts. There will be paperwork from our end so I'll get him to start on that today or tomorrow at the latest.

Perhaps a meeting tomorrow would be a good idea if you can make room. I'm free until 10am or from 12 noon until 3pm.

Hopefully this makes sense. Let me know if you have any questions.

I'll send through an update on the identity work in a separate email.

Thanks so much!

9(2)(a)

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Tuesday, 3 December 2019 11:39 AM
To: 9(2)(a) 9(2)(a) @dia.govt.nz>
Cc: anna@doubledenim.co.nz
Subject: Re: Costs and deliverables on small campaign

Hi 9(2),

Thanks for this email, I was thinking I needed to check in with you too!

I think there might have been a bit of confusion around the total budget, we thought \$20,000 was for the creative agency to develop and implement a concept not for video production. I included design in the very high level budget in the pitch - this is for visual design if we need to develop collateral.

That said, we now have a much clearer understanding of the brief and what is in scope and out of scope. In our original brief we hadn't scoped in a PR and media plan- it's clear that is necessary, and yesterday Anna and you and the team came up with a good draft.

This is how we are wanting to approach the project and breakdown the 20K budget.

9(2)(b)(i)

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Questions: How much do you have for media placement? As with all projects there is always scope change, either you've changed or our ideas change as we get more into the project, how would you like us to handle this?

I'd like to suggest we set up a phone call twice a week between now and Xmas to make sure we are on track. In terms of a contract, I can write one up, or do we need to go through your process?

We will have a media plan and concept ideation to you on 12 December.

We will invoice for 9(2)(b) upfront to get the project started.

Hope that makes things clearer.

Ange

On Tue, 3 Dec 2019 at 08:09, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Kia ora Anna and Ange,

Thanks so much for coming in yesterday to meet with us. I hope you got what you needed but please let me know if you have any other questions.

I thought it would be a good idea to pull together the notes from yesterday's meeting and confirm 'next steps' to make sure we are all on the same page but first I wanted to check in on the deliverables for the campaign as I found this part of the meeting a little confusing. I will send through the meeting notes etc. in a separate email.

First of all I felt I was really clear in the original (very brief) RFP that \$20,000 was our allocated budget for the campaign – this does not include media placement but it does include production. I've included the two email trails below that reference deliverables and costs from both sides. I think it's important to get this clear upfront so that we can move forward without confusion. This process was pretty rushed which is where the confusion may have arisen.

9(2)(b)(ii) [redacted] . I don't think we are wedded to video content or any one idea in particular but it would be good to know there was an alternative that was going to produce good results rather than focussing on what *can't* be done.

9(2)(g)(i) [redacted]

Look forward to hearing your thoughts on this and moving forward. Please let me know if your understanding is different from mine.

I'll send through those notes shortly.

Cheers

9(2)(a)

Email trail below...

The need:

A public facing positive campaign to help The National Library of New Zealand find new homes for books from the overseas collection.

Considerations:

Needs to be ready to go live on 18 Dec 2019

There is an opportunity to think in creative ways about how these books might be rehomed.

Our very high level approach:

We understand the sensitivities around a library rehoming books and the optics of this from a media perspective. Our aim with this campaign will be to engage the public using both offline and online activations that celebrates the roles books play in our lives. We will think beyond reading, and explore alternative uses for books, e.g sculpture, art, building materials, - one idea we have had (at a very high level) is to build a tiny home made of the books and explore the possibility of using it as a mobile library. As with all of our campaigns we aim to surprise and delight the audience and deliver bang for buck for our clients. We have a large network of professional and artistic collaborators we will engage on this project.

Double Denim can create and implement a campaign that will get cut through - we do advise rethinking the launch date of the 18 December. Given it's proximately to Christmas and the end of the decade it will be difficult to get engagement amongst the wider public and media. We will, as always, do the very best we can. We'd need to get cracking asap to deliver in time.

Out of scope:

Reactive media

Budget:

Concept Development \$ 9(2)
(b)

Design \$9(2)(b)
Implementation \$9(2)(b)(iii)
Total \$20000 + gst

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Friday, 29 November 2019 4:10 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Re: Case study

It should link but here it is again.

On Fri, 29 Nov 2019 at 15:59, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Do you happen to have the link to the video?

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Friday, 29 November 2019 3:47 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Case study

Hi 9(2),

I've put together an example of a \$20K campaign we did for 9(2)(b)(ii), but it gives you an example of the kind of deliverables you can expect for a similar campaign.

9(2)(b)(ii)

We approach things differently to other agencies - first we focus on finding the great idea that will get cut through - and then we get on to developing the tactics, it might be video, it might be activations, it might be working with the communities to give away book or building houses out of books, or partnering with other organisations to help extend the reach of the campaign.

Many thanks,

Ange

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ANGELA MEYER
DOUBLE DENIM 9(2)(a) angela@doubledenim.nz
Postal: Double Denim HQ, 110 Cuba Street, Wellington, New Zealand
doubledenim.nz

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Wednesday, 27 November 2019 3:23 PM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Re: Quick turnaround on small campaign

Hi 9(2)

Given the very tight turn around on this brief please find our high level proposal outlined below, I've also attached our Creds Doc should you require it.

The need:

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Considerations:

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Our very high level approach:

We understand the sensitivities around a library rehoming books and the optics of this from a media perspective. Our aim with this campaign will be to engage the public using both offline and online activations that celebrates the roles books play in our lives. We will think beyond reading, and explore alternative uses for books, e.g sculpture, art, building materials, - one idea we have had (at a very high level) is to build a tiny home made of the books and explore the possibility of using it as a mobile library. As with all of our campaigns we aim to surprise and delight the audience and deliver bang for buck for our clients. We have a large network of professional and artistic collaborators we will engage on this project.

Double Denim can create and implement a campaign that will get cut through - we do advise rethinking the launch date of the 18 December. Given it's proximately to Christmas and the end of the decade it will be difficult to get engagement amongst the wider public and media. We will, as always, do the very best we can. We'd need to get cracking asap to deliver in time.

Out of scope:

Reactive media

Budget:

Concept Development	\$ 9(2) (b)
Design	\$ 9(2) (b)
Implementation	\$ 9(2) (b)

Total \$20000 + gst

A word or two from our clients.

"Double Denim understood the kaupapa of A Waka Odyssey from the start. Their Creative Content Sprint was a clever solution to make the budget go further while ensuring that a wide range of voices were represented across a multi-channel digital journey. The public were invited to participate and we were impressed by the results. The digital journey invited New Zealand and international audiences to come on board. This was matched by international and national media coverage set up by Double Denim which exceeded expectations. They are original thinkers who go the extra mile."

Meg Williams, Executive Director, New Zealand Festival.

"Double Denim got 3 million new visitors to the ground breaking SUPERSUPER website and brand they created for us. This campaign has won awards in The Hague and Australia for its creativity and innovation. This agency gets results and thinks outside of the box. Plus, they are fun to work with."

Greg Everett, Strategic Manager, Guild Trust Super.

Please let me know if you require more information.

Many thanks

Ange

On Wed, 27 Nov 2019 at 11:19, 9(2)(a) <9(2)(a)> @dia.govt.nz wrote:

Kia ora Ange,

We are looking to launch around 18 Dec – so you'd have just over 3weeks for concept delivery and production – we're aware this is a tall order.

I don't imagine we'd want any print collateral but I'm guessing you're referring to collateral in a general sense.

Any detail you give will be a bonus but not expected. I imagine that consideration will be given to those that provide a point of difference but we're keeping in mind the short turnaround.

Let me know if you have any other questions.

Thanks

9(2)(a)

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Wednesday, 27 November 2019 10:41 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Cc: anna@doubledenim.co.nz
Subject: Re: Quick turnaround on small campaign

Hi 9(2)(a),

Thanks so much for your email and for reaching out to us about this very interesting campaign.

In answer to your questions.

Yes we have capacity and this is a campaign we are interested in despite the budget.

We'd apply our creative thinking to this campaign to ensure it got the cut through and also to manage any reputational risk that might occur.

Here is a [link to our showreel](#) and [website](#)

Would the campaign need to be launched by the 18th Dec or is this the deadline for the creative concept and production of any collateral (for an activation should that be necessary)?

Do you need to see a detailed budget breakdown as part of the pitch?

Many thanks,

Ange

On Wed, 27 Nov 2019 at 07:55, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Kia ora Ange and Anna,

We are seeking an urgent quote for a campaign we're looking to run close to the 18 December 2019. The National Library of New Zealand are looking to find new homes for a portion of their overseas published books – this collection no-longer meets our Collections Policy which was updated with extensive consultation in 2015. We are now focussing on growing our New Zealand and Pacific collections – collecting our stories and memories because no one else in the world is going to do that for us.

We would like to make every effort to rehome a portion of this collection and give these books away rather than pulped. We're wanting to reach New Zealander's who love to read – we know from research despite the falling literacy rates New Zealanders are still passionate about reading. This campaign would need to be clever and tap into our kiwi sensibilities and pride. We're open to the idea of taking donations to raise money for literacy or simply giving these books away for free.

Some questions below:

Do you have the capacity to run a campaign like this?

- We have a \$20,000 budget – we’re aware this is very tight. This does not include media placement and we are not looking to provide print collateral. Is a small campaign like this something you would consider?

If you are interested could you provide a show reel of your work and an answer to the questions above.

Because of the tight deadline for this we’re not expecting a proper proposal. I’m also aware of the lack of brief. I’m more than happy to talk over the phone and provide further detail.

We are also seeking quotes from two other agencies.

We are looking for a response by COB tomorrow if possible.

We trust that you will be discreet with the information outlined in the email above – if possible we would like the launch to surprise and delight, which I know is your speciality.

Ngā mihi

9(2)(a)

9(2)(a) | Senior Communications Advisor | Communications Te Manu Karere
The Department of Internal Affairs Te Tari Taiwhenua
Mobile: 9(2)(a)
45 Pipitea Street | PO Box 805, Wellington 6011, New Zealand | www.dia.govt.nz



From: 9(2)(a) <9(2)(a)@dia.govt.nz>
Sent: Monday, 11 November 2019 9:19 AM
To: 'Angela Meyer' <angela@doubledenim.co.nz>
Subject: RE: National Library concept

Hi Ange,

I really hope we get sign off on this campaign I think we could have fun with this.

There might be a bit of paperwork accompanying the invoice. It is government.

9(2)(a)

From: Angela Meyer <angela@doubledenim.co.nz>
Sent: Monday, 11 November 2019 9:12 AM
To: 9(2)(a) <9(2)(a)@dia.govt.nz>
Subject: Re: National Library concept

Hi 9(2)(a),

How are you doing? 9(2)(a)

Out of Scope

Anna and I have already started thinking about the books idea, pleased to know that it doesn't have to be reading related! Fingers crossed it gets signed off.

Ange

On Mon, 11 Nov 2019 at 07:07, 9(2)(a) <9(2)(a)@dia.govt.nz> wrote:

Hi Ange,

Out of Scope

I'm still waiting on sign off for the book campaign we discussed but I do have a small budget set aside for this, 20k from concept to delivery. One concept I wanted to get down (that my colleague and I thought of) before it got lost on a scrap of paper is:

Not exactly in these words "What do NZers do with books?"

Then follow up with a montage of people reading in odd places, books holding up cots 9(2)(a) (), bookcases made out of books, weird and wonderful book art etc. – taking that kiwi passion for books and reading and combining this with that kiwi ingenuity.



This is possibly premature as we still have to get ultimate sign off.

I'll keep in touch.

Hope you had a nice weekend.

9(2)(a)

9(2)(a) Senior Communications Advisor | Communications Te Manu Karere

The Department of Internal Affairs Te Tari Taiwhenua

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