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The World According to Kids Project

Dear fellow parent,

Thank you for learning about our *World According to Kids* project. Once again, it was my children who inspired the idea. As they've grown, I've been fascinated by their pearls of wisdom and innocence. Those pearls have fuelled a hunger to understand more. What *do* they believe? When do those beliefs change? And if possible, how and why?

Since 2006, when my children were six, four and two, we've been filming interviews with children. We've made plenty of mistakes (you don't get the best answers when the parents ask the questions) and we've improved our techniques a lot, too. Every year we're getting better results. We've now developed our own vision, and we're doing something nobody has ever done before.

Below you'll find out more, and I'll try to answer the natural questions you'd have. I hope you'll consider allowing your children to join the *World According to Kids* project.

Warm regards,

Richard Williamson

Founder



eDv

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The World According to Kids

Summary

This a pioneering idea. Nobody has done this. Actually, we haven't either, as you'll learn I'm making my kids films when they turn 18, and none of them have yet! But we have a plan. We have given this *a lot* of thought, we are getting fantastic pearls every year, and heaps of families have joined the project. Here are some of the most common questions, and over the next few pages our answers. Let me know if you have more.

How does the filming work?

What age should we start filming?

What kind of questions do you ask?

When do you make the films?

Am I committed to this?

What will I get?

How much will it cost?

What's the deal with copyright?

Can I have a copy of the footage?

Can you keep a copy of the footage stored safely?

What if you go bust?

What if we move?



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How does the filming work?

- ❖ We interview each child in the family one day each year, preferably in the same month, with an aim to have 30-90 minutes of footage each year.
- ❖ Generally, we'll come to your home, as children are more relaxed there. If preferred, interviews can be done at the studio.

What age should we start filming?

- ❖ Ideally, between four and ten years old. However, some of the families that have signed up have older children, and we've had a lot of successful interviews with teenagers.

What kind of questions do you ask?

- ❖ Our aim is to track the beliefs your children have, when they change, and if possible, how and why.
- ❖ We've used a variety of development psychology ideas, like those of Erickson, Piaget and Harris. I could write a book on this stuff now (and probably will) but there's some big ideas behind the questions chosen.
- ❖ As a helpful guide, when the children are younger, we ask more playful questions about fairies, gender roles and school, etc. As the children mature, the questions explore their development whilst remaining appropriate to their maturity
- ❖ One key is to ask certain questions to your children *throughout* the project, thusly tracking how their beliefs change and develop.
- ❖ If you would like to know more, just ask.

When do you make the films?

- ❖ That's your choice – you can have them edited any time you want. With my kids, I'm waiting until they turn 18. Here's why.
- ❖ For the first year of interviews, we edited the films. But the next year the children, who had watched the previous year's film several times, referred to *that* film in their answers. We were getting an 'affected' answer.
- ❖ It was also wonderful. It allowed see to embrace the true vision. The weakness of previous attempts to capture the development of children is that *the children see the footage*. And worse, their family and friends see it, too. This changes their answers. I had an "a-HA!" moment. We wouldn't make the films. Or rather, we would get a genuine, authentic answer every year by *not* making the films *until* they were adults!

Is there a minimum number of years to film?

- ❖ No. I recommend a minimum of three years of filming. Otherwise, some of the creative devices we're employing to make the film won't work as well.

What will I get?

- ❖ My plan is to make three films for each of my kids, described below, but some families are having us prep for Mitzvahs, Confirmations, etc.
 - A 4-5 minute film for their 18th birthday. This will be a mickey-taking film, full of wit and banter. And incredibly embarrassing. =)
 - A full ~ 30 minute documentary which is a deep, intriguing look at childhood whilst also being peppered with humour by juxtaposing both the consistent and changing beliefs throughout the project.
 - A 4-5 minute film to be shown on their wedding day, which focuses on the answers they've given about marriage and relationships. From the answers we're getting, they'll be the best wedding toasts ever.

How much will it cost?

- ❖ This is a tough one. There are so many ways we can do this that I recommend speaking to one of our Producers. Or me. As a reminder, we simply charge by the hour for our time.
- ❖ There will be two sets of costs: filming each year and post-production (editing the film). The costs laid out here are based on 2011 rates, do not allow for inflation, and are guidelines only. Whilst we reserve the right to change rates as necessary, as of 2011 all rate increases have been in line with inflation. One reason we have the copyright clause below is so that, if we increase our prices unreasonably, you can just buy the footage and get it edited elsewhere.
- ❖ **Filming.** The shoot requires a two-person crew, and can be done at our studio or your home. We recommend filming at your home as children are more relaxed there (but this adds travel time). Our two-person crew charges out at £160 per hour + VAT as follows:
 - Travel time from studio to your place.
 - Set-up equipment time – about 30 minutes.
 - Interview time – about 30-90 minutes per child (subject to mood, this is the biggest variable).
 - About 15 prep between children.



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- Any additional time you ask us to film the children playing (our cameras are a *bit* nicer than yours).
- Break-down of equipment and return to studio.
- Any rescheduling or cancellation fees:
 - Interviews are generally conducted indoors, so we usually needn't worry about the weather. Rescheduling or cancellation must be done by speaking to the film-maker above or your Producer. Voicemail, text and email messages are helpful, but speak to us to make sure we know.
 - There is no fee if given more than 48 hours' notice, excepting Holiday Weekends, when we need 72 hours' notice.
 - £250 within 48 hours' notice normally, or 72 hours with Bank Holidays.
 - £500 + any travel or prep time spent if rescheduled or cancelled after 5pm the day before the shoot, or the day of the shoot.

- ❖ **Post-production.** This gets *really* hard to estimate. The project may be edited at any time. You may choose to have all three film ideas made, or not. Also, there are economies of scale, so editing 8 years of footage won't take twice as long as editing 4 years of footage. Below are some examples of what we presently expect (at today's rates, not allowing for inflation):
 - James is 5 years old. We film every year until his 18th (so 12 years' footage) and make all three films we suggest. We go through all of the footage, and use some of the video and photos from the family. Cost ~ £11k.
 - Charlotte is 7 years old. We interview every year until she's 10, then every other year until she's 16 (so 7 years' footage), and make just two of the film ideas we suggest (ideas 1 and 2). We've also done some filming of Charlotte as a little girl, as her parents didn't do much videoing, and we include that, too. Cost ~ £6k.
 - Ben is 9 years old. We film him every year, and his parents ask us to make something for his Bar Mitzvah at 13 (so 5 years' footage). To make a short piece for the Bar Mitzvah (but wait for the longer piece until he's 18). Cost ~ £3k.
 - Katelyn is 14 years old. We interview her now, at 17, and at 20. We make all three films we recommend, but for her 21st birthday. Cost ~ £5k



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What's the deal with the copyright?

- ❖ We retain a limited copyright on the footage. This **does not** entitle us to use it for any commercial purpose whatsoever, except selling it to you. We will not show, market, distribute or otherwise allow your footage to be used for anything other than your films, unless a separate signed agreement is made.
- ❖ We retain the copyright due to the incredible investment in intellectual property we have made. Presently, we only charge for the time it takes to interview the children. We haven't factored in the vast creative effort to get us here. Ultimately, we simply want to make the films for you. However, if you would like to own the copyright, we have declared a pre-agreed rate per child per interview of £250.

Can I have a copy of the footage?

- ❖ Yes, if you buy the copyright.

Do you keep a copy of the footage stored safely?

- ❖ Yes. If you're worried about the safety of the studio and would like to be extra careful, then for an additional fee of £150 per year, which covers both the copying of the material and the safety deposit box, we keep a copy of the tapes off-site.

What if you go bust?

- ❖ Another reason we have a pre-agreed rate for the copyright is so that, were something to happen to me, or the company, you can buy your copyright at a reasonable fee.

What if we move?

- ❖ We presently have studios in New York and London, and hope to be opening others soon. So hopefully, we'll be in the city you move to! If we're not, you can either try to continue to do the interviews, somehow, or choose to edit the material we do have at that time.

If you have further questions, just ring the studio and ask for myself or one of my Producers. Thanks again.

Richard.