

Four by Three | Broadcast and Corporate Communications



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Four by Three | Broadcast



In the broadcast field, Granada commissioned **Debbie's Business** - a humorous and sometimes revelatory exploration of Manchester's glamour scene, built around model agent Debbie Ryan, seen above receiving the attention of a make-up artist. The world's campiest choreographer and a troupe of strippers with non-existent inhibitions made this half-hour difficult to forget.

As a stark contrast, **In the Dog House** told the emotive and controversial story of a team of Wirral dog wardens as they rounded up, and occasionally put down, local canine outlaws. It featured a raid on the home of an illegally held pit bull terrier but, with the dog's owner away, it was left to a distraught grandmother to deal with the police.

For the BBC, **Bomb Squad** took its audience into the perilous world of the Army's bomb disposal teams, as they raced around the North West dealing with suspicious packages. The programme was the culmination of six months negotiations with the Ministry of Defence and featured exclusive film from the centre of Manchester on the day of a devastating IRA attack.

Mr Bell Goes to Westminster offered BBC2 viewers an insight into the ups and downs of life on the hustings as veteran war correspondent Martin Bell took on, and beat, sitting MP Neil Hamilton in the supposedly safe conservative seat of Tatton. His campaign was prompted by the 'cash for questions' scandal which contributed to the Tories slide in the mid-90s.

The development of transport in each of the home countries was featured in **Set Loose** for ITV. The audience discovered the role of ford women - who carried men across Scottish rivers - an Ulsterman with a vintage petrol tanker in his carpeted garage and a diverse collection of enthusiasts aiming to restore a derelict canal and railway.

Satellite stations have commissioned feature strands such as **Crikey! It's Christmas**, a series of festive cooking programmes, and **Land of Hopeless Glory** which took a quizzical look at some of the nation's bizarre local events - the Peak District Well Dressing ceremony with Transylvanian overtones and the excitement of sheep dog trials.



Four by Three's broadcast programmes have reflected a broad spectrum of social issues.

Four by Three | Corporate

Four by Three has made railway safety publications something of a speciality.

For the public, **Red Runner** highlighted the issue of level crossing misuse by staging a spectacular collision between a car and train. Drama based **Short Cut** dealt with the consequences of habitual adult trespass whilst **Play It Safe!** used animation to help younger children understand the perils of playing on the railway.

Within the rail industry, **SafetyNet** was a user-friendly news bulletin, based in a virtual studio, providing trackworkers with real world stories about life on the line and a platform from which to voice their issues.

The Cullen Report into the Ladbroke Grove tragedy found that drivers and signallers did not fully appreciate the challenges of each other's jobs. IVCA award winning documentary **Whose Line Is It Anyway?** charted the difficulties encountered on the railway's front line - the driving cab and signal box.

A series of single topic videos were commissioned with the goal of tackling some of the railway's deep-seated cultural difficulties. These have included **In Confidence** which helped to launch the industry's confidential reporting system. The many issues surrounding SPAD (Signal Passed At Danger) prevention were covered in **Defensive Driving**. **BeFirst** underlined the need for effective safety critical communications and the consequences when procedures are not followed.



Corporate programmes have used drama, comedy, animation and documentary to get the message over.



Away from the railway, Four by Three has been commissioned by a host of organisations including health authorities, educational institutions and commercial companies.

A series of security programmes was produced for **Manchester Airport**. One looked at the threat posed by terrorist devices and the action to be taken by employees in the event of a bomb alert. A statutory licensing exercise, featuring a collision between a plane and fuel tanker, has also been documented.

Health authorities have used video to inform their local community of structural changes and specialist services, such as breast screening clinics.

The social and lifestyle attractions of North East England helped to sell the **University of Newcastle** to prospective students. The institution commissioned a modular video highlighting their broad range of accommodation and associated facilities.

And the benefits of complex new technology have been made more accessible for the customers of **hi-tech companies** including cable-TV providers and software developers.

Four by Three | Projects



Whether story or character led, Four by Three's programmes make compelling viewing.

Four by Three is committed to the research and development of new programme ideas and the production of videos for the sell through market.

The volunteers of the Huddersfield Canal Society spearheaded a campaign to bring the 20-mile trans-Pennine waterway back to life. **The Impossible Restoration** documented their efforts and was used to help persuade the Millennium Commission to provide a £32M grant, allowing the project to be completed.

The formal gardens at Tatton Park - setting for the annual RHS show - were tended for many years by the green fingers of Sam Youd. **Sam the Gardener** was a popular sell through video in which amateurs could learn the secrets of this consummate professional.

The bleak existence of Pennine hill farmer Henry Bainbridge featured in **The Farm**. This extraordinary character had many peculiar tales to tell. He recalled a Ministry man who made a visit whilst his sheep were receiving a vaccine. The drum had an old 'antifreeze' sticker on it prompting the chap to announce "By 'eck, it must get cold up 'ere i' Winter".

The inner Hebridean island of Canna has a rich archaeological wealth and was thought to have been a stopping off point for Saint Columba. **Treasure Island** spent a week with a time team from the University of Bradford, searching for signs of an ancient chapel and discovering the unique lifestyle of the dozen-or-so inhabitants.

Exclusive police video offered a unique insight into the month long riot which tore apart **Strangeways** prison. Meanwhile, in **Dead and Buried**, the mother of Moors Murder victim Keith Bennett told us the emotive story of his disappearance and her forty year search for his remains, thought to be still on Saddleworth Moor.

There was life before the motor car and, for many rural communities, at its heart was the railway. But a network of lines was torn from the map during the 50s and 60s, under pressure from the emerging road lobby. **Railway Reminiscences** met James Roberts who was guard on the last train to travel the line from Blaenau Ffestiniog to Bala Junction. He recalled a time when hundreds of families relied on the GWR for work and the devastation felt locally when the line was drowned by a new reservoir.

But long forgotten lines can be brought back to life. **The Missing Link** spent a year on the Wensleydale Railway where, uniquely, a private company has leased part of the rail network and reintroduced a passenger service. And it has big ambitions - to relay 18 miles of track down the dale and form a link between the Settle & Carlisle and East Coast Main Line.

It will take grit, determination and hard work to deliver - rare commodities in a superficial society. But **Grafters** charts the endeavours of those who still *work* for a living. The pilot programme featured William Slinger who leads a 24/7 existence on his farm near Clitheroe whilst leading a farmers' co-operative into battle with the supermarkets.



Winnie Johnson - mother of Moors Murder victim Keith Bennett - is interviewed for 'Dead and Buried'.

Four by Three | The Team

Director **Graeme Bickerdike** has been part of the TV production business for 20 years.

He joined the BBC in 1984, working on a diverse collection of comedy, drama, light entertainment and sports programmes from his base at London's Television Centre.

Graeme left in 1989 to establish Four by Three, providing location filming crews for broadcasters. He was behind the camera in Baghdad during the 1990 Gulf crisis as well as covering the Lockerbie, Kegworth and Hillsborough disasters.

The company has since successfully broadened its range of services and Graeme's role has expanded with it.

For broadcasters, Graeme's directing CV includes documentaries for both the BBC and ITV, feature strands and a short spell on a live news programme.

In the corporate market, he has earned a reputation for producing programmes with high production values in genres as diverse as drama, news and animation. These require creativity, imagination and a meticulous attention to detail.



Four by Three collects an award at the 2003 IVCAs and gets to grips with railway drama 'Short Cut'.



Writer and producer **Peter Sharratt** has been a broadcast journalist involved in news, features and documentaries since 1974 when he joined the BBC in Manchester.

Following a spell at Thames, he spent almost a decade as TVam's North of England correspondent covering key regional stories such as the month-long Strangeways riot, the Manchester air disaster and fire at Bradford City's football ground.

Foreign assignments took him to Saudi Arabia during the 1990 Gulf crisis as well as Yugoslavia and the United States. Peter also fronted a four-part documentary series.

In 1992, Peter became a freelancer offering his considerable skills to both broadcast and corporate clients, including an award winning collaboration with Greater Manchester Police as a training video consultant. But his links with Four by Three have had the greatest longevity. Peter's ability with the English language and nose for a great story have been put to good use writing scripts, newsletters and website articles, researching stories as well as producing and project managing the company's video output.

Four by Three | Facilities

Quality is at the heart of Four by Three's business philosophy so, despite the plethora of cheaper videotape formats, all main production acquisition is on high-end digital broadcast equipment. Despite this commitment, **Four by Three remains competitively priced.**



Both 16:9 widescreen and classic 4:3 is possible courtesy of the Panasonic **DVC-Pro50** camcorder whilst the very best quality images are assured thanks to our **broadcast Fujinon lenses.**

Our camera facilities are further enhanced by a Toshiba minicam kit - for those hard to reach places - and a Sony Mini-DV handycam (again capable of both 16:9 and 4:3).



Our sound recordist is equipped with an extensive kit including a three-channel portable mixer with **Sennheiser rifle, lapel and radio microphones.**

Broadcast equipment ensures the technical quality of Four by Three programmes.

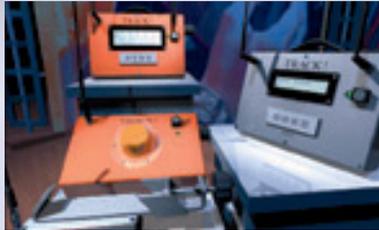
A three-lamp 800W lighting kit and both 50W and 100W battery lights are standard equipment with the two-man crew. Additional lighting, a microjib and rolling base are also available. Specialist facilities, such as steadicam, are hired in from established suppliers.



All major post production work takes place in house. We have two **digital non-linear edit suites** offering both off and on line facilities. Animated 3D graphics are produced on a separate workstation, together with a 2D paint programme and caption generator. Linear mastering is to DVC-Pro50 or D9.

Bulk VHS duplication is outsourced but short runs are carried out in house. We also have DVD authoring facilities.

Four by Three | Services



3D animations are a visually striking feature of many Four by Three productions.



Whilst programme production remains our core business, we offer a number of **additional services** either as a supplement to a video project or a stand-alone facility.

Videos are regularly accompanied by booklets or information sheets. Four by Three designs **high quality print materials** using industry standard software. We also have a track record for producing effective and eye-catching newsletters.

The ubiquitous **website** has now firmly established itself as a must-have for the complete communications package. Four by Three can build and manage sites from the simple to the complex.

Most publications will require some level of photographic input. Using either conventional film or the latest digital technology, we can acquire those **striking images** which will make all the difference to booklet, newsletter or website.

And, for those scenes which the camera can't capture, Four by Three's **3D modelling and layout** facilities might provide the answer. We can create animated sequences which will help you to tell a visually difficult story.



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