

CIB Central Awards 2007

Class 12, Video / Audio

Class winner: Missing Matthew

My daughter had her first driving lesson the week before I reviewed this DVD, which apart from geography, makes me part of the target audience. I started out as a reviewer, but having watched the DVD, I realised I had become a consumer. That transformation made me realise how compelling is the scripting and production of Missing Matthew. The first section was particularly evocative and reminded me of inquests I have attended but not thought about for years. It dealt sympathetically and in a true-to-life fashion with the reactions of those who loved Matthew.

In the second section, the choice of PC Andy Spouse was inspired: his delivery of his experiences was clear, well-paced and factual – aspects of the overall presentation that made me able to remember the key messages of the DVD. Dividing the content with PC Mark Royal-Evatt was successful. His explanation for parents of the warning signs that they should take an interest in their children's driving was memorable because it was so well-structured. I could remember virtually all of the points he made after my first viewing.

The DVD captures the viewer's attention and holds it throughout, by the power of people's testimony, the use of photographs, and evocative lighting. The right tone was set: this was not a DVD about drama, but it is a wake-up call to parents and young people alike.

My only, slight, criticism is that because I am an impatient TV watcher, I would have preferred each section to have been a minute shorter.

Throughout Missing Matthew, the sound and picture quality are good. The use of Matthew's favourite music is another way in which the DVD makes him into a real person the audience can associate with.

Overall, Missing Matthew is professional, effective and carries the message with a power that would not be possible in any other medium. The DVD is right for both of its target audiences. The DVD is assured of their full attention, and recall of the key messages. Best of all is the trigger to action at the end. It certainly made me think, because this is a truly excellent production.