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The Running: Live At Mercy Lounge

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THE RUNNING: LIVE AT MERCY LOUNGE

A Capstone Experience

Presented in Partial Fulfillment of the Requirements for

The Degree Bachelor of Arts with

Honors Program Graduate Distinction at Western Kentucky University

By

Caitlin Richard

Western Kentucky University

2010

CE/T Committee:

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Caitlin Richard

2010

ABSTRACT

This video is a one-hour live performance program created for the band *The Running*. *The Running* is a rock-reggae three-piece band originating from Nashville, Tennessee, consisting of a guitar player and vocalist, Mike Williams, a drummer, Andy Zimmerman, and a bass player, Christ Mironescu. The three artists have been playing together in and around Nashville for the past five years, as well as producing two albums and touring the Virgin Islands. After over 500 shows the band has created a large fan base among rock-reggae listeners. *The Running: Live at Mercy Lounge* was created to document a show performed by the band at the *Mercy Lounge* in Nashville. The program covers sixteen songs shot on three cameras with professionally recorded audio. The video was shot in high-definition wide-screen, and is an hour and six minutes long. *The Running: Live at Mercy Lounge* was created as a Capstone Experience for both the WKU Honors College and the WKU School of Journalism and Broadcasting.

Keywords: Capstone Experience, Honors College, Music Performance, Video, Rock-Reggae, DVD

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I would also like to thank the members of the band *The Running* for their cooperation and professionalism. Their support made the project fun and creative, and I could not have completed editing the program without the critiques and support offered by Christ Mironescu.

I must also acknowledge Josh Stewart and Kelly Lynn Keith for volunteering their time and talents to shooting the show, as well as Accoustisonic for recording the performance and offering their mix for the program.

VITA

December 8 th , 1988	Born – Nashville, Tennessee
2007	Donelson Christian Academy, Nashville, Tennessee
2008-2010	Production Department, WKYU-PBS
2009-2010	Kentucky Broadcaster’s Association Scholarship Recipient
2009	First Place and Audience Favorite Award WKU Two Day Film Challenge
2010	Charles M Anderson Fellowship Recipient
2010	Country Music Television Post Production Intern

FIELDS OF STUDY

Major Field: Broadcasting – Television Production

Minor Field: Business Administration

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The Running: Live at Mercy Lounge

Production Book



The Running
Live at Mercy Lounge

Proposal



PRESENTED TO:

Faculty members of WKU SJ&B

PRESENTED BY:

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The Running: Live at Mercy Lounge

PURPOSE: To produce an entertaining compilation of The Running's live performances and interviews with the artists.

OBJECTIVE: To inform and persuade viewers that The Running is an accomplished group of artists who can captivate and entertain fans through performances, song writing, and personal charm.

This will be accomplished by:

- Displaying multiple songs from one of The Running's live performances.
- Combining both formal and casual interviews to introduce viewers to the band members.
- Portraying the band composing new songs, rehearsing for shows, and relaxing together.

AUDIENCE: The target audiences for The Running: Live at Mercy Lounge are:

PRIMARY: Fans of The Running who attend their performances, purchase their albums and memorabilia, and follow their websites.

SECONDARY: Any music industry decision makers such as:

- Record Labels



Christ Mironescu - Bass and Keyboards

- Talent Agents
- Venue Booking Directors
- Music Industry Executives

APPROACH: The video will reflect the reggae surfer feel that the band exerts in its music. Visually the program will be upbeat, with smooth cuts and transitions, and lots of color.

LENGTH: 20-26 minutes

PRODUCTION FORMAT: The project will be shot on a Sony XD-Cam EX in full raster high-definition.

DISTRIBUTION FORMAT: - Hard copy DVD distribution.
- .mpeg4 copy for digital HD distribution.

WEB DISTRIBUTION:

In addition to physical DVD distribution portions of the program will be made available on The Running's website <<http://therunning.us>>. The videos will be used to advertise the DVD. Each video will show one of the live performances recorded for the program with a few intriguing interview clips included followed by a graphic advertising the DVD and directing the viewer to the "Store" page on the group's website.



Andy Zimmerman - Drummer



*Mike Williams - Lead Singer/
Guitar*

The Running: Live at Mercy Lounge

OPEN

The video will open in black with an audio clip underneath of lead singer Mike describing what music and writing mean to him. The clip will last no longer than 15 seconds, and half way through his description the video fades from black to reveal Mike sitting in a casual outdoor atmosphere. As the clip ends, audio will begin to play underneath and the video will cut to the band performing one of their more popular songs live.

The video will show a mixture of wide-shots and close ups of the artists, their instruments, and the performance as a whole. It will also highlight the bands interaction with the audience and the excitement felt in the fans during the show.

After twenty to thirty seconds of the first song the video will cut to a collection of interviews with The Running's fans describing what they think the band sounds like, while the music plays underneath. Soulful island grunge, neo-surfer jam rock, and bluesy reggae rock are just a few examples of phrases that have been used to describe the band.

BODY

The entire program will intertwine recordings of the bands live performances with interviews of the artists and their fans.

The artists will be interviewed on a variety of subjects. First it is important to find out how the guys met one another, and what led them to form a band. I will ask what the band expected to achieve when they started out and what has changed since then. Then the questions will be about the group's creative accomplishments and compilations. I will ask what their music is about, why they've written certain songs, how they achieve inspiration, and how they've compiled their albums. Then I will question the band about their performances. It will be interesting to learn about how they have marketed themselves, and what their experiences have been performing in cities where no one knows them. Finally we will discuss the group's plans for the future, and where their creative ambitions are taking them.

The fans will be interviewed about their experiences attending The Running's shows. They will be questioned about their impressions of the songs and albums produced by the band, as well as the general feel they get from the songs.

The third element in the program will be b-roll of the artists relaxing together and joking around. This will display the humor and charm of the band, appeasing the fans.

CLOSE

The program will end with the performance of one of the band's most popular songs, as well as some of the best audio clips collected from the interviews.

PRODUCTION SCHEDULE: DATES	TIME	SUGGESTED
Pre-production:		(2 months)
Research and Organization of Info	1 week	completed
1 st Meeting with band and signing release forms.	2 hr	Fri. Feb 5 th 9pm
Production:		
Live performance b-roll shoot.	3 hrs	Fri. Feb 5 th 11pm
Three camera + sound mixer live performance recording at Mercy Lounge.	6 hrs	Fri. Feb 19 th
Studio interviews with the artists.	3 days	late February

Studio interviews with fans. 2 days

Casual interviews and
documentary-style recording. 3 weeks March

Post-production:

Review and logging of footage. 1 week Late March

Music transfer and sync. 3 days

Video editing. 2 weeks

Graphics and Menu creation. 1 week

DVD dubs and delivery. 2 days

BUDGET:

The estimated budget for the project The Running: Live at Mercy Lounge is \$250.00. This amount is primarily to pay and feed the crew hired for the live performance portion of the program.

Expense	Estimated Cost
2 camera operators for 4 hours.....	\$100
Food for crew.....	\$50
Travel expenses.....	\$50
Misc.....	\$50
TOTAL.....	\$250

FINAL SHOOTING SCHEDULE

Friday, February 19th, 2010

- 4:30 Pickup shooters and P.A. and leave Bowling Green for Nashville.
- 6:00 Arrive at Mercy Lounge, meet with band, and unload equipment.
- 7:00 Once tripods are set and equipment is secure, break for dinner.
- 8:30 Mercy Lounge Doors Open
- 10:15 Operators get into places.
- 10:30 The Running's set begins.
- 12:30 Begin teardown.

Friday, March 5th, 2010

- 8:30 Meet band at Tidball's bar.
- 9:00 Set up for impromptu interview backstage.
- 9:30 Interview Andy, Christ, and Mike separately.
- 10:30 Capture b-roll.
- 11:30 Teardown

Wednesday, March 17th, 2010

- 6:00 Leave Bowling Green for West Nashville.
- 7:30 Arrive at Apartment on Sawyer Brown Rd and set up for interview.
- 8:00 Andy Zimmerman arrives. Conduct interview.
- 8:30 Mike Williams arrives. Conduct interview.
- 8:45 Christ Mironescu arrives. Conduct interview.
- 9:15 Begin teardown.

INTERVIEW TRANSCRIPTIONS

HOUSE INTERVIEWS – March 17, 2010

ANDY ZIMMERMAN

Q: Tell me about the formation of the band.

A: Me and Mike met, probably when we were about, um, I don't know, ten years old. Well he was ten I was twelve. We went to school together. I hung out with some of the same kids he hung out with. A little bit older people, so, um. Met there. Started hanging out. Being hoodlums. Throwing rocks and cars n stuff. Trains, whatever we could throw rocks at. Um, and then uh we went to high school together. And, uh pretty much, you know, hung out on and off since I was twelve, he was ten I guess. And then, met Christ when I was in the seventh grade. And he went to the same middle school. And he moved from New York. He was the new kid. We used to pick on him. We cut that out. Sorry Christ. No, it was fun, all in good fun, I hope he thinks the same. But You know we didn't really hang out, me and Christ that much, until we met after we both went to college, and met back, sort of re-met, and invited him over for a practice. Me and Mike were looking for a bass player and invited him over. Please cut that shit out. It's just horrible. (major beat)

Q: Tell me about forming the band.

A: Yeah, me and Mike were in a band. Actually, when I went to college at Western Kentucky University, actually how I started playing drums was, um my friend Bo White dropped off a set of drums, because he was moving from a house to an apartment, and he couldn't have his drums in the apt. I lived in a huge house with my friend Bryan Han,

who played bass at the time. Still does. They were sitting there for like six months, and I was looking for every excuse not to study. So, one day I just sat down. Downloaded a bunch of you know, tabs, they're not really tabs for drums, just x's and o's. Hit this here, and that there. Just taught myself how to play. With Bryan's help I learned how to play with people. And um, then me and him were looking for ppl to jam with. And I knew Mike could shred on the guitar, they were jamming down here in Nashville. Uh, a couple of them, and that didn't work out, so uh, I don't even think they had a band name. Or whatever. They were just kind of messing around in the garage. But um, we met up with them, and said hey we should just jam at a party some time, it'd be cool. So, we got together and it was me, Bryan Ham, Mike and Wade Erps, and we formed "Infinite Nameless." We were together for about a year, year and a half... It didn't work out. Just conflict – interest. It was like two different bands, we had two different writers, and two different lead singers, and lead guitar players. It was basically two different bands anyway, so we kind of split. Um. Bryan went back to school, and me and Mike stuck together. Um.. we were playing together. Kept on writing. Um, actually I bought a 16-track recorder, and started recording some of our stuff, just in anticipation of a.. having, uh somebody play the bass. And, we jammed with a couple different people. Um, nobody really clicked. Until I ran into Christ at a Starbucks. Um, cut that out, I hate to say that I went to Starbucks. At a "coffee shop". (laughing) And, we just got to talking, and I was like hey, um, you know me and Mike got this thing going, it's really good. We've got a couple tracks recorded, but we just need a bass line for them. And uh, started talking about influences, and he was like, you know I used to play death metal, and I was sort of like uh, I don't know if this is going to be a good fit, you know. Um, but, he came over, and he also had a van. That was key. (laughing) I was like yes. But um, he came over, and about half way through the song, me and Mike looked at each other and we were like yeah, that's it. (laughing) And uh, he actually laid down the bass track for "My Gun" that night, the first night. Which was pretty cool. So we kind of knew right then. And we started going through band names, and that was the most hilarious process in the world. Um, probably had 18 sheets of paper with just some ridiculous names. I can't even remember some of them. They were horrible. But funny. I can probably dig those pieces of paper up. That'd be fun.

Q: What's your favorite song, and why?

A: My favorite song, to play right now, is our new one, we don't have a name for it. Um, and I don't even know the lyrics, because where we practice I don't have a monitor. Um, so, yeah it, I don't know what to call it. Just a funky jam that switches up a bunch. And it's just new. (phone ringing) Blown up! It's Christ. Um, yeah but, my favorite song, my

favorite old song, that I do have a name for would probably have to be “Right in Between” right now. Just uh, just cause it's smooth, you know, the ladies like it. And, it's fun to play. It's real fast paced. Uh, I'm constantly moving. I don't get bored. I don't get bored with any of our songs, but it's, it's a fun one to play, and it's a crowd pleaser.

Q: What are some songs you enjoy performing live?

A: “Right in Between,” yeah I love playing “Right in Between” live. Uh, I love playing all of our songs really. Um... I don't particularly care for cover songs, unless we do them our own way. Um, like “The Fresh Prince,” you know, we've got our own little take on that. And a couple other ones. “Today Was a Good Day” by IceCube, that's always fun. But those are like the only covers that I really enjoy playing. Um. But other than that all of the originals and anything that gets a rise out of the crowd. Definitely.

Q: What's your fan base like?

A: Yeah we've got a great fan base. I love it. At least locally, you know. Uh every time we go to a new city like any other band it's like starting over. We usually play for 10, 20 people. If your lucky. If you do your homework and get your flyers out there. Um yeah but locally we've got a great fan base in Nashville, and especially Bowling Green. I love Bowling Green.

Q: You've been writing a lot lately, where is the band going genre wise?

A: Genre wise, we're going with the flow. Just the path of least resistance. It's all stream of conscientiousness. Just, definitely, um, whatever feels right. We're not trying to conform to any formula, song writing formula, or what's uhh, you know like, like this new one I was talking about, we go from this real funky reggae jam just straight into like, um some like post punk rock. Um, and it's just fun that way. It keeps people interested, it

keeps us interested. And just throws people around for, especially live. It's great for a live crowd.

Q: I know your moving to California. Is that the bands next step?

A: Yeah definitely. Um, I'm trying to get out to the west coast. Nashville doesn't really know what to do with reggae rock. They're kind of um.. I mean, they obviously like it, because they keep on coming back to the shows. But, I don't think they appreciate it as much as the people on the west coast will. Um, just from, the you know, the feelers that I've put out there, you know, sent a couple people cd's out there, and everybody's digging it. And they recognize the sign, our logo, right off the bat, because they've seen it out there. People in Nashville have no idea what that represents.

Q: Is there anything you'd like to say?

A: Just keep on coming to the shows. We love you guys.

CHRIST MIRONESCU

Q: What does “The Running” come from, and what does it mean to you guys?

A: The Running started in 2006, uh (laughing about um's), we're a power trio. We all are from Nashville, Tennessee. I play bass, um, my name is Christ Mironescue. Um... Ok, so my name is Christ Mironescue. I play bass in the band, The Running. We started in 2006. Um (expletives)

Q: What does performing live mean to you?

A: Performing live is awesome. Performing live gives us an outlet to reach our fans, not only for our personal expression, but uh, just a way to, uh link to fans, and given the opportunity, everything we do is for the fans. We don't, I mean... So the music we do is important to us. And we don't shape that for our fans, and we don't do it for media. We don't do it for a lot of other reasons, we uh we, create the music in essence, you know what pleases us, what is our expression, everything that comes along with that, but you know to play live, it's an outlet for us. And, there's many outlets. Playing live, there's the cds, you know, uh videos, like we're doing today. Um, yeah so, playing live has a lot of good, good opportunities, to not only play for fans, to play for peoples that are in the business, um, just you know... let me say that again. Playing live is awesome.. no that sounds stupid. Um..

Q: What's your favorite song?

A: Favorite songs gonna be World War 3. It just uh, it's like one of those reggae songs, but mostly, I um, I'm gonna take that back. Favorite songs that we perform, are actually a lot of the songs we don't have on our cds. It's the more rare cuts that we wrote a long time ago, and for one reason or another don't play it? Like those are my favorites. But uh, for, in general thought cuz, my favorites are probably the ones that the crowds like the most, like "Body Rock," "Boom Pow," "My Gun," "Pina Colada," the ones that really, people can relate really easy, you know it has those hooks in it. I mean we don't intentionally write hooks, but the ones that songs that do have hooks, people are just all about it. Instantly connect. Um, those are, I mean those are the songs I guess, I like. But then again, I dunno, I really like all of the stuff we do. I don't think we play anything I don't like. I mean, otherwise we wouldn't play it. And there's some songs I like, that maybe Mike or Andy doesn't like, and vice versa. Then those are the ones that kind of get shuffled, and kind of put to the back burner, where as I might be my favorites song, and Mike cant stand it. Or, Mike's favorite song I can't stand. And we're like, no we're not doing that. So, I dunno! But I guess uh, you know, I guess the one that has the most popularity is "Body Rock," so, that one's always fun to play, cuz everyone sings along, everyone goes intense. It's really, kind of, feeding off people's energy. And, the positive energy that we try to bring to the stage. Really, when we play a live show, we're bringing, uh, just the energy, is really where, hmmm.. In regards to our live show, the energy, we kind of feed off our fans, and we try to uh, give uh, a positive energy when we go on there. So, uh, when they come, when a fan comes, they might have the worst day of their life. But, we try to give them that hour or two hours just to like forget about all the bullshit, and go straight forward, and like, just forget about it and have a good time. More or less, a lot of people have considered us a party band. But I mean, we don't make music for our party, it just

happens that we have songs that relate to some people, and like you know, you're drinking or doing other things, and having a good time. Either way, however the songs relate to you. Some songs, some people take it in a positive light. And others take it in a like, oh when I'm in a bad mood I like to listen to that, and I can relate to it better, so. It really depends on the person, you know. And we write so many different genres of music, you know. It's like it's hard to say who's gonna relate to what, because some person loves song one, and then song two, like, they don't relate to that, or they relate to the other one. So, I dunno. As a whole though, it's hard to like label us as like one specific genre... but I dunno.. I just totally went like 18 places... so I dunno.

Q: How long have you been playing bass, and how long has music been in your life?

A: Music has always been a part of my life. Um, but, for the most part I've been playing bass for fifteen, uh, since I was fifteen... Off and on. I'd play for 3 months at a time, and then I'd stop playing for six months. And then I'd play for a year, then I'd get with one band. I've been in... two bands prior to The Running. Uh. And, the guy, it's funny, when I started playing bass, it's like a guy that play death metal taught me how to play, so when I started playing bass, I played death metal bass. I learned how to tremolo pick. I don't play like a traditional bass player. I play more or less like a guitar, I play the bass like a guitar. And it's kind of good thought, cuz as I've like learned, going from death metal, which is like an extreme form of music, in like broadening my horizons and going into reggae and rock and blues and all these other genres. And going from like intense and working my way to a smoother, you know, different genres, I guess. Uh, it's helped me... um, it just helped me be able to just adapt really easy. Cuz like, death metal's fast. Like the tempo is fast. So everything's like (sound) all day, and then when you want to slow it down and give it the groove. I mean, I know how to, do play.. I can play fast no problem. But it's like.. learning to play slower was actually more of a challenge for me. Uh. And then also I play piano, as you can see.. this is my wonderful piano. I've played piano as well. But I only do that for my personal enjoyment, so... More or less I've been playing bass since I was fifteen.

Q: Where do you see the band going?

A: The band has done a lot. I see the band going in a lot of different directions, from writing new songs, playing old ones, doing more live shows. Uh, reaching different like

tiers of levels, you know, from small clubs where your playing a hundred people to the bigger ones where your playing in front of five hundred. Going into festivals. Um, also just different show cases and different markets, uh, it's more or less expanding. Um, you know, we created an expression, and now after the creation of that expression we need to spread it throughout the world. Thanks to the internet, we have the opportunity easily. We're on Itunes. MySpace. Twitter. Facebook. We're on all of the social media. So I mean, we've done a lot, I mean, prior to the social media, before myspace, facebook, all that, I mean, we were just guerrilla marketers. We'd go out hand-to-hand combat. We'd tell people what we do. Hand them cd's. Um, so. More or less just, just continue our work ethic, which has been 100, 150 percent since day one. And continue that, and not like lock up, and have oh like a big head or anything like that. We'd try to stay humble to our fans. Humble to like the creation of what our expression, our music, and also given the opportunity for up and coming bands to play with us, and also hopefully we have that opportunity to play for like for other established bands, and just kind of work forward in getting to that bigger platform. Uh, and the sky's the limit, so we'll see where we go. (laughing)

Q: What does the name The Running mean to you?

A: The name The Running came from, well when we started in 2006 we were kind of thinking of a band name, and thinking of what kind of songs we've written. We were a band for, our first show was uh, May 5th, 2006, and we got together in March of 2006. So for two months we were you know, establishing our relationship, our grooves, um, the whole nine yards and taking those songs and realizing we didn't have one specific genre. We weren't rock, we weren't reggae, we weren't blues, we were all these things, like churned in a melting pot, and creating these songs. So the running was more or less was like running for musical freedom. We didn't want to be labeled as like a certain genre or be stuck to some, one specific thing we were uh, The Running was just, lets run with it. Let's go with it. Like, you know, we'll go reggae. Great. You wanna go punk rock, sure. You wanna go rock and roll? Why not. You wanna go some like bluesy, like thrash? There's no limitations to what we do. So the running is more or less having that uh freedom to do whatever you'd like and more or less, like I said, we create the music for ourselves and hopefully at the end of the day we relate to fans, and where they can enjoy our music, or not. And if they don't that's fine. Cuz the more people that talk about it one way or another, it's like the exposure we get. You can hate on us, great. If you love us, wonderful. You know, we just, like, keep continue doing what we're doing, and hopefully get, you know, to where.. more people hear about it. Cuz at the end of the day they'll appreciate what we're doing.

MIKE WILLIAMS

Q: What does The Running mean to you?

A: The Running, to me, means like uh, basically what Christ said, running for musical freedom. Running from conformity. We don't like to be, like labeled as any type of certain music. Or fall into a category, I mean it's good to, if you want to like make it in the music business and all that stuff, and like be in the entertainment industry or whatever. But, I think it's like no really necessary, you know, I think it's just... I think people, if you like listen to an album from somebody that's like mainstream or whatever, a lot of the songs sound the same. You know, and that's just the way that the big record exec's want it. You know what I'm saying, so. I think, umm, The Running to us means the total opposite of that. (laughing) Which is basically doing what we want to do, you know. And having fun doing that. And um, you know, expanding out to the people, and reaching out to people with our songs. And if they like them, you know, that's cool, cuz it's really like a healing process for ourselves. In writing, and in playing music, you know for them. And... that's just, that's what it's about. It's about doing what we want to do.

Q: How did you guys meet?

A: Um, me and Andy were in a band first, it was called infinite nameless. And it didn't really work out too well. Cuz of a lot of musical differences. With me and another guitar player. And um, like a bunch of stuff happened, that I probably wont mention here, but needless to say, me and Andy kept playing, we wanted to play together. And he's the only person I knew who had a drum set so... (laughing) So uh, we got together and played a little bit, then uh, he met Christ. And Christ came over and he jammed with us and it just kind of fit. You know.

Q: What's your favorite song?

A: I have a lot of favorite, of our songs, but uh, yeah My Gun is definitely one of my favorites. It's one of the first songs I wrote and uh. I like it, I think a lot of people like it because they think about like a gun and all that kind of stuff. Which, like half of the song

is kind of like about that.. from a different perspective, but the beginning part about that song is just kind of keeping, you know, keeping your gun on you, it's kind of like, your mind, using your mind as a weapon, and not like you know... using an actual gun. But you know, using your mind to accomplish what you want to accomplish. That's why I kind of like that song.

Q: What about “Body Rock”?

A: Body Rock's about a lot of stuff. Um.. about, you know, life and death and, why you're here, just kind of, making the most of it. And having fun. I figured, you know, with Body Rock is just like.. I like to see people dancing and stuff so, I thought I'd write a song called Body Rock. Even though, you know, we live to die, we have to have fun while we're here. You know, we have to make the most of our lives. (laughing)

Q: What's performing live like?

A: Um, we like to have you know, a lot of people, you know, just having a good time. And listening to the music, and um, hoping to appreciate it. And you know. Some people will probably like it. Some people probably wont. You know, it's (phone ringing) ok to appeal to some and not appeal to others, because, if there wasn't for difference then we wouldn't be here. So. But um.. I like, um, I like to see people dance so that's the kind of vibe I want. It shows. Um.

Q: What influences your writing?

A: Um, certain situations that I'm going through at the time. What I see people going through. I like to write about... I like to listen to people talk. And um, you know. If you just sit there and listen to somebodies conversation, it might be the next hook. You never know. You know what I'm saying. So you've got to like, listen to what people are saying, what they're going through. And kind of get into their heads, and get into their hearts, and kind of understand them. You know. And then I think the words just like come. Naturally,

you know, if you just sit there with a piece of paper and a pen. When I write, a lot of different situations inspire me from my life, and other people's lives. And, I kind of take that and just put it into words. And um, sometimes it's catchy, and sometimes it's not. (laughing) So.. Most of the time it's catchy.

Q: Where do you see the band going?

A: Um, we want to expand geographically. We want to get out of Nashville. Uh. We've played here a lot. And uh.. we've done pretty good here. You know, and we've kind of played around the south and stuff, um, we've been to a couple bigger places like um, Austin, Texas, and New York, and the Virgin Islands. But, I think uh, if we go out west, I think uh that'll probably be our best bet, because a lot of people are doing some of the same stuff we're doing. But we're doing some stuff a little different. And I think they'd appreciate it. A little bit more out there.

Q: Is your music changing?

A: Uh, a little bit. um. I think uh, you know I'm writing about a little different stuff sometimes, sometimes I'm actually adding a little politics into it sometimes now. We're talking about like war and stuff like that. But uh, and I never really used to do that. But you know I've been kind of getting political. Like, my girlfriends a political science major, so (laugh) she's turned me onto a lot of that stuff. And I've been writing a lot about that and um, the music is kind of staying a little bit the same. It's always that reggae undertone. But we always do something a little different. And, I'm thinking of doing maybe more metal stuff. Like hash metal. Like, I dunno. I dunno, I can go anyway, you know it's like, whatever fits the day. Whatever mood I'm in I'll play.

Q: Do you ever get run down or tired from working two jobs, having a family, and playing in the band?

A: Oh yeah, I work um, fifty hour weeks, you know like, um, doing like landscaping and stuff. So that's pretty tiring. Plus I've got two kids. And they're just like, they're about to

be two and three months. So they're pretty active. (laughing) They keep me active. So, you know yeah it's tiring. You know, you just gotta keep doing what you want to do.

Q: What's Pina Colada about?

A: Pina Colada is just uh, it's about friendship. Um, it's mainly just about friendship and um,... Being kind of like down, you know. Somebody will usually be there to pick you up. You know, if you just look in the right places. It's just about being a good friend.

Q: What about your fans?

A: Yeah, we um, you know. A lot of our friends come out, you know, at every, at every show. We always see some new faces and stuff. That's always the best thing. I always like going out of town to play. And uh, playing in front of people I just don't even know. You know? Cuz, like, that's where you like, you kind of get, you expand. You know. Or even if there's just one person in the audience, and like you can connect with them, like you know. That'll make my day. You know what I'm saying. I like, um, I like the fans to be fulfilled when they leave the show. So, I think if you can connect with them with a song or something.

Q: You've said your kids are your inspiration?

A: Yeah, Yeah definitely. For some stuff, for some of my newer stuff they are my inspiration. It's kind of hard to find time to write. But here lately I've been finding more time, because they sleep longer at night, and you know. I get my time. You know. Because usually, like, you know, when they are like through you know, their childhood. Or through their birth to like six months. We weren't getting any sleep. You know what I'm saying? We were up like every four hours or something. Through that time, but that was necessary to feed them and whatever. But um, after that like, you know, they just got used to us like rocking them. So they'd want us to always rock them. So me and my girlfriend were like, we have to have, like, some kind of time. So she bought like a baby sleep solution book and read it then she made me read it. And we kind of got on a good

schedule. You know, they sleep at night now. They sleep like twelve hours. It's great. So I get my time to write and stuff. Yeah, they bring me a lot of inspiration, everyday.

Q: Do you think having children will hinder the progress of the band?

A: Uh, see that's what's going on at the moment. And I think we're kind of handling that well. Because, you know, I'm not around a lot anymore. Like we don't ever hang out. I never see Christ. I never see Andy. I work my ass off all the time. We barely practice. You know what I'm saying? We practice like once every week. Maybe once or twice maybe a week sometimes. But, you know, I think with Andy moving out to California, that'll be good cuz you know I can go out there, and we can play maybe four shows, and I can come back. We can try to get some kind of fan base out there. And as my kids grow older, and uh, my girlfriend she's gonna get a job, because she's gonna be graduating in May, and get a good job. I won't have to bust my butt too much you know all the time so. I think it's a good thing. And uh, with the family-wise once they get bigger they'll be able to travel too. And uh, that'll be the fun part. It's hard to take them anywhere right now. (laughing) without them going crazy. This way and that way.

REFLECTION

Producing *The Running: Live at Mercy Lounge* culminated almost all of the television production skills I've spent three years learning in pursuit of my bachelor degree at Western Kentucky University. Through the combination of capturing a live performance, searching for a story through interviews, and creating a professional DVD product for my customers I have expressed ample ability in my field.

I chose to do a live performance by a band, because music has always been an important part of my life and I had never worked directly with a client in the music industry. Living close to Nashville, there are a lot of work opportunities in the music industry. I wanted to showcase my production abilities in an area that would hopefully benefit me in finding a job after school. I was also excited by the challenge of capturing a performance live. I knew there would be obstacles concerning the location of the shoot, recording of the audio, and eventually piecing the recordings together. Also the ability to combine that form of field work with interview style segments would display both aspects of production.

The band The Running welcomed the idea of the project and worked with me to make the end product as good as possible. The show at Mercy Lounge had already been scheduled when I approached the band, and the venue owners had no problem with the shoot. It was the interviews that were difficult to organize. All of the members of the

band live in Nashville, work multiple jobs, and Mike has a family to be with. This made it impossible for them to come to Bowling Green and conduct studio interviews. I was then able to plan interviews in an empty apartment of Christ the bassist's in Nashville right before a show of theirs on St. Patrick's Day. We were crunched for time, but were able to get everything I needed. This being said, the strongest element of the project in my opinion is the live performance. I had three cameras to cut between and a professional group recording the sound. It was important to me that the audio was well recorded. I organized to have two shooters and one production assistant help me during the performance, which helped me tremendously. My biggest complication on the live shoot was the fact that Mercy Lounge is a second story venue, and the vibration in the room caused by the kick drum affected my still camera. My camera operator and I were able to adjust to the problem by moving the tripod onto a platform, however some vibrations remained.

During the post production stage of my project, my hard drive's circuit board was damaged and the unit had to be sent to the makers to be repaired under warranty. Luckily all of my footage was recovered; however it took six weeks for the drive to be returned to me. Because of this I requested an extension from Professor DeMarse, which I received, and therefore the project due date had been extended to the fall 2010 semester.

Also through the post production stage of the project the product direction changed. Originally I had intended to use only a few of the songs performed by the band in the final program with interview clips in between songs. Once all seventeen songs performed were edited the band and I came to the conclusion that all of the songs should be used. The members of *The Running* wanted to showcase all of their songs and we

decided that the interviews were too scattered and random to go along side the performance footage. After much discussion and countless hours of post work we agreed to complete the project as a one hour performance DVD. The final product contains only sixteen songs, because the seventeenth song performed was a cover and could not be used due to copyright issues.

In addition to the DVD, HD mp4s of the individual songs with identifying tags were produced for the band's online promotion. This bonus element is helping the band market themselves to a new audience on the west coast.

I thoroughly enjoyed working on this project, and I am proud to have it on my resume reel. This capstone experience allowed me to create a highly entertaining program for a client and get a "real-world" working experience as a producer. It is my hope that the band pushes the video to their fans, and that viewers of the program gain a professional respect for *The Running* and enjoy the content of the program.



