

Program Proposal and Treatment for *The Art of the Cello*

by Fred Lacey (8/30/2015)

Title: The Art of the Cello with Annika Mills

Description: The 3-minute interview/feature story profiles cellist, Annika Mills. We will find out about her music, get insights into her approach to the instrument, and learn what she enjoys the most about playing.

Audience: WTIU viewers

Objective: After watching this story, viewers will be familiar with Annika Mills and her music. Ideally they will want to see her perform and hear more of her music.

Venue: This feature story will be shown on WTIU's magazine show, The Weekly Special and also function as a stand-alone segment for viewers to watch on the WTIU website.

Production method: This video will primarily be shot in Annika's studio with 2 cameras. A DSLR will be used to capture artful/cinematic B-roll with a shallow depth of field and the primary interview (close-up) angle. A camcorder will be used to capture an alternate interview angle (medium close-up and audio) and to record B-roll with a wider angle of view and depth of field. Additional B-roll will be shot of the IU Campus, Jacobs School of Music, and around Bloomington.

Video treatment

Scene 1 – Prelude (30 seconds)

A montage of extreme close-ups edited to a solo cello sonata shows an instrument being taken out of its case. The montage ends by finally revealing Annika, seated in her studio preparing to play. Title text is superimposed alongside Annika in the frame: "the Art of the Cello with Annika Mills"

Scene 2 – How it all began (30 seconds)

B-roll of Annika playing her cello (continued from the opening) is cross cut with interview footage. Annika describes what drew her to the cello and the first time she picked up the instrument. (Could incorporate some early family photos.)

Scene 3 – Why are you here? (45 seconds)

Annika describes what brought her to Bloomington and why she is still here after graduating with honors from the Jacob School of Music. Her interview footage will be intercut with B-roll of campus and around town.

Scene 4 – Behind the Music (45 seconds)

Annika describes what she enjoys most about performing. Her interview will be intercut with footage and photos of her performing. (Will use footage and press photos supplied by Annika.)

Scene 5 – Finale (30 seconds)

Annika tells us about her studio session work and teaching. It ends on a nugget of what she loves most about music.

Production Notes:

The video shoot at Annika's studio will take about 3 hours. 1 hour will be spent setting up. The interview will take about 30 minutes, and then capturing B-roll of her practicing in her studio should take about an hour.

A Canon 5D will be used along with a 100mm macro to shoot the close-up montage shots and for the CU interview shot. A camcorder will be used to shoot the alternate (MCU) interview shot and to capture her audio.

Materials needed from Annika:

- Early photos of her with her cello (possibly some video?)
- Current press photos
- Photos / videos of her performing and audience shots (applause, etc.)

Topics/questions for Annika:

- Please tell me the story of how you first were introduced to the cello.
- How did you get interested in it?
- Do you remember when you first touched it? What was it like?
- What was it like in school? Tell me about if you played in the school orchestra and if you enjoyed it.
- Why did you come to the IU School of Music?
- What was it like studying cello here at the Jacobs School?
- You graduated with a degree in performance and with honors a few years ago- yet you're still here. Why are you here in Bloomington?
- What do you like most about being based here in Bloomington?
- You perform with a number of regional orchestras, play with a jazz group and also do some solo work. Tell me about what it's like to perform with so many different groups and venues.
- I'm guessing it's quite fun for you. What do you like the most about playing?
- Tell me about your studio work.
- I understand you also teach. Tell me a little about teaching.
- What is the thing you love most about playing cello?

After her interview I'll need to dedicate 2 hours to capture B-roll of the Jacobs School of Music, get some generic campus shots, and also some shots showing "classic" Bloomington sights (courthouse square, Kirkwood Ave, bikers/runners on the B-Line Trail, Lake Griffy, etc.).