

LONELY
HEARTS
CLUB

Documentary Portfolio by Tom Glasspool

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INTRODUCTION

For my final major project, I've decided to make a Documentary. This is because after university, producing or being a videographer is something I'd like to do for a career job. And for me the best way I can test myself is to make a documentary by myself.

For my fmp I will be making a documentary on the music brand/identity that is Lonely Hearts Club.

This portfolio is made to be viewed as a 2 page/booklet format

WHAT IS LONELY HEART CLUB?

This is a unique group as its not a band, its not a label company. It's a collective of talented individuals trying to further themselves in the music world. LHC also has photographers and videographers in the collective but this doc will be focused on the music aspect. LHC members have already had successful moments with good very good streaming numbers. And 2 live shows in a well known southampton venue Heartbreakers.

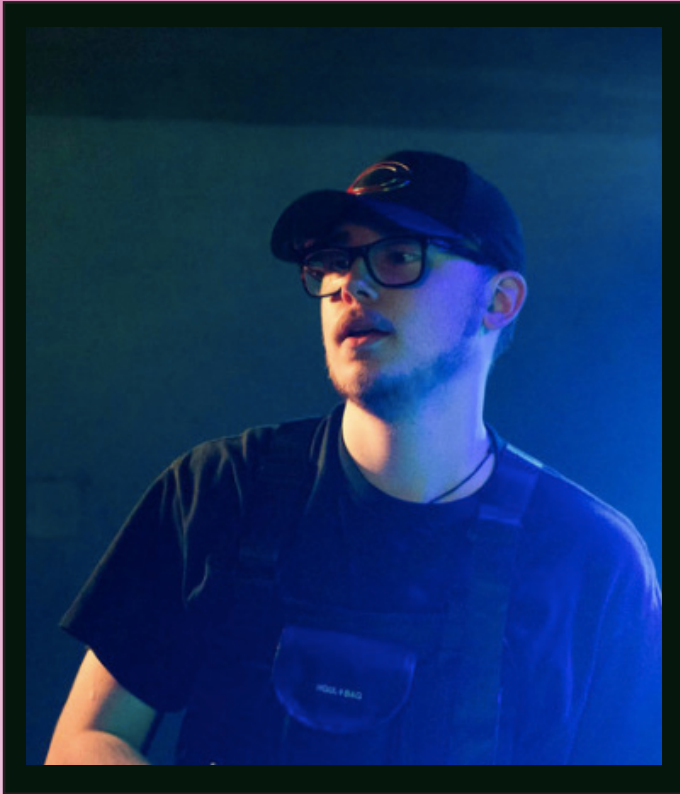


WHY I'M MAKING THIS DOC

Im making this doc because I know the potential these people have. I want to showcase the talent and get more of an insight from the members. I want to find out things like how LHC came about. What it means to be apart of a growing talented collection and try and show stuff that happens behind the scenes of music. Like how a song is mixed and mastered or what goes into song writing. Im also hoping to portray the current success LHC has had so it will be more of a success story and will have a 'whats next' attitude through out the doc.

During thos portfolio i will be introducing you to the characters, and some of the things they've achieved as well as the research ive taken up on them. followed by logistics

PARTICIPANTS



Faber Whitehouse

Faber is a 21 year old rapper from Gravesend currently based in Southampton. He's the founder of the collective that is Lonely Hearts Club Whilst being in Southampton for university he's been working on himself and his peers in the music game. He's becoming a well known artist in Southampton and even in other parts of the UK with radio play and a live radio performance in London. Hes also had 2 headline shows in Southampton at well established venue Heartbreakers that have hosted big name headliners like Slowthai. He is the founder of LHC and plans to grow this brand, this identity and with his recent work he's showing his range in music.

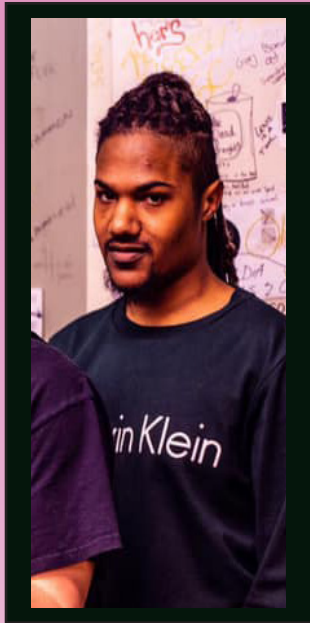


Sam Jones (Icarus)

Sam Jones, known by his producer tag Icarus, is a 20-year-old music producer. He produces all music made by LHC members. He is probably the most overlooked member of LHC, without him there would be no beats and the mix of vocals wouldn't be good on the complete song. The producer in music is pretty much the key to the whole thing.

He also took the stage at Heartbreakers, being the backing DJ for both Faber and Hemans.

POTENTIAL PARTICIPANT



Sheldon (Hemans)

hemans is a singer for LHC. Preformed 2 times at heartbreakers alongside faber whitehouse. Sheldon is also currently based in southampton and has worked with sam a lot to make his music.

RESEARCH

Spotify

I have decided to look at the LHC members Spotify streams to get a aim of how many people listen to their songs and listen to them on a regular basis. Ill also see what soundcloud streams these artists have. This will help me gather information on the scale of people would watch this documen-

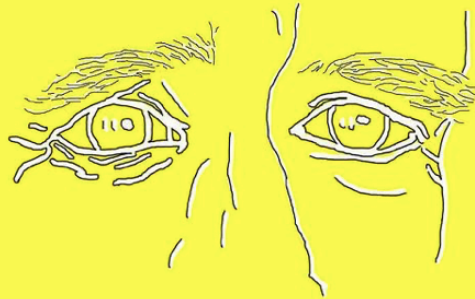


Faber:

Faber has very high streaming numbers with almost 10k total streams from his top 10 songs alone, he has 3 full albums and is currently getting 41 listeners per month. His highest streamed song is 'Do your thing' which has **1.6k** streams.

And id say this is a fan favourite. According to spotify he has listeners in southampton, london, kent and more places, so has quite a reach.

His soundcloud exclusive ep 'Anxiety EP' also got over **2k** streams, showing he can do it on multiple platforms.



ANXIET-EP



Sam:

As a producer, sams numbers are harder to see. As he doesnt have a spotify where the music gets uploaded.

But he has produced nearly 2 full albums for faber (Dont think too much and What a world we live in) and has songs that hes produced that have hit over 1k streams. Dirt on my name has **1.5k** streams and plastic has **1.1k** streams.

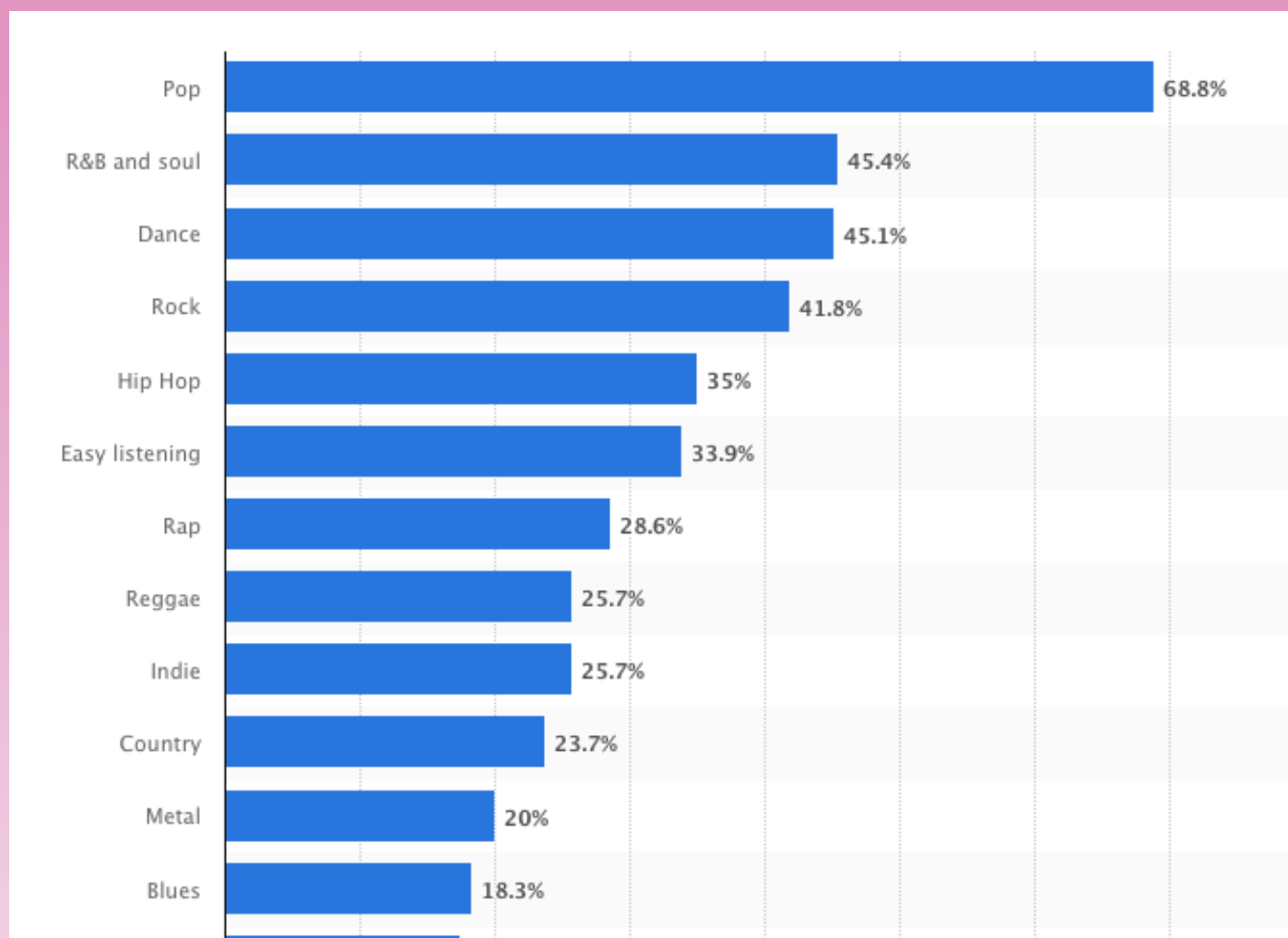
He has also produced songs from hemans album which unfortunately the numbers are available for me to see.

The number of streams from both of these artists show clear breakthrough potential.

Albums produced by Sam:



I looked into the percentage of people that listen to hip hop/rap in the UK. I looked into this as this is the type of music that LHC members bring out. So I wanted to see if they have a big target audience they can try and push their content to and get an idea of the audience size that would watch this doc.



This graph shows the 33% of people from the UK listen to hip hop/rap. This graph was a survey and 2000 people who were 18 or older were asked/responded. This means there is a massive audience for LHC members to reach with their music. This was only a tiny fraction of the UK population that answered so these numbers would be a lot higher if a bigger number of people were asked.

DID YOU KNOW?

In 2014 it was said that **91%** of music artists are 'undiscovered'.

There is also different levels to the music game as well. You have artists with millions of followers/fans/streams but you have less known artists that still make good money, perform at festivals.

This is something I may like to talk about in my doc as a question.

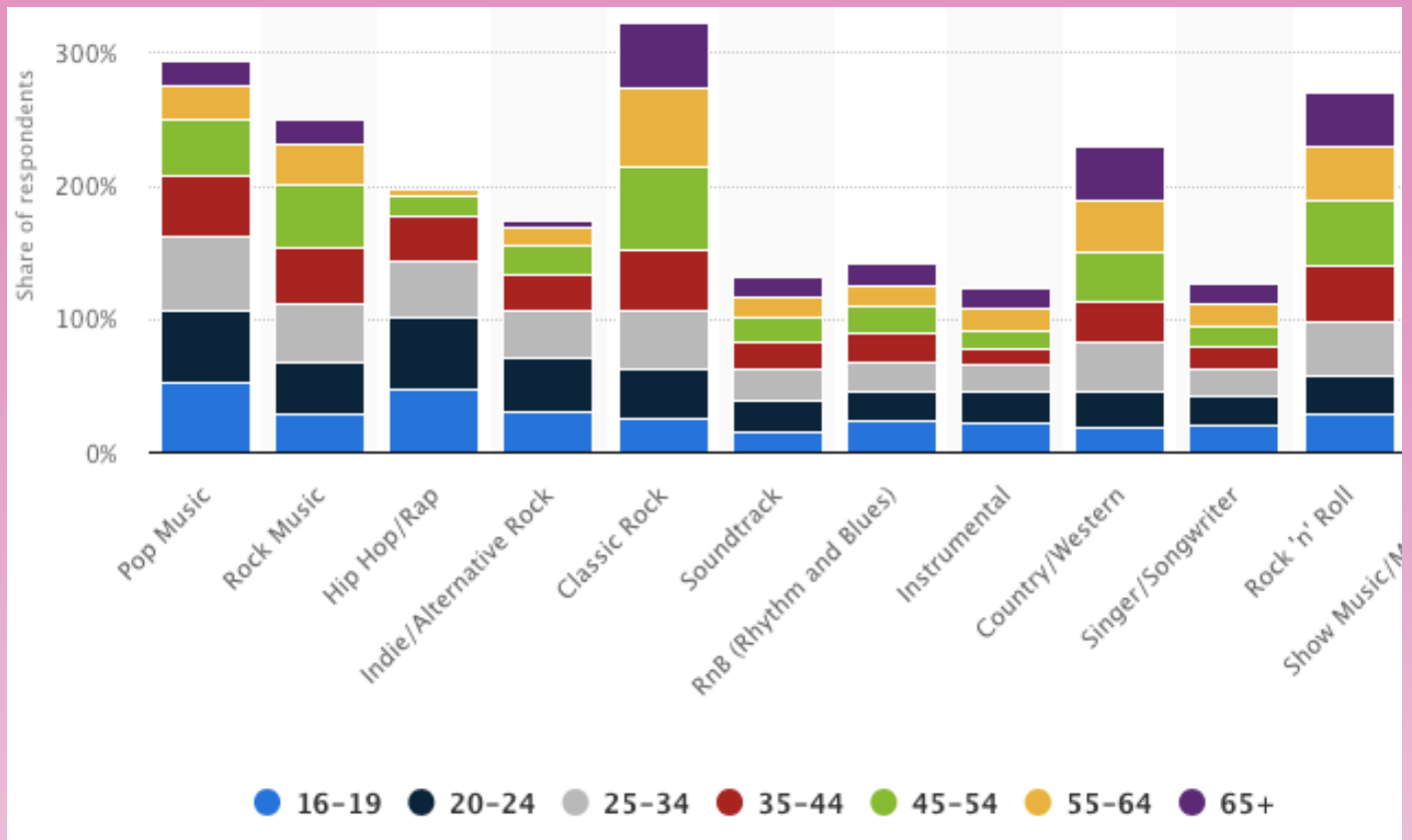
Asking the members what they plan on doing so they can push through and become in the 9% of artists that are getting fame or just regular numbers and attention.

Target audience/

Audience research

After looking at the percentage of people who listen to rap in the UK and the LHC streaming numbers, i knew i had a big potential audience size.

I want my audience to mainly be people aged from 18-24. there is also no specific gender im trying to appeal to more, this doc will be for the music lovers. But the reason i want it to be for this age group is because i feel they'll understand the artists a bit more as they're the same age.



This graph is for age ranges in the US that listen to each genre of music. Even though this is a US based graph, the music taste is almost identical here in the UK. This based on US names being very big here in the UK and vice versa.

As you can see from the graph, hip hop is dominated by listeners 16-19 and 20-24. So with this i believe my doc will be great for my target audience and will have the potential to be viewed a lot.

Set Research

Locations:

For this to be interesting and relevant, I've had to look into good locations for things like the interviews. After talking to Sam I have concluded the best location to do an interview would be the place he is most comfortable. And his set up. This is the place where he makes all the beats and masters all the songs. I think this is a perfect location for the interview with him as I can have him in the foreground and his set up in the background. I got him to send me through a picture of the room and I can easily vision how a 2 camera interview could be set up. I am hoping this is possible to film with the COVID restrictions as they should be a lot less restricted when it comes to shooting, and that I'll be able to set up a camera in his set up.

For another interview with Faber I've decided it will be an outside interview. I'll talk about why I've decided this in my inspirations section. But it will most likely have a brick wall as the background for the interview. This will be allowed to be done with the COVID restrictions as well as it will be outside as opposed to in someone's house.

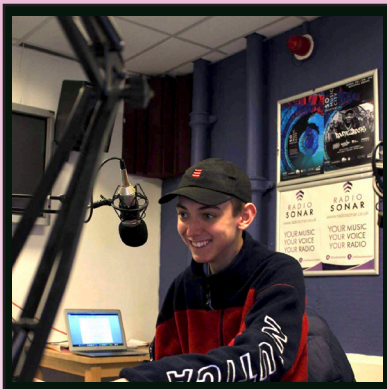
Equipment:

Because I want to do a 2 camera set up for my interviews, I've made an equipment list of everything I will plan on using. I will need two c100s. 2 mics, 2 tripods and all the correct cables. I will also use 50mm lenses on the cameras as I believe this will give the best quality for my interviews. With this much equipment I will also need people to help me on different days of filming so I have a few participants that will help me for my doc.

The people that will be helping me if I need any assistance:



Steven Berry



Sam Hayward



James Tobin

INSPIRATIONS

For this doc ive taken many inspirations. These inspirations have pretty much all came from other documentaries ive seen. Such as:

Don't f*ck with cats

Don't f*ck with cats, is a recent popular netflix documentary. From this I like the interview set ups they use, 2 camera set ups so they can switch in the edit to keep the viewer interested.

For my interviews id like to have a similar camera set up. With one wider frame and then a closer up angle towards the side of the subject.

Rapture

Rapture is another netflix documentary that is quite similar to the one that id be creating. But it differs in the way that the rappers in that are well known with millions of fans and netflix do things like follow them on tour. Obviously, I cant follow LHC on a tour or anything as nothing like that is going on due to covid. But the inspiration from these docs is the way the doc shows the rappers or producers doing other things like, how they make music or what they do in their day to day life. Showing more stuff like this will be a bit complicated as I can only make an 8-minute doc. The time on these netflix docs are 45 mins per episode.

People Just Do Nothing

This is a mock-umentary series on BBC iplayer and netflix. This is also another similar one to what id be making as in terms of the documentary is about a garage dj & mc group Kurupt fm. So the main focus here is still music although it's a mock-umentary so focuses on different things. But the main inspiration ive took from this series is the interview locations.

As you can see in the pictures, there have interviews in locations that fit the vibe/aesthetic of the people in the doc. I want to use this idea in my documentary and maybe set up an interview with faber outside with a brick wall or something similar as a back-drop.



SHOOTING PLAN/ FORMAT

The documentary will have 3 segments. The first one will be intro interviews, introing all the characters and have them say a bit about themselves with b-roll placed over it. Then the second segment will be showing their talents. The third segment will be a continuation of the interviews. To break up the segments ill include relevant b-roll. In this doc i really want to highlight the stuff sam does for LHC, as i think hes massively underrated and the people who listen might not realise.

is this do-able?

With the covid restrictions due to change within the next few weeks, coming out of lockdown. And the hatch re opening, this is something I can easily organize a long shooting day or 2 and get a lot of the a-roll shot quickly. With the current restrictions being able to see one person from another household outside, I could potentially shoot the faber interview outside and be in no trouble.

LOGISITICS

After being in contact with the participants, they have agreed to give me access to things like: songs they have made/own. Any LHC concert footage to use as b-roll. Any music videos that I could use for b-roll.

To do this, they've had to sign agreement forms, as well as signing a consent form to be in the documentary. Since I cant get them to sign in person due to current covid restrictions, I sent them the forms had them read them then sign their name.

For the music release form, i had to download one off the internet and went through it with Faber so i could have access to his music content for my document.

CONTRIBUTORS CONSENT/RELEASE FORM

Title of Project: Lonely Hearts Club

Contributor's Role: Interviewee

Dates: To be decided

I/We agree to participate in the recording of the above mentioned production the nature and composition of which has been fully explained to me and hereby give consent for the filming and/or recording of my/our interviews, acts and performances.

It is understood that for the Period of Engagement the Artist shall receive the sum of ..ZERO.. pounds (£ 0.00) following principal photography of the Production. If the Artist renders Additional Services, Artist shall receive ..ZERO.. pounds (£0.00) for each day after which he attends at the request of the Producer and renders services hereunder. If the Artist shall receive any sum it is to be negotiated in good faith between the parties for services rendered at the request of the Producer and renders services hereunder. As a student production it is understood that the Artist's services rendered will be given for the purpose of professional development in a bona fide 'lo pay / no pay' production.

I/We agree that the film/tape and/or sound recordings may be cut and edited for the production or publicity material associated with the production and that there is no guarantee that my contribution will appear in the final edited version of the production.

I/We acknowledge that the production and the publicity material may be advertised and televised at any time and from time to time throughout all countries of the world.

I/We hereby assign and grant you the sole and exclusive copyright throughout the world in to and in connection with my performance hereunder for exploitation in all media for the full period of such copyright including any renewals or extensions thereof.

I/We hereby grant to you all consents and permissions pursuant to the Copyright Designs and Patents Act 1988 and any re-enactment thereof.

In addition I/We hereby waive the benefit of any so called moral rights to which I/We may be entitled in any country of the world and agree not to institute any claims or action against you or your licensees alleging any infringements of so-called moral rights.

Signed (Contributor/Artist): Faber Whitehouse

Date: 19/01/2020

Name in capital letters: FABER WHITEHOUSE

Signed (Producer) Tom Glasspool

Date: 19/01/2020

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I/We hereby grant to you all consents and permissions pursuant to the Copyright Designs and Patents Act 1988 and any re-enactment thereof.

In addition I/We hereby waive the benefit of any so called moral rights to which I/We may be entitled in any country of the world and agree not to institute any claims or action against you or your licensees alleging any infringements of so-called moral rights.

Signed (Contributor/Artist): Sam Jones

Date: 18/01/2020

Name in capital letters: SAM JONES

Signed (Producer) Tom Glasspool

Date: 18/01/2020

MUSIC RELEASE FORM

I, _____ Faber Whitehouse _____ (*Composer/Musician*), who composed/
performed and/or own the copyright(s) to the music track(s) entitled:

___ Dirt on my name _____

___ Plastic _____

___ Momma told _____

I agree to allow _____ Tom Glasspool _____ (*Filmmaker/Production
Company*), to use my work in the production entitled ___ Lonely Hearts
Club _____ (*Film Title*).

As compensation for my performance/composition in _____ Lonely Hearts Club _____
(*Title of film*), I have received _____ Exposure _____
(*Description of payment for appearance/performance*) from
_____ (*Production Company*).

I, the COMPOSER/MUSICIAN, own the sole and legal copyright to the described work, and
hereby agree to the use of this work in the promotion, production and distribution of the FILM
without further compensation.

I understand also that any and all proceeds from the film are the property of the _____ Faber
whitehouse _____ (*Production Company*).

I am 18 years or over

___ Faber Whitehouse _____
Composer/Musician (Print Name)

___ Faber whitehoouse _____
Composer/Musician (Signature)

Parent/Guardian if Minor (Print
Name)

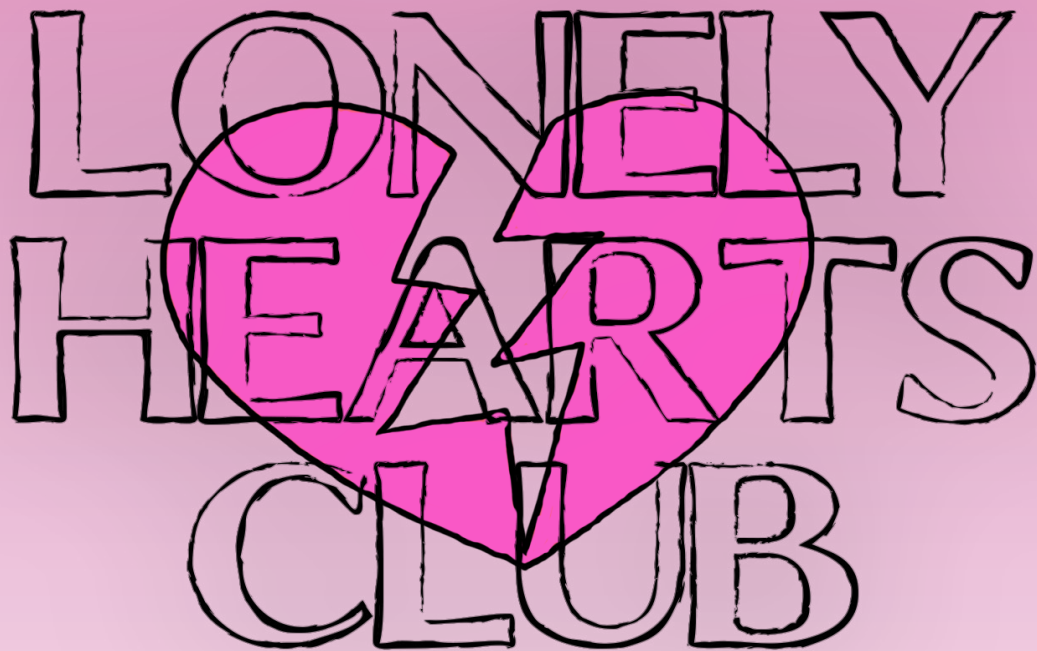
Parent/Guardian if
Minor (Signature)

___ Tom Glasspool _____
FILMMAKER (Print Name)

___ Tom Glasspool _____
FILMMAKER (Signature)

PREVIEW ELEMENT

<https://www.youtube.com/watch?v=Q2EPNEfybwl>



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Inspirations

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