

UTG X KANSAS

RUNTIME

1:33

VOICEOVER

Walt Whitman, Song of the Open Road 5

SHOT ACROSS

Six courses, Kansas and eastern Colorado

HOW EVERY STORY GETS BUILT

01

OPEN WITH TENSION

Start where something's off or about to happen.

02

PUT IT IN CONTEXT

Show who and what's at stake through small actions, not explanation.

03

BUILD EMPATHY

Little human details make you care before the story asks you to.

04

HOLD BACK THE REVEAL

Give peeks, not answers.

05

SMALL EMOTIONAL PAYOFF

An action and a reaction. Understated beats a big swell.

06

END ON MEANING

The name just labels what the story already made you feel.

INSPIRATION

YETI — Don't Get Them A YETI

A cooler with a bow flies out of the back of a truck in slow motion under a gruff voiceover, cutting away to wet dogs, sand and slideshows and always back to the cooler. Sells a world, not a product.

youtu.be/1mpZZZkrgAU

Gare du Nord music video

Match cuts of Kansas topography.

Yvnis

Match cuts of roads and topography.

THE FEEL

“All outward. No shots of the hosts or the podcast.”

“Not a golf promo. Appreciating the work behind what everyone gets to enjoy. Setting of the table.”

“It really makes me want a yeti.”

On the YETI ad.

THE ARC

Small

Dew, grass, plants, a mower wheel. The course before anyone is on it.

Large

Aerials of the course, the town, the roads, the plains.

The keeper

The crews: the hole crew, three men crouched over one patch of grass, the cup change at dusk.

The land and the work rhyme

Road lines, mower stripes, turbine blades, contours from above.

Ends on the name

Six course cards over dew, then Know Thy Keeper, then the rake clears the frame.

SHOTS

Dew at dawn

Grass and plants, close

Mowers at work

Wind turbines

Storm light

The crew

The shop

Flagstick and cup

The road

Signs

The dog

Golf, glimpsed

MATCH CUTS

Roads and topography

Yvnis style. Dirt road 0:03, POV 0:38, road lines 0:49.

Course from above

Course layout 0:06 into the town grid 0:07.

Drone on the mower

1:16 to 1:20.

Drone dirt roads

0:03.

Flowers

0:40 to 0:41.

Round things

Four-face street clock 0:47, the ball, the cup.

Tee and ball

Striped tee 0:51, practice ball 0:52.

TEXTURE AND TITLES

VHS grain

On the dusk turbines and through the split screen.

Four words on screen

pausing / searching / receiving / contemplating, 0:18 to 0:22.

Split screen, east and west

A dark-cloud course against a field of yellow wildflowers, in Polaroid frames. 0:30.

Archive television

A putt and a celebration off an old broadcast. 0:11.

Statues

A figure at a blown-out window 0:24, a bearded man with a club 0:55.

GCSAA pin

0:54.

“It shall not trouble me”

Title over the mow. 1:08.

Course cards

Ballyneal, Buffalo Dunes, Kansas City Country Club, GCSAA Headquarters, Prairie Dunes, Salt Lick, then Kansas Loop, Know Thy Keeper, Under The Greens.

The rake

Rack focus, legs walking, the rake clears the frame to the dunes. 1:29.

THE VOICEOVER

From this hour I ordain myself loos'd of limits and
imaginary lines,
Going where I list, my own master total and absolute,
Listening to others, considering well what they say,
Pausing, searching, receiving, contemplating,
Gently, but with undeniable will, divesting myself of
the holds that would hold me.

I inhale great draughts of space,
The east and the west are mine, and the north and the
south are mine.

I am larger, better than I thought,
I did not know I held so much goodness.

All seems beautiful to me,
I can repeat over to men and women You have done
such good to me I would do the same to you,
I will recruit for myself and you as I go,
I will scatter myself among men and women as I go,
I will toss a new gladness and roughness among them,
Whoever denies me it shall not trouble me,
Whoever accepts me he or she shall be blessed and shall
bless me.

Walt Whitman, *Song of the Open Road*, section five. Read by my dad, uncut.
