

THE
UNSUNG
SERIES



CASE STUDY

H O V E R

MEDIACOM





INTRODUCTION

The Unsung Series is a campaign of branded content that runs the gamut from 15-second online ads to full-length television episodes.

Since 2013, Hover has been integrated into Mediacom's content wing, and through a wide range of creative production services has fueled the public ethos of Shell's Rotella brand of diesel motor oil.

We have cultivated Shell's narrative of work through telling intensely personal stories of individuals' deep involvement within their communities.



SERVICES

Art Direction, Story Architecture, Video and Film Production, Post-Production, Photography, Graphic Design, Animation, Interactive Design, Color Correction, Music Composition, Art Book Production, Sound Mixing

FORMATS

Short 5-7 minute web documentaries, :60 anthemic TV commercial, :30 TV commercial, :15 pre-roll YouTube & Facebook ads, Half-hour television show, :90 second web docs, :60 web docs

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Unsung Heroes

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60 second anthemic

2014 'Life in the day of work' Workbook

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Billboard Music Conference, 2013



UNSUNG HEROES 2014

KATIE, WILD FIRE FIGHTER

Fire is essential in maintaining healthy wilderness, but those who work with controlled burns have a dangerous job. This story follows Katie, a new mother, as she burns thousands of acres of the United State's largest subtropical wild lands.

Format

Short web documentary

"It's the kinship of the fire members, brothers and sisters in a tough line of work that thrills me about this job. Hiking, parachuting, riding helicopters over beautiful swamps and forest; driving scenic roads, telling jokes under the stars, working in the wild."

Film Crew

Ethan Goldwater, Director
Marina Fernandez Ferri, Producer
Adam Uhl, Director of Photography
Jimmy Ferguson, 2nd Camera
Andres Ramirez, Assistant Camera
Michael Woods, Editor
Begonia Colomar, Color
One Thousand Birds - Sound mixing

Video Assets

vimeo.com/114969547



KEITH ALLEN. CAROLINA 'CUE

Keith Allen is BBQ master. Deep in the heartland of barbeque in North Carolina, Keith is renowned for his authentic southern-smoked meats, which he cooks over his own split hickory planks. He's done this work for over 40 years.

Format

Pre-roll ad and short web documentary

Keith sums up his work ethic, "If you're not gonna do it right, there's no point in getting up and doing it at all."

Film Crew

Ethan Goldwater, Producer & Co-Director
Josh Richards, Director & Director of Photography
Benjamin Kalb - Sound Recordist +
Johnny Bassett - Editor

Video Assets

Unsung: Keith Allen, Carolina Cue' 15 second
teaser: vimeo.com/96517224
Unsung: Keith Allen. Carolina 'Cue:
vimeo.com/96605448



LONG ROAD HOME

THE LARRY KOESTER STORY

Larry Koester is a 60-year-old tractor pulling champion. This is the story of how he lost both legs in an accident, only to return triumphant to his beloved sport.

Format

Television show

Larry is an unlikely hero in this arena - he lost both of his legs in a farm tractor accident 30 years ago. This is the story of how Larry let nothing come between him and the passion he has for his work.

Film Crew

Ethan Goldwater, Producer
Nadav Kurtz, Director
Adam Uhl, Director of Photography
Clint Litton, Camera Operator
Benjamin Nimkin, Sound Recordist
Johnny Bassett, Editor
Begonia Colomar, Color
One Thousand Birds, Sound Mixing

Video Assets

vimeo.com/110535634



BAKER TRUCKING

The young heir of a generations-old trucking business vies for the family torch as he competes in the annual Shell Rotella SuperRigs calendar competition.

Format

Short web documentary

"When my son Tommy came to me and said, "Dad I want to do what you do. I want to be a truck driver," it was the happiest day of my life"

Film Crew

Ethan Goldwater, Producer & Co-Director
Josh Richards, Director & Director of Photography
Benjamin Kalb, Sound Recordist
Johnny Bassett, Editor
Jacob Blumberg, Sound Mix & Music

Video Assets

vimeo.com/110202070





UNSUNG HEROES 2015

OBSERVATORY

At Kitt Peak National Observatory, everything must work perfectly once the stars come out. It's Mike Hawes' job to keep the gears functioning within a micron of a centimeter.

Format

Short web documentary

Cast Bio/Quote

"To keep it all going is a matter of pride," Mike says. "It's phenomenal what they do up there, always pushing the envelope."

Film Crew

Grant Slater, Producer & Director
Ethan Goldwater, Producer & Director
Zach Sky, Director of Photography
Ben Shapiro, Production Coordinator
Nick Campbell, Sound
Jake Gervich, Editor
One Thousand Birds, Sound Mixing
Begonia Colomar, Color



SKYWALKER

Chad Snow is a member of the Mohawk Tribe and walks on steel high in the sky to build New York City's newest skyscrapers and bridges. He splits his time between high-altitude work in the city and the peace and the earth of a Native American reservation south of Montreal.

Format

Short web documentary

Film Crew

Grant Slater, Director
Ethan Goldwater, Director
Lucas McGowen, Director of Photography
Elea Wilder, Production Coordinator
Garret Combs, Sound
Jake Gervich, Editor
One Thousand Birds, Sound Mixing
Begonia Colomar, Color



THE LAST MILE

Snow and ice sever villages in the Klondike North from the rest of the world - and that's how the people of Klondike prefer it. They do rely on one connection - the mail - and it's John Borg's work to deliver it.

Format

Short web documentary

Cast Bio/Quote

"Everyone knows everyone here."

Film Crew

Grant Slater, Producer & Director
Ethan Goldwater, Producer & Director
Adam Uhl, Director of Photography
Nick Campbell, Sound
Jake Gervich, Editor
One Thousand Birds, Sound Mixing
Begonia Colomar, Color





UNSUNG HEROES 2016

WREATHS ACROSS AMERICA

Morrill Worcester, an entrepreneur from the northern woods of Maine, makes it his mission to commemorate those who have served our nation by way of organizing a yearly pilgrimage down to Arlington cemetery to adorn the graves of those who have given their lives for the freedom of our nation.

Format

Short web documentary

Film Crew

Max Basch, Producer & Director
Ethan Goldwater, Producer & Director, Editor
Zack Sky, Director of Photography
Spencer Plassman, Sound
One Thousand Birds, Sound Mixing
Begonia Colomar, Color



YOSEMITE SEARCH AND RESCUE

Josie McKee defines hard work as a senior member of Yosemite National Park's Search and Rescue team. Josie puts her life on the line every summer season by leading her squad on perilous missions onto craggy peaks, into canyons, and up immense granite walls to rescue lost and injured hikers and climbers.

Format

Short web documentary

Film Crew

Cassidy Friedman, Producer & Director
Ethan Goldwater, Producer & Director
Owen Bissell, Director of Photography
Jan Midelfort, Sound
Alessandra Lacorazza, Editor
Avoz do Brazil, Sound Mixing
Begonia Colomar, Color





UNSUNG HEROES 2017

BRACKEN'S KITCHEN

Bill Bracken, a former high-profile executive chef, has dedicated his life to feeding the less fortunate. "Uncle Bill," as the kids call him, tackles food insecurity by filling his truck with healthy meals and distributing them to those in need around Orange County, California.

Format

Short web documentary

Film Crew

Ethan Goldwater, Producer & Director
Joey Fishman, Producer
Tyler Pakstis, Director of Photography
Jan Midelfort, Sound
Alessandra Lacorazza, Editor
Avoz do Brazil, Sound Mixing
Begonia Colomar, Color





ADDITIONAL MEDIA

60 SECOND ANTHEMIC

Larry Koester is a tractor-pulling champion who lost his legs in a farming accident. In 60 seconds, Larry's entire story of courage and resilience unfolds.

Format

60 second TV commercial

"Now my legs are gone and sure, I wish I had them back, but you know if I didn't lose my legs I wouldn't have met half the people I've met. I wouldn't have been able to make connections, tell my story, inspire people to live their lives to the fullest, to overcome what's getting them down. With hard work and positive attitude, you can pull a lot more than you think you can." --Larry

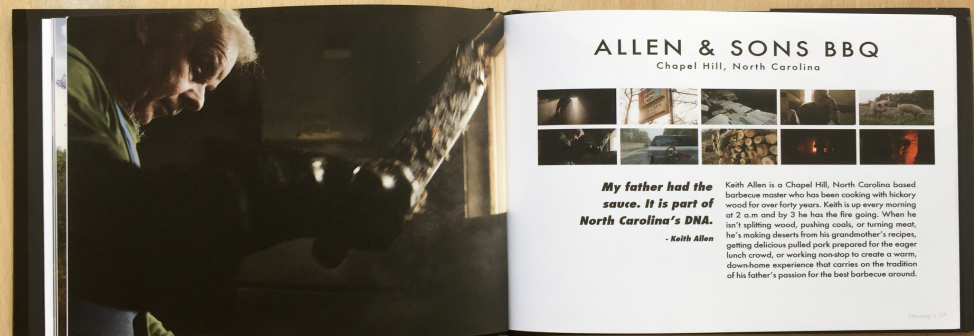
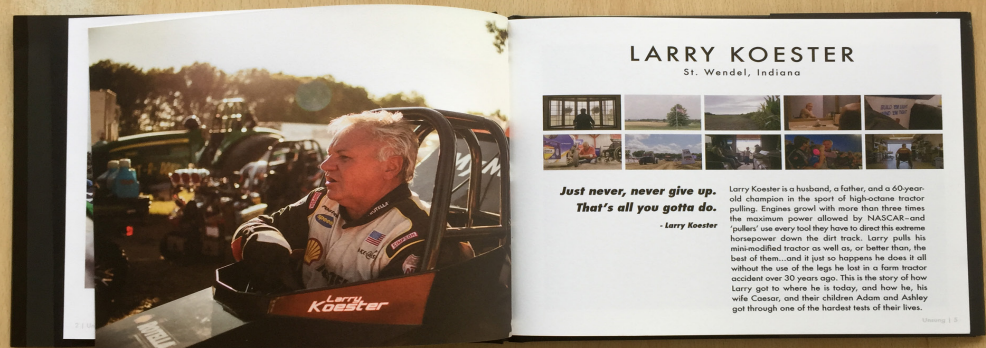
Video Assets

vimeo.com/110202071



2014 'LIFE IN THE DAY OF WORK' WORKBOOK

Hover turned the Unsung Series into a book for individuals profiled and involved with the project.





NHRDA

The National Hot Rod Diesel Association is where drag racers across the country come together to compete.

NHRDA 2014

Hover climbs into the passenger's seat to share incredible, adventurous tales of the individuals within the community of the National Hot Rod Diesel Association drag races.

Format

Short web documentaries

The racers must master the necessary mechanics and engineering it takes to compete. This way of life encapsulates their jobs, families, and communities. The competitors drive across the country for competition, using over-time salaries to afford the days off for their heats.

Profiled racers include

Max Kirtley, who struggles to take days off and usually spends all his savings to race.

Brad, who brings his wife and kids to the events.

Robin uses her racing truck to haul things from her home in Indiana to wherever she races.

Film Crew

Ben Shapiro, Producer

Lucas McGowen, Director of Photography

Matthew Scott, Sound Production

Video Assets

NHRDA Bat Mobile: <https://vimeo.com/114883544>

NHRDA Lil Red Truck: <https://vimeo.com/114883541>

Related Links

vimeo.com/114883538



NHRDA 2015

With the NHRDA championships fast approaching, Hover depicts the narratives of three of the drag racers to experience firsthand their astounding dedication to their high-speed work.

The racers work to uphold their reputations, and they can't get enough of what they do. They transform their street cars into race-ready vehicles. Fueled by a robust sense of community, the racers of the NHRDA ever-chase the thrill of their work.

Film Crew

Zach Sky, Director

Ben Shapiro, Producer

Lucas McGowen, Director of Photography

Matthew Scott, Sound Production





SHELL ROTELLA SUPERRIGS

(2014-2015)

Hover celebrates the work of the modern-day trucker at a recent SuperRigs event.

The Shell Rotella SuperRigs event showcases big rig trucks and the people who build and drive them. The best truckers in North America gather at SuperRigs to recognize their community's work.

Contemplating the engines under brilliantly waxed hoods, truckers explain their philosophies on living their lives on the road. At this North American conference, the vintage rigs shine as brightly as their proud builders.

Crew

2014

Aaron Hughes, Producer
Johnny Bassett, Editor
Josh Richards, Director of Photography
Cameron McLaughlin, Sound

2015

Grant Slater, Director
Ethan Goldwater, Producer
Jake Gervich, Editor
Zach Sky, Director of Photography
Nick Campbell, Sound

Video Assets

vimeo.com/135914437
vimeo.com/135914443
vimeo.com/135914441
vimeo.com/135914439
PW: Rotella2015





THE 2013 BILLBOARD MUSIC CONFERENCE

The Billboard Music Conference showcases the men who make music tours happen. Hover is invited to join some roadies as they leave their families behind, and spend the majority of their lives working with VIP bands.

TERRY

Terry Ford used to play music - now his work is to drive tour buses across North America for VIP bands.

Format

Short web documentary

Though he faces loneliness and homesickness, Terry finds peace and beauty in the open road, even when ferrying his passengers and their cargo through extreme road conditions.

Film Crew

Andrew Michael Ellis, Director

Michael Koehler, Editor

Ethan Goldwater, Producer

Andrew Michael Ellis and Sasha Arutynova, Camera Operators

Jacob Blumberg, Sound & Music

Video Assets

vimeo.com/85310584



SYRUS

Syrus is a tour manager and musician who will do anything to be up close to rock n' roll - to accomplish this, his work demands of him a life on the road.

Format

Short web documentary

Syrus still gets goosebumps at every single show. He has worked hundreds of them, managing set builds and overseeing all the tedious details necessary for a successful performance.

Film Crew

Andrew Michael Ellis, Director

Michael Koehler, Editor

Ethan Goldwater, Producer

Andrew Michael Ellis and Sasha Arutynova, Camera Operators

Jacob Blumberg, Sound & Music

Video Assets

vimeo.com/89039799



THANK YOU

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