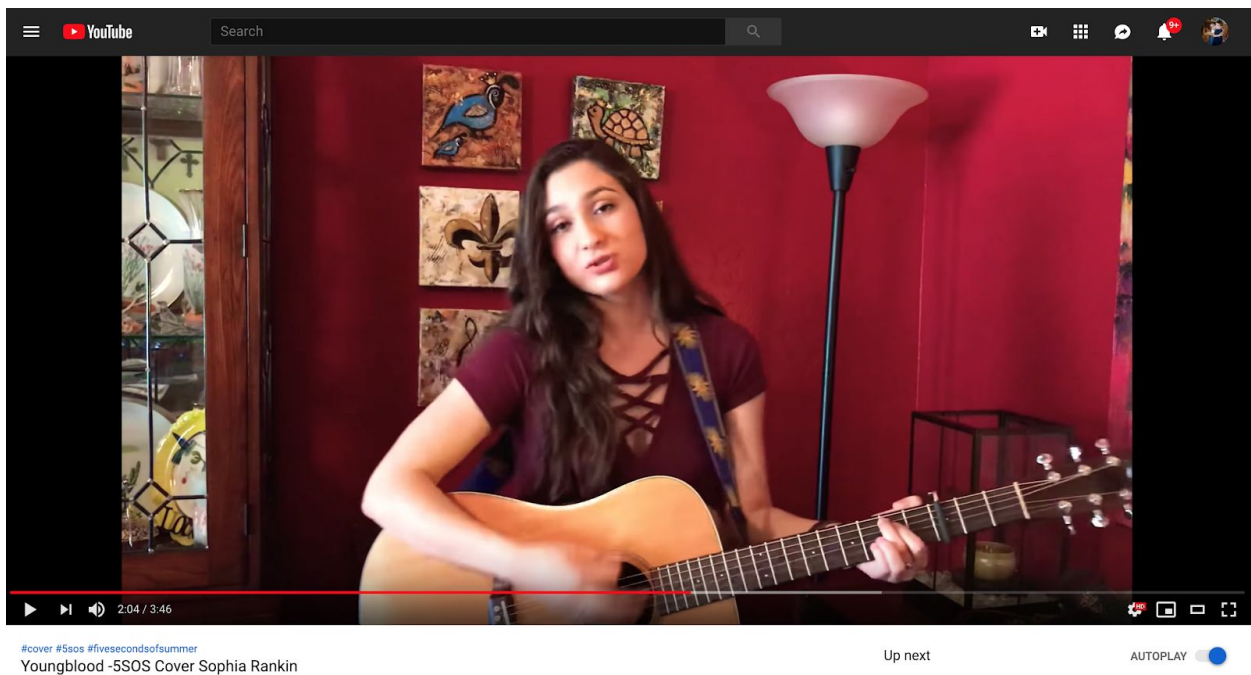


Hi Guys!

It is week two, and things are moving quickly! You all remember from last week that I started planning out this music video and contacted a videographer already. This week, I met with Addison and we put our heads together and brainstormed all the possibilities for this video. One of the biggest struggles I have is being on camera, because I can be very shy and honestly, pretty insecure about putting myself on film. He understood this, and we talked about including a decent amount of people in the video to help share some of the focus. I offered a friend of mine who acts to be the lead in the video, and he thought that would be cool to incorporate as a sort of side story to the main focus point: me. However, this was not met without challenges.



These are the kinds of faces I make in my online videos. Do you see why I was so nervous to do something like this?

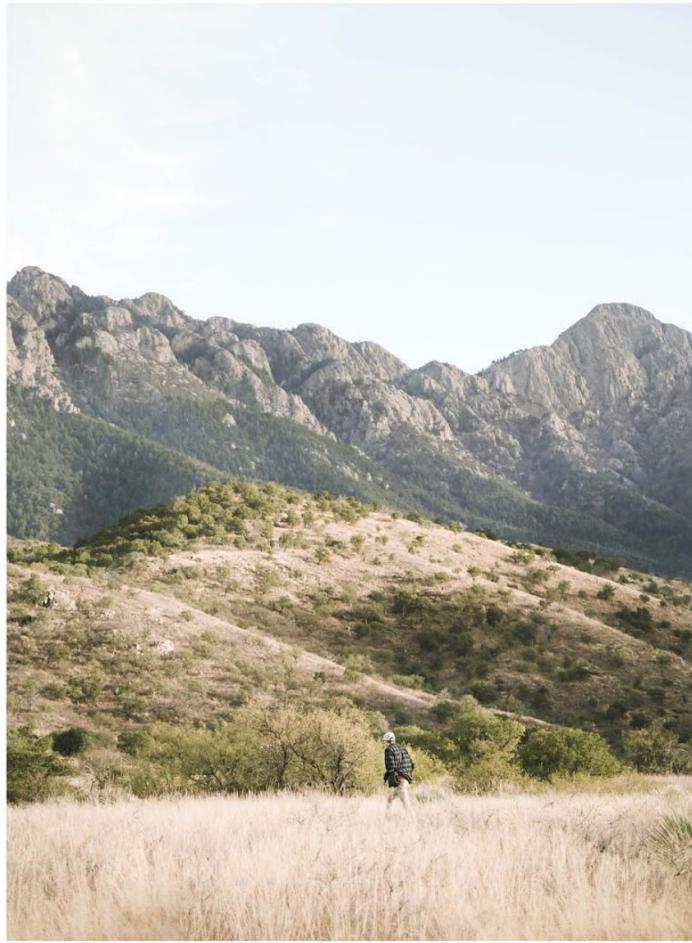
I talked to some people about this idea to get input on how I was doing on planning my first music video. There was concern about taking the focus off of me when this is my very first “Hello” to the visual world of music. Sure, I post on Instagram and Facebook and YouTube, but those are not high quality videos that could really catch people’s attention the way this music video can. So I went back and forth on what to do -- battle my insecurities, suck it up and be the main focus point sans side story or play it safe and let the attention be shared between myself and someone else in the video? I knew the right answer, but it was daunting to admit it. I knew I really had to put myself out there, because if I’m going to do this, I’m going to do it right.

I told Addison my thoughts and feelings, and he totally agreed that the best thing to do would be to direct all the focus onto me since this video is introducing my face as the image for my music. After agreeing on this, we started talking about where we wanted to film and what our story would be.



I have confidence when I walk onstage because it is my favorite place to be. Now I just need to transfer that energy to the camera.

We came up with some vague locations to film, all taking place on Mount Lemmon in some remote areas that Addison was really familiar with. We thought about showcasing Downtown Tucson, but it ended up being tabled for maybe future project because it just didn't really fit the vibe for this video. We offered a couple of dates for filming, but we had to postpone deciding on anything until we check with our models (doesn't that sound professional? We have models!) and see when we can get everyone together.



This is one of Addison's favorite locations on Mt. Lemmon. It is so beautiful -- I just better wear good hiking shoes.

The main goal for this video, besides bringing more attention to my music and introducing my face to the world as the image behind the music, is to really show off who I am as a person and an artist. It will show my personal style, my attitude, and it is really going to push me outside of my comfort zone. I have never done anything like this before (unless you count dramatically gazing off into the distance as a lip-synced a song for my a cappella group's never-released music video) and I am so terrified but excited to see how this whole thing turns out.

All my love,

S