

## **INDIE MAJOR PODCAST**

**4/24/24 Kekoa Krautkramer**

### **Individualized Major: Multimedia Production**

Ken:

This is Indie Major, a show devoted to the wide-ranging stories and visions of individualized majors at the University of Connecticut. I'm your host, Ken Cormier.

I'm here with Kekoa Krautkramer. Hi, Kekoa.

Kekoa:

Hi.

Ken:

How are you?

Kekoa:

Good. How are you?

Ken:

Great. Thanks for coming in. So you're an individualized major graduating when?

Kekoa:

In May.

Ken:

This May. All right. So what's the name of your major?

Kekoa:

So my major is Multimedia Production.

Ken:

Multimedia Production. And can you tell us what that involves?

Kekoa:

Basically, it's a combination of communications, journalism and English. And I kind of liked the aspect of digital production, but I also think it's important to have a strong literature base and know how to write and story tell. And then journalism comes in because interviewing and obviously doing a lot of writing. And there's also a lot of media opportunities with journalism.

Ken:

Okay. So it sounds like it's a hands on kind of, like, production oriented major.

Kekoa:

Yeah.

Ken:

And what kind of multimedia production have you actually done here at UConn?

Kekoa:

Well, with my classes, currently, I'm taking a independent study in multimedia production. It's a communications course. And this is my second time taking it, but last year, it was a couple of people in my class, and they just gave us projects every so often. One was an audio project where we had to tell a story and warp the sound and add background sound and just tell a story through the sounds in the background. And then another was a photo story and we had to show an emotion through photography, and then we did a video project at the end of the year, which was really cool, and it was, you know, they just, like, set us out into the world, and we just did all of it, the editing, the filming, the audio levels, like, everything was as a team. We did it together this year. I'm doing the class by myself. So it's really independent this year, but I created my own project, and I worked with my advisor, doctor Stefano to decide that. So this year. So I have an internship with the Farmer's Cow Calfe. It's in Willimantic, CT, and I do their social media. So for this project, I took an old post from something that I posted back in November and I went into—

Ken:

Would this be on their Instagram or something?

Kekoa:

Yeah. Something I posted in November. And I went into the analytics and saw how it did with follower engagement, and I tried to figure

out how to make it better so that they can get more engagement. And I read a bunch of research journals, and I'm still currently working on it right now. It's part of my senior thesis as well. I'm writing a research paper to go along with it. And I just figured out everything that I wanted to change to make it better with the design with the caption of the post, what time I posted it. And I recreated a new post. It's not the same thing, but it's another one, and it got a lot of engagement this time, and it was really cool to see my work. Actually, like, evidence that it did better the second time.

Ken:

Wow. So what I'm hearing is the work you're doing for your major is actually, this is stuff that's live for the Farmers Cow Cafe.

Kekoa:

Mm hmm.

Ken:

Oh, that's great. So that's really, it's actual real-world stuff that's going on.

Kekoa:

Yeah, I really like it because I'm like, the first person to take over their social media. So it's not super high stakes, but I feel like I can really try stuff with it, and I can actually get feedback because the engagement is what the feedback is, and I can see what works for them and what doesn't. And I really like to do social media stuff. It involves everything that I like, you know, photography,

editing. And social media is just something that's taking over this day and age.

Ken:

Very good. So when I think back to when you applied to the individualized major program, I seem to remember you talking about media production in sports specifically, is that right? Am I remembering that correctly?

Kekoa:

Yeah, I definitely do like multimedia production in sports, and that's something I'm still doing right now. One of the classes for, it's a journalism class called Sports Reporting. And in that class, we get to do this practicum shift. Basically, we get to do up to four with Fox 61, the sports reporter, Jonah Karp, and it's really cool because I've done a couple shifts so far this semester, and it's really cool to go to the studio, first of all and see him in action, when he's doing his reporting, and then also behind the scenes when I went for him. I recorded the women's hockey game. And, you know, it was a long day, but it was really great experience, and I learned a lot that day. And we did the post-game press conference, and it was just me and another student, and we were just thrown into it, and we learned a lot. Through that. We recorded everything. We had to do the audio, and we had to edit after, send it to him, and it was really cool to see him use that footage when he was on air.

Ken:

So that is really exciting. So when you were describing your major, you also mentioned the importance of things like literature. How does that element work in with the production side?

Kekoa:

So I have taken a lot of English classes. I took history of screenwriting and short story and script analysis. And then a lot of my journalism classes have to do with writing, you know, news writing, multiplatform editing. It's a lot of writing, and I think that's really great for my major because it teaches me how to story tell. And like I said, it's really important for You know, production because that's the base, and you need to know how to set the story up, and I think that's important. So these English classes helped. These journalism classes have also helped.

Ken:

So let me ask you this. We've heard a lot of what sounds like the kind of, like, media reporting side of what you do. But I do hear you mentioning talking about inklings of literary sort of stuff and cinematic kind of stuff. Are you the kind of person who has ideas for, like, a film project that you want to do?

Kekoa:

I don't currently have a film project in mind, but that is something I would love to do in the future. I want to just create a story, do the screenplay and then see it come alive. Yeah, something I really like is directing. So I would love to just see that film that I have in mind come alive through the filming and the editing post production.

Ken:

So where does all this come from? Like, how far back does this interest in making movies or telling stories? Does that go pretty far back?

Kekoa:

Yeah, when I was younger, I would I just always watched YouTube, and me and my friends would just recreate the videos that we saw, and I would just film it. I'd come up with a story. I always loved writing, and we'd come up with a story, film it, I'd edit it, and we'd just watch it back. I would show everyone. I was like, This is so much fun. But, like, I never thought that that's something I could make a career out of. I'm not sure why, but I just I didn't really think that was going to be the path I would take in life. And my family, we're really into sports. I've grown up around gone to all the games, that video that they play, the hype intro video of all the players. I don't know, just like something in me. I was like, I want to make that video. And I always loved watching that and it really resonated with me. So when I went to high school, I was a senior And, honestly, I thought I was going to be a business major, but my senior year, I took an editing class for film, and I loved it a lot, and I was like, why don't I try to make why don't I make a career out of this? And that's when I actually went to Penn State my freshman year for half the year. And I was going to be a film major there. So when I transferred to UConn, they didn't have a film major. And I was a little lost, but I was thinking maybe something communications, but I felt like I didn't really fit into any of the majors here. And that's when I found out I could make my own major, and I started taking classes that I felt would be beneficial for me, and that's when I started taking communications and journalism, a lot of English classes. And I just I loved it.

Ken:

So what do you think is next? Are you thinking graduate school? Are you thinking of leaping right into, you know, a potential job or what?

Kekoa:

Well, I've been applying. I would love to start a job post after I graduate, I'd love to start a job. I work for UConn Athletic video services. So that's another sport thing that I do. Yeah. So there's a lot of roles I play. It's wherever they put me the day of the game. And I do camera operating for filming the sport events. Or I'll be in the production room where we do the Daktronics board where everything goes on the jumbotron, and we do the graphics for that, or I'll do the audio board. And I just started doing the replay board, which I really enjoy. It's like live editing. As the games going on. It's really cool. I like that a lot, and I could see myself doing that in the future. I did apply to a couple of those kinds of jobs. But I really like doing that.

Ken:

When you apply for a job like that, are you looking at college athletics, professional, any mix of those? And how do you find postings for jobs like that?

Kekoa:

Yeah, so I actually I just applied for the same job. Right now, I'm a student worker, so I'd have to reapply to do that job in the future. So I applied for it as a full time position. I would love to do that, like, beyond college. I applied to, like, I applied to the Steelers the Pittsburgh Steelers. Yeah, I would love to do that, like, for a

professional team like that. That would be really cool. But I haven't heard back, but that is something I would love to do.

Ken:

So football. Have you done UConn football games?

Kekoa:

No, I didn't. A lot of people love to do it, so it kind of filled up quickly.

Ken:

So when you said you were doing live replay, what sports?

Kekoa:

I did almost every sport. I've done basketball, lacrosse, baseball, softball.

Ken:

Hockey?

Kekoa:

Hockey. Yeah, a lot of hockey. Yeah, I did the camera operating for that and the audio.

Ken:

That is so cool. So you have this long term interest in production and filmmaking. But what do you do outside of all that? Is there anything that you do outside of that that's also interesting to you?

Kekoa:

Yeah. So I used to do UCTV film. I haven't had time for it lately with my jobs, but that was really fun because another student created a screenplay and we would just go and record that. And you know, we all took turns either recording with the camera or holding the boom mic or setting up the background and just moving items to watch for continuity and everyone's mindful of it, and it's really cool to do that because I felt like I was in an actual production studio, but it's just someone's dorm room, you know. And then I started writing for the daily campus in January. I try to do it whenever I have extra time. I wrote for the life section, and I've written about three articles so far. It's really cool to see your work in the newspaper.

Ken:

Yeah, I bet. Yeah. And your major maybe sort of intersected with that a little bit with the journalism courses you took.

Kekoa:

Yeah, I think the classes I've taken have helped me so much. I know the daily campus is open to anyone, even if you're not a journalism major, but the rules for writing in news is there's a lot of rules. I still, sometimes, there's a whole book of rules, and I still sometimes have to look through it because it's always changing too. And it is really interesting.

Ken:

So it sounds like even your spare time, you gravitate toward this kind of this kind of stuff, right?

Kekoa:

Yeah.

Ken:

Which is amazing. Was there a particular course that you took that really stood out to you?

Kekoa:

So a journalism class that I really like right now. Last year, I took audio and video reporting, and this year, I'm taking the second part of that class. It's reporting and editing TV news. And that's really cool because I feel like journalism has helped me a lot in confidence and being able to go out and talk to people. When I first started taking journalism classes, we had to go out and interview people, and I was really uncomfortable doing that. And it's been two years now since I started doing that, and I feel a lot more confident in going out and talking to people, and we have to think of ideas for the news basically and create a video, edit it, so it makes sense, and that's really cool as well.

Ken:

It sounds like this program somehow got you to where you wanted to be.

Kekoa:

Yeah, I like that I can just take advantage of how much UConn has to offer instead of, you know, complying to a certain major. I can really just go out, and if there's a class that I'm super interested in and I can take it, I'll take it, and it can help me with what I want to do in the future.

Ken:

This has been excellent. So thank you so much for coming in.

Kekoa:

Thank you so much.

Ken:

Thanks for listening to Indie Major. If you'd like more information about individualized and interdisciplinary studies at the University of Connecticut, please visit our website at [iisp.uconn.edu](http://iisp.uconn.edu). That's [iisp.uconn.edu](http://iisp.uconn.edu). We'd also like to thank UConn Enrichment Programs and WHUS UConn Radio for their support of this show.