

TRUTH

Seether

Time	Audio	Video
0:00 – 0:02		The scene begins with Layne walking on a crowded city
0:02 – 0:05		block in business casual, a dark collared shirt and jeans.
0:05 – 0:10		Layne has the overwhelmed, stressed look of somebody
0:10 – 0:13		attempting to take their mind off something. Layne walks
0:13 – 0:15		towards a theater with an awning reading <i>'Tonight Only:</i>
0:15 – 0:20		<i>Seether in Acoustic,'</i> and heads in with the crowd. The
0:20 – 0:23		band has begun playing the intro by the time Layne has
0:23 – 0:25		found his seat in the small theater. This particular track is
0:25 – 0:30		off the <i>One Cold Night</i> live album, so the setting can and
0:30 – 0:33		should look relatively similar to the way it does in the video,
0:33 – 0:35		found at tinyurl.com/SeetherTruthLive .
0:35 – 0:38		
0:38 – 0:40		Throughout the intro, the visual displays a recording session
0:40 – 0:42		in which The Three Ominous Men in Suits and a record
0:42 – 0:45		executive disturb Seether in progress. The executive hollers
0:45 – 0:47		at the band members, and uses body language to direct the
0:47 – 0:50		narrative towards sales figures, such as pointing at Gold &
0:50 – 0:52	<i>If I...</i>	Platinum record frames on the wall, pointing at the Top
0:52 – 0:54		Charts, rubbing his fingers together to make the 'money
0:54 – 0:57	<i>If I.....</i>	sign,' and overall making it clear that he's attempting to
0:57 – 1:00		change the tone of what they were working on. Seether
1:00 – 1:02	<i>If I.....</i>	bandmates and the producer grow progressively irritable with
1:02 – 1:04		their presence. The Three Ominous Men and the executive
1:04 – 1:07		quickly wear out their welcome.
1:07 – 1:09		
1:09 – 1:12	<i>If I.....</i>	The intention of this chapter is to bluntly display how The
1:12 – 1:14		System has swallowed & engulfed our music, or how there's
1:14 – 1:16		no escape. The lyrics reflect a soul-searching introspection,
1:16 – 1:18		with rhythm guitarist & vocalist Shaun Morgan admitting
1:18 – 1:20	<i>If I</i>	his soul has been bought, and he feels defeated at his core.
1:20 – 1:25	<i>gave you the truth, would it keep you alive? Though I'm</i>	<i>Truth</i> is the only live performance within the 25-track film,
1:25 – 1:29	<i>closer to wrong, I'm no further from right, and now I'm</i>	and given the direct nature of its narrative, it would ideally
1:29 – 1:34	<i>convinced on the inside, something's wrong with me</i>	would remain an animated representation of the live concert.
1:34 – 1:39	<i>Convinced on the inside, [you're] so much more than</i>	Intertwined with gig footage, montage scenes include:
1:39 – 1:44	<i>ME!</i>	The audience rocking along in rhythm with Seether; Layne's
1:44 – 1:49	<i>No there's</i>	increasingly depressive reactions to the lyrics; Meetings with
1:49 – 1:54	<i>nothing you say that can salvage the lie, but I'm</i>	the record executive, along with his further interruptions of
1:54 – 1:59	<i>trying to keep my</i>	band rehearsals; Scenes of radio DJs and executives taking
		cash bribes in exchange for airtime; Meetings and financial
		transactions between The Three Ominous Men in Suits and

	<i>intentions disguised, and now I'm</i>	executives of Universal Music Group, Sony Music
1:59 – 2:04	<i>deprived of my conscience, something's got to give</i>	Entertainment, EMI Group, and Warner Music Group;
2:04 – 2:09	<i>Deprived of my conscience, This all belongs to ME!</i>	Music artists recording in studio; Audio engineers mixing
2:09 – 2:13		and mastering recordings; Major record label employees
2:13 – 2:18		creating and mass-distributing marketing material; Factories
2:18 – 2:21	<i>I'm beaten down again,</i>	pressing & preparing CDs and vinyl records; Music
2:21 – 2:24	<i>I BELONG TO THEM!</i>	retailers selling albums in store; Customers buying songs
2:24 – 2:28	<i>Beaten down again, I failed you...</i>	on iTunes and Amazon; Fans purchasing concert tickets via
2:28 – 2:31	<i>I'm weaker now, my friend</i>	Ticketmaster and Live Nation; Road crews setting up stage
2:31 – 2:34	<i>I BELONG TO THEM!</i>	for concerts at major sporting arenas, each branded by a
2:34 – 2:38	<i>Beaten down again, I failed you...</i>	corporate sponsor; Fans buying artist merchandise and
2:38 – 2:43		overpriced concessions at stadium shows; Promoters
2:43 – 2:48	<i>The deception you show is your own parasite,</i>	advertising live events; Artists filming music videos for
2:48 – 2:54	<i>Just a word of advice you can heed if you like,</i>	MTV, VH1, Fuse, and YouTube; Several sequences of
2:54 – 2:57	<i>'cause now I'm convinced on the inside,</i>	Universal, Sony, EMI and Time Warner executives
2:57 – 2:59	<i>Something's wrong with me,</i>	monitoring their increasing revenue; and multiple scenes of
2:59 – 3:03	<i>Convinced on the inside, you're so much more than ME!</i>	The Three Ominous Men counting cash in stadium suites,
3:03 – 3:08		overlooking concert crowds of over 50,000 individuals.
3:08 – 3:13		
3:13 – 3:16	<i>And I'm beaten down again,</i>	
3:16 – 3:18	<i>I BELONG TO THEM!</i>	Direct animated copy of <i>One Cold Night</i> concert footage;
3:18 – 3:23	<i>Beaten down again, I failed you...</i>	tinyurl.com/SeetherTruthLive
3:23 – 3:28	<i>I'm weaker now my friend, I BELONG TO THEM!</i>	
3:28 – 3:33	<i>Beaten down again, I failed you...</i>	
3:33 – 3:38		Direct animated copy of <i>One Cold Night</i> concert footage;
3:38 – 3:43		tinyurl.com/SeetherTruthLive
3:43 – 3:48		
3:48 – 3:50		
3:50 – 3:52		
3:52 – 3:55		Direct animated copy of <i>One Cold Night</i> concert footage;
3:55 – 3:57		tinyurl.com/SeetherTruthLive
3:57 – 4:01		
4:01 – 4:02		
4:02 – 4:05	<i>I'm beaten down again</i>	
4:05 – 4:08	<i>I BELONG TO THEM!</i>	Direct animated copy of <i>One Cold Night</i> concert footage;
4:08 – 4:12	<i>Beaten down again, I failed you...</i>	tinyurl.com/SeetherTruthLive
4:12 – 4:15	<i>I'm weaker now, my friend</i>	
4:15 – 4:17	<i>I BELONG TO THEM!</i>	
4:17 – 4:22	<i>Beaten down again, I failed you...</i>	
4:22 – 4:27	<i>I'M BEATEN DOOOOW-OOOOW-OOOOW-</i>	The visual alternates between focusing on Shaun Morgan,
		and a slow zoom-in on Layne's face, whose eyes have begun

	<i>OOOWWW-OWWNNNN.....</i>	to well with tears. Layne is the only face in the crowd to
4:27 – 4:32	<i>I'M BEATEN DOOOOW-OOOOW-OOOOW- OOOWWW-OWWNNNN.....</i>	appear visibly disturbed by the content of the lyrics. The crowd jams along, before the visual again focuses on a lone tear streaming from Layne's eye. Morgan strums his acoustic
4:32 – 4:37	<i>I'M BEATEN DOOOOW-OOOOW-OOOOW- OOOWWW-OWWNNNN.....</i>	guitar and howls the refrain, with his eyes winced in pain, precisely as he does in the concert film. Layne continues crying, before he's evidently had enough.
4:37 – 4:41	<i>I'm beaten doooow-ooooow-ooooow- oooooww-owwnnnn, YEAH!!!</i>	Layne decides against staying for the rest of the concert.
4:41 – 4:46		
4:46 – 4:51		Disturbed and hiding tears, Layne leaves his seat and makes
4:51 – 4:56	<i>Yeah...</i>	his way through the audience to the exit. Layne leaves the
4:56 – 5:00		theater and walks briskly to his car, parked on a nearby
5:00 – 5:16	<i>[applause]</i>	avenue. Layne breaks down on the steering wheel while the audience applauds Seether's performance.