

DIRECTED BY  
JACOB HARDING

PERFORMED BY  
SAM HARDING

# CRY





# ***CRY***

*Running Time:*

**4:31**

*Directed By:*

**Jacob Harding**

*Music Performance:*

**Sam Harding**

*Produced By:*

**Ryan Moerer & Jacob Harding**

*Production Company:*

**Midwest Coast Pictures**

*Cinematographer:*

**Nathaniel Regier**

*Choreographer:*

**Liz Scurto**

*Edited By:*

**Jake Gum**

## Logline

Following the events of “FLY AWAY” and “Thought of Me”, Sam Harding finds himself trapped between heaven and earth, with only a mysterious red door as his escape.

## Synopsis

In “CRY” (the third chapter in the four part “Tapes That’ll Never Reach You” Series), Sam now finds himself trapped in a purgatory state under the hot desert sun. Right as he collapses from exhaustion, a red door suddenly appears in front of him. Walking through it he finds that he's back on earth walking through the stages of a toxic relationship. Earth tries to pull him back down towards them, but heaven makes one final attempt for his soul by lifting him through all the chaos. After refusing both, Sam appears once again in the desert, only this time with a mysterious note in his hands.





*CRY* was easily my most challenging project to date. Doing a oner isn't easy, but cutting between two oners to make into one cohesive path? It seemed like an impossible task, but thanks to my incredible crew I think we pulled it off. I'm so proud of how our team came together to make this insane idea work. Every single person brought their A-Game and it shows in the final product. I hope that *CRY* sticks in people's minds. Whether because of the fantastic song, the dazzling visuals, or just the deep themes throughout. Whatever it is, I hope it always brings them back to this one of a kind music video.

Director's Statement

## The Director *Jacob Harding*

A passionate and talented filmmaker, Jacob Harding discovered his love for film at the age of twelve and hasn't stopped pursuing it since.

Born and raised in Kansas City, Missouri, Jacob moved out to LA in 2020 to chase his dreams. He quickly began directing "narrative focused music videos" for many different LA artists and released three short films: *Withdrawal*, *Scene 25R*, and *The Wailing Man*.

Jacobs' work has tended to spotlight different looks at mental health. Whether it be addiction, self-worth, depression, loneliness, or anxiety Jacob has pushed to make his art as honest, real, and hopeful as he can.

"When someone watches one of my projects, my hope is that they feel less alone in what they're going through. I can't provide a solution to them, but I hope they now know that there are others around them that also have these struggles and that together they can get the help they need."





## **The Artist** *Sam Harding*

Sam Harding is an innovative pop artist and actor who has the world at his feet.

Taking up music as more of a recent passion, Sam felt like music was just something he had to pursue and had a story to share with a fire burning deep within his longing craft and love for it.

Offering a sad pop vibe with his style and sonics, his music rekindles the likes of Harry Styles, Joji and The Weeknd all whilst holding his own unique take on songwriting and lyricism.

**Producer**  
*Ryan Moerer*



Ryan Moerer is a creative filmmaker who has always loved and appreciated the art of film and being involved in any way possible. His passion for film began when he was around thirteen and learned the basics of video editing. Although editing has sparked his dreams to become a filmmaker, he is now producing, writing, acting, voice acting, and many more things. He is the team support when you need him, and he'll surprise you with his creative talents.

*"I will always be creating content alongside my friends because it's what I love and do best."*

**Editor**  
*Jake Gum*



Jake is a passionate editor with experience in feature films and commercials. Long time friends with Jacob, he always enjoys collaborating with him and helping him tell his stories. Let's face it, Jake and Jacob are unstoppable together.

# CREDITS

*Directed by* Jacob Harding

VFX Artist: Ethan Montgomery

*Produced by* Ryan Moerer and Jacob Harding

1st Assistant Camera: Noah Rask

Artist: Sam Harding

2nd Assistant Camera: Santiago De Alba

Director of Photography: Nathaniel Regier

1st Assistant Director: Devin Judin

Steadicam Operator: Ace Ramirez

2nd Assistant Director/Make-Up Artist: Bella Gerbino

Choreographer: Liz Scurto

Stunt Coordinator: Tony Snegoff

Gaffer: Jon Bass

Stunt Rigger: Elena Churinova

Key Grip: Sebastian Molina

BTS Photographer: Joanna Adams

Edited by Jake Gum

Best Boy: Maximiano Garcia

























## Links

Link To Song: <https://youtu.be/r7h6IgBOVVM>

Link To Music Video: [https://youtu.be/\\_7njxK-g3No](https://youtu.be/_7njxK-g3No)

Link To BTS Video: <https://youtu.be/Rti0X231Q3k>

Link To Pictures Used In EPK: <https://drive.google.com/drive/folders/1D9ABVGM0JA3h2U-8GEoqsu2TXivI1oDL?usp=sharing>

