

AMERICA JAYNE RESENTS

SCAREDY CAT

AN OFFICIAL MUSIC VIDEO

DIRECTED BY	NICOLE RINALDI	DIRECTOR OF PHOTOGRAPHY	IAN HAVENS	EDITED BY	SPENCER SMITH	WARDROBE DESIGNER	MOLLY D'AMATO
	DRUMMER	AIDAN SHEPARD	GUITARIST	IAN GREY	BASSIST	NED STEVES	

SCAREDY CAT

ABOUT THE SONG

The song explores the irrational, but often debilitating fears we have as children and how these materialize into our adulthood. The song begins with childhood anxiety towards ghosts, moves to a teenage fear of sex, and rounds out with the current discomfort that you never quite got over these worries.

ABOUT THE PROJECT

This music video elevates those fears by personifying that internal conflict. The demon version of the band taunts Erica as she tries to break out of her fearful state. Imagery of superstitions, such as breaking glass, pepper the video to illustrate fears we had as children- and discomforts we still have



PRESS

WILD FIRE MUSIC

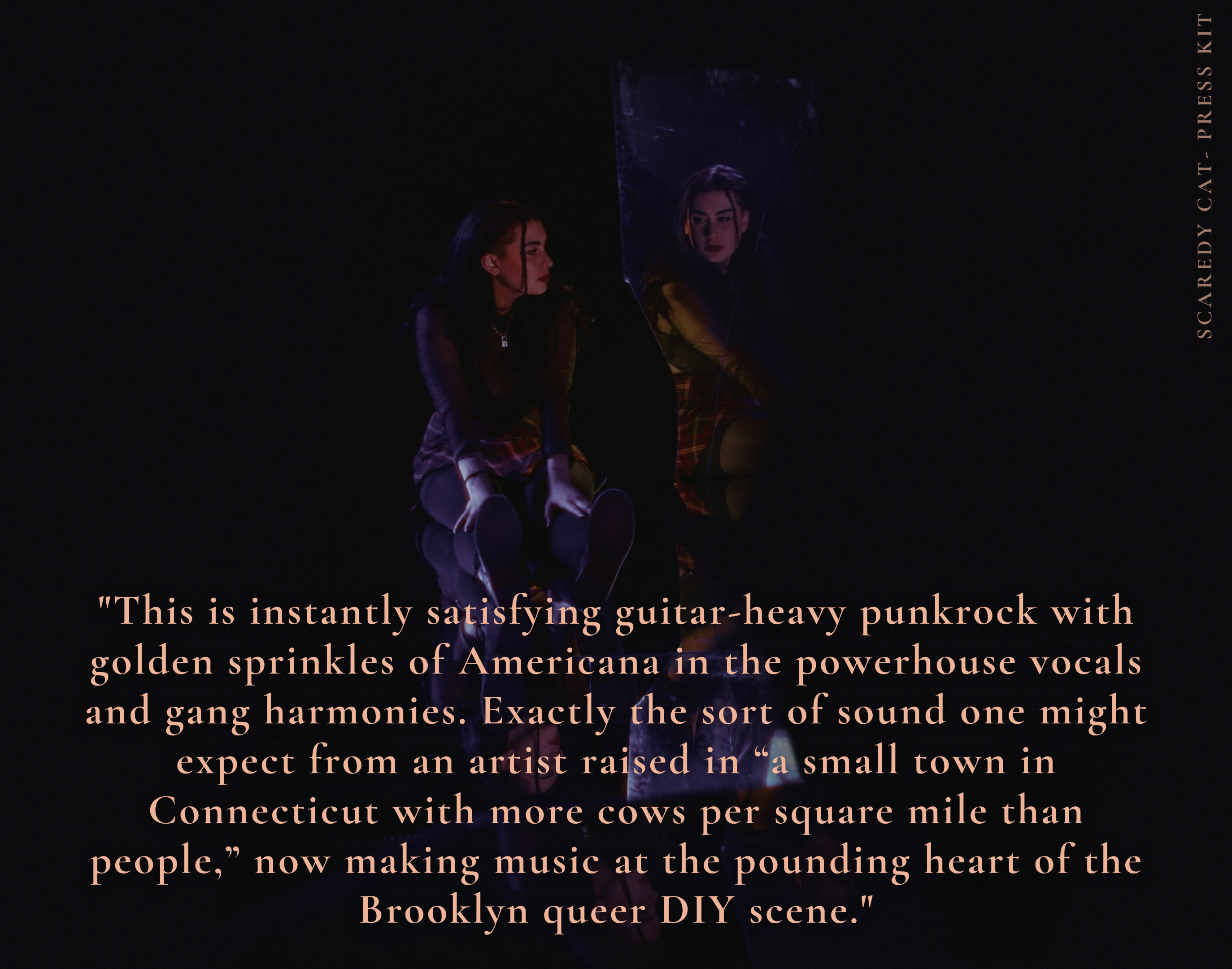
Feature of the Song
and Video

LOUD WOMEN

Artist Feature and review
of the song ahead of the
Music Video release

GET ALTERNATIVE MAGAZINE

Artist Feature and review
of the song and music
video for its US Premiere



"This is instantly satisfying guitar-heavy punkrock with golden sprinkles of Americana in the powerhouse vocals and gang harmonies. Exactly the sort of sound one might expect from an artist raised in "a small town in Connecticut with more cows per square mile than people," now making music at the pounding heart of the Brooklyn queer DIY scene."

198K

VIEWS ON YOUTUBE



100K

VIEWS IN FIRST WEEK



ABOUT THE DIRECTOR

NICOLE RINALDI'S BIO

n Nicole Rinaldi is a Director and Designer with a particular interest in short-form for its capacity for experimental filmmaking. She's resourceful- she took an old watercolor set and construction paper and turned it into a short that became an official selection at Animayo, an Academy Qualified festival.

She's young- but that's because she hit the ground running. She completed the BFA program at Emerson in three years, becoming the youngest person to do so.

She's a garden weed that cracks concrete- thriving where it's unexpected for her. She takes her below-the-line experience in cinematography and production into an interdisciplinary approach to directing and design.

PREVIOUS WORK

Her last Music Video, "Angel" was an official selection of the Academy Qualified Festival ANIMAYO. Angel also won Best Music Video at NYLIFF and an honorable mention at Her In'l Film Festival. Her most ambitious film, "When the Wolf Comes Home," is about her experiences growing up with a parent with a mental illness. This film won an Audience Choice Award at Blackbird Film Festival and won Best Short Screenplay at the New York Long Island Film Festival. Her second short "Gear Shift" is a dance film shot on 16mm about the disfunction of expectations.

HER OTHER ACCOLADES

Nominated for Best Short Direction, Best Short Drama at NYLIFF for her Thesis
Nominated for the Powerful Voice Award at Blackbird Film Festival for *Gear Shift*
One of Emerson College's 3 Student Kodak Award Nominees in 2020 for *Gear Shift*
Nominated for Outstanding Single-Camera Direction at the 2020 EVVY Awards

ABOUT AMERICA JAYNE

America Jayne (Erica) was raised in a small town in Connecticut, with more cows per square mile than people. Crawling to get out of the little town she had known her whole life, Erica decided she would take a big leap. She packed her bags and moved into her first New York City apartment in January of 2018. She got hired as a server at the famous music venue, Rockwood Music Hall, in the Lower East Side. This is where everything changed. Her coworkers were a mix of musicians, actors, and creatives who wanted to have their voices heard as much as she did. Through the venue she garnered a group of friends who wanted to help her make music.

She can be seen playing with her full band at venues such as Rockwood Music Hall, Pianos, The Bitter End, The Well, and 11th Street Bar.

America Jayne recorded her Debut EP "Homecoming" with producer Ronnie DiSimone (Daisy The Great, Del Water Gap, Annika Bennett, Halima, Jukebox the Ghost) to be released in 2022.

"America Jayne is a rising LBGTQ alt-rock artist stamping her mark with a melancholy, yet exhilarating quality."- Atwood Magazine



ABOUT THE KEY CREW



Director of Photography

Ian Havens is a NJ Native filmmaker, specializing in cinematography and Motion-Capture Camera Operation. His hobbies include going to the gym and being a cat parent to three fur babies.



Costume Designer

Molly D'Amato is a NYC model, fashion tik-toker, and currently a Social Media Coordinator. With a strong love for fashion, Molly collaborates as a Costume Designer and Wardrobe Stylist for shoots. Her greatest Costume Design work was for Lessons in Red, where she dressed everyone in period-accurate 1960's wardrobe.



Editor

Spencer Smith decided to go into filmmaking the moment he saw Winnie the Pooh get stuck in Rabbit's house. Smith believes Post is the most important aspect of film because that's where the film is truly made: for better and worse. Smith lives in LA as a freelance editor and is the father to his cat named Gray.

ABOUT THE PROJECT

01

LOG LINE

Explores the irrational, but often debilitating fears we have as children and how these materialize into our adulthood.

02

DETAILS

Runtime: 3:42
Genre: Spooky
Woman Directed Film
Queer Film

03

FILMING FACTS

This was shot at Spring Studios in SoHo

This was made with in-kind gear donations from Spring Studios and leftover scraps from professional shoots

There were three Ians on set!



THANK YOU