

SOUL MOVIES Writer/ Director Hayes Keith Davis

Contact info: 575-415-5151 hayesd@gmail.com hayesd@nmsu.edu



The Commercial Break-Up film

Press Kit

Logline:

When his girlfriend (the lead news anchor) suddenly announces she has found a new job, a narcissistic weatherman has until the end of tonight's broadcast to win her back.

Synopsis:

News Anchor woman Jennifer has a secret flirtatious romance with the broadcast's weatherman Hank. Because of his apparent womanizing, she has decided to break up with him, taking a job in a new town. Their argument takes place amidst the evening newscast's commercial break. She resents that he uses his celebrity to meet women on an online dating app, while keeping being secretive. He argues that company policy forbids them from having a romance. After Hank wildly resorts to replacing the weather forecast with AI, to depict their relationship as

utopian, he demands commitment. For her, this is the last straw, and she storms off the set in the middle of the broadcast.

The film parodies AI without using it in its development, production, and post-production. The special effects were made with traditional special effects technology in Adobe Premiere Pro and Photoshop with brush strokes and directions given to satirize AI. The film asks: does using technology to replace human skills enhance art and communication or does it further enable inhumanity? The answer it finds is that Artificial Intelligence often encourages primal motives like, in this case, male arrogance.

All of that is what is hoped to be a funny, hip, and engaging rom-com.



This film is inspired artistically by the comedy troupe Monty Python, the classic film Network, the opening scene of George Romero's Dawn of the Dead. Most importantly, it confronts issues that have been going on in the school where it was created. When I was tasked to create a scene for a final project of a Directing class, I asked students to learn of the biggest problems they face today. Other than a post-covid world, the most common answer I got was arrogance in relationships. The answer I got from the young women is that men at the school were over-confident and domineering in their attempted courtships and relationships.

This was when the university ordered every student to receive training to raise awareness about sexual assault. This was based on a court order to improve its prevention and response measures because of a rash of sexual assaults, some that met an unsatisfactory response. This important issue is not the stuff of comedy. However, as a class project, I questioned the ability of a short film to meet the moment as a thriller or drama. Instead, I chose to confront the aspect of the issue involving male arrogance. I always want my minority characters to be represented fairly. I got a great and daring performance from my lead actress and a great effort from my crew.

Director Bio:

Hayes Davis, writer-director, graduated with a degree in Digital Filmmaking from NMSU in 2025, with honors. Born in Akron, Ohio, Hayes studied tap dance and ballet, formally, as a child and was an avid reader. Hayes graduated high school in Alamogordo, New Mexico. His love of the arts, books, and movies led him to film school at The College of Santa Fe. There, he produced an episode of an interview program called Cine Café that featured Steven Soderbergh. He also co-wrote and directed a short film called *Green Apples*. Then, he directed, shot, and edited a verité documentary about his parents: *All I Need Is Time* deals with the gradual death of his father due to Early-Onset Alzheimer's and his mother's struggle to care for him. He also wrote a spec comedy called *Nobody's Perfect*, about a woman trying to survive film school, representing a microcosm of Hollywood, and a still unpublished novel called *Madness*. *Madness* is a coming-of-age thriller about an interracial relationship.

He is the author of short stories and screenplays, as well as an animated series pilot called *Imaginary Friend*. Hayes was a production assistant in the films *The Hi-Lo Country* and *The Wild, Wild West*, as well as commercials. In the future, Hayes

looks forward to making independent films in different genres that are well-made, poetic, and accessible.

Original Storyboards (by Hayes Davis):

Hayes Davis

PROJECT THE COMMERCIAL BREAK-UP SCENE 1 PAGE 1



MEDIUM CLOSE-UP
 a. slight pan from news story intro + graphic on JEN "THANK YOU." JEN (1/3) to JEN (CENTER)
 b. slight pan left to Jen on right 1/3
 c. follow Jen exit



MEDIUM CLOSE-UP
 a. OTS - HANK SEEN OVER JEN'S SHOULDER
 b. Hank can still be seen when he stands in front of green screen
 c. Jen exit, stay on Hank.



CLOSE-UP JEN
 a. follow her lean to tablet
 b. DON'T FOLLOW HER EXIT
 (HEADROOM WAS NOT DRAWN)

DIRECTOR: Hayes R Davis

PROJECT THE COMMERCIAL BREAK-UP SCENE 1 PAGE 2



COWBOY SHOT
on CHROMAKEY
a. graphic of weather
b. picture of Hank + Jen selfie



INSERTS (3)
OVER-THE-SHOULDER
MCU of:
1. Hank looking at dating profile on tablet
2. Hank pressing button on selfiestick
3. Hank not in frame to show red-light on camera



CLOSE-UP 2-SHOT
a. vacation selfie
- flower crown
- umbrella in drink
- beach stuck photo
b. Jen exits frame for Hank scene CU's

Social Networking:

<https://sites.google.com/view/hayes-keith-davis/home>

<https://www.facebook.com/hayes.k.davis/>

<https://www.instagram.com/hayeskeithdavis/>

The Commercial Break-Up Film Copyright Registration:

Screenplay Copyright:

https://drive.google.com/file/d/100wHZuqN7rGo4A-MrPATQXCe5XFd2Ejf/view?usp=drive_link

Movie Copyright:

https://drive.google.com/file/d/1H2sdbsfBep5XQ3k_jixokvXANrHTRC-/view?usp=drive_link

SOURCES:

A list of the Adobe Stock Files at this URL:

<https://stock.adobe.com/Library/urn:aaid:sc:US:dc94cdd7-e84f-4349-bef6-cc56270eb63e>

That same list of Third-party Public Domain and Adobe Stock Videos and Music in the order they appear in the film:

Radar loop Dec 16 storm1.gif

Time:

00:45-00:49

Public Domain from Wikimedia Commons

https://commons.wikimedia.org/wiki/File:Radar_loop_Dec_16_storm.gif

4K Loop Animation Breaking News Earth Globe Growth Page News...

Time:

01:00 - 01:03

Created by Inifi Studio –

Adobe Stock File Number 462116089

https://stock.adobe.com/video/4k-loop-animation-breaking-news-earth-globe-growth-page-news-weather-presentation-news-opening-intro-title-background-world-news-report-world-live-report-broadcast-internet-tv-background/462116089?prev_url=detail

Cold Beer Bottle in Droplets of Water in Their Refrigerator

Time:

01:29-01:31

Created by Александр Захаров

Adobe File Number 309757169

<https://stock.adobe.com/video/cold-beer-bottle-in-droplets-of-water-of-their-refrigerator/309757169>

Camera Pans from the Center to the Neck of a Brown Misted Beer Bottle Against a Yellow Background of a Drop of Condensation Flows Down

Time:

01:31-01:35

Created by Vofff

Adobe Stock Number 459470020

https://stock.adobe.com/video/camera-pans-up-following-from-the-center-to-the-neck-of-a-brown-misted-beer-bottle-against-a-yellow-background-a-drop-of-condensation-flows-down/459470020?prev_url=detail

Cold Light Beer in a Glass with Drops Craft Beer Close-up Cinematic

Time:

01:35-01:37

Created by Nexa

https://stock.adobe.com/video/cold-light-beer-in-a-glass-with-drops-craft-beer-close-up-cinematic-4k/460964805?prev_url=detail

USA weather forecast 2006-11-07.gif

Time:

02:22 - 02:31

Public Domain from Wikimedia Commons

<https://drive.google.com/drive/folders/1UFqbGBkjGhSqa7bQPev5uPUuE5MgRBBw?dmr=1&ec=wgc-drive-%5Bmodule%5D-goto>

Beach with Palm Trees

Time:

02:32 - 02:38

Created by Buddee

Adobe Stock File Number 461546222

https://stock.adobe.com/video/beach-with-palm-trees/461546222?prev_url=detail

Slow-Motion POV Looking into Tropical Green Surfing Wave Breaking Over Reef

Time:

02:38 - 02:43

Created By Longjourneys –

Adobe Stock File Number 211576051

https://stock.adobe.com/video/slow-motion-point-of-view-looking-into-tropical-green-surfing-wave-breaking-over-reef/211576051?prev_url=detail

Slow Motion Half Underwater Turquoise Water Breaks Toward Tropical Sandy Beach...

Time:

02:43 - 02:45

Created by helivideo

Adobe Stock File Number 441686258

https://stock.adobe.com/video/slow-motion-half-underwater-turquoise-water-breaks-towards-tropical-sandy-beach-in-hawaii-pristine-sea-washes-the-empty-sandy-shore-of-kauai-cinematic-shot-of-glassy-ocean-water-and-exotic-island/441686258?prev_url=detail

Palm Trees at Sunset

Time:**02:45-02:47**

Created by VIA Films

Adobe Stock File Number 84829808

https://stock.adobe.com/video/palm-trees-at-sunset/84829808?prev_url=detail**View from Airport Terminal Waiting Area 4K Video Clip****Time:****02:47-02:50**

Created by Rashevsky Media

Adobe Stock File Number 231348117

https://stock.adobe.com/video/view-from-airport-terminal-waiting-area-4k-video-clip/231348117?prev_url=detail

Music/Sound:

1. Song: "Not in Love" by Sugar Blizz, featuring Halyna**Time:****00:20 - 00:40,****02:32 - 02:50,****03:37 - 3:56**

Creator: Sugar Blizz / Epidemic Sound

Adobe Stock Number: 331822853

Note: The Adobe Stock Enterprise license from Epidemic Sound for the song "Not in Love" by Sugar Blizz was purchased with this receipt:

<https://drive.google.com/file/d/1xm2fSG3R69wbYVSEEiAlpGK3XYfDLvkR/view>

but for no given reason, it no longer appears in the Adobe website. When uploaded to YouTube, a copyright strike was issued to the video, but when evidence of the license and the receipt was presented to YouTube and the creator of the song, the copyright strike was released:

https://drive.google.com/file/d/18i4NU7qJy4dvx02zAjswYH2aoEUhym4f/view?usp=drive_link

Here is a copy of the original list of license purchases on Adobe Stock, where "Not in Love" is listed:

<https://drive.google.com/drive/folders/1UFqbGBkjGhSqa7bQPev5uPUuE5MgRBBw?dmr=1&ec=wgc-drive-%5Bmodule%5D-goto>**2. TV Background Loop****Time:****01:00 - 01:03,****03:10 - 03:36**

Creator: Muza Production / Jamendo

Adobe Stock Number 526743334

<https://stock.adobe.com/search/audio?k=526743334>https://drive.google.com/file/d/1liqZuKhxP39o0EhRk15e59qwqMSZu7CK/view?usp=drive_link**3. "An der schönen, blauen Donau" performed by the U.S. Marine Band.flac****Time:****01:27-01:37**

Public Domain from Wikimedia Commons

https://commons.wikimedia.org/wiki/File:%22An_der_sch%C3%B6nen,_blauen_Donau%22_performed_by_the_U.S._Marine_Band.flac

4. Other Free Sound Effects:

<https://www.adobe.com/products/audition/offers/adobeauditiondlcsfx.html>

Awards:

Las Cruces International Film Festival

Las Cruces, NM, United States

April 8, 2026

Official Selection

Lift-Off Sessions 2026 Volume 1

January 12, 2026

Official Selection

Athens International Monthly Film Festival

Honorable Mention

Lift-Off Sessions 2026 Volume 2

February 9, 2026

Official Selection

Alpine International Film Festival

Best Student Film

Golden Lion International Film Festival

West Bengal, India

Best International Short Film

Direct Monthly Online Film Festival

March 5, 2026

Award Winner - Best Student Film - March Awards

Reale Film Festival

Honorable Mention - Best American Film

Makizhmithran International Film Festival

Karaikudi, India

March 16, 2026

Award Winner

Indie Film Spotlight

Annapolis

United States

March 21, 2026

Official Selection

Northwood Film Festival

West Palm Beach, Florida
United States
June 1, 2026
Florida Premiere
Official Selection

Thilsri International Film Festival

India
Award Winner - Best Student Short Film

Couch Film Festival

Toronto
Canada
March 31, 2026
Award Winner - Best Student Film - 0:00-5:00

Purgatory Film Festival

United Kingdom
March 31, 2026
Official Selection

Folkestone Film Festival

United Kingdom
Honorable Mention

IndieFEST Film Awards

La Jolla, CA
United States
April 28, 2026
Award Winner - African-American Filmmaker (Student)

Tokyo Lift-Off Film Festival

Shibuya City, Tokyo, Japan
May 4, 2026
Japan Premiere
Official Selection

Stay Gold Film Festival

Tulsa, OK
United States
April 1, 2026
Oklahoma
Official Selection