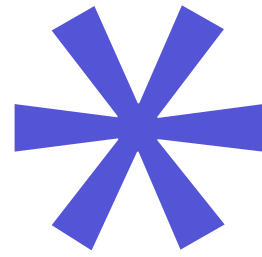




Birth of A Planet: Richmond On Paper

CASE STUDY





Birth of A Planet: Richmond On Paper



PROJECT SCOPE

A 26-minute documentary, website, and as well as ongoing Facebook and Instagram posts about the Richmond Planet and its legacy.

SERVICES

Creative Development
Production
Post-Production

SITUATION

The blank wall outside Tilt's production studio here in Richmond, Va. was the perfect canvas for a mural honoring our city's history while helping tell our own story about how representation matters in all forms of media. As a minority- and female-owned company, we wanted to celebrate the Richmond Planet, an African American-run newspaper that shook the foundations of the Old South and beyond by battling lynching and segregation during the Jim Crow era.

SOLUTION

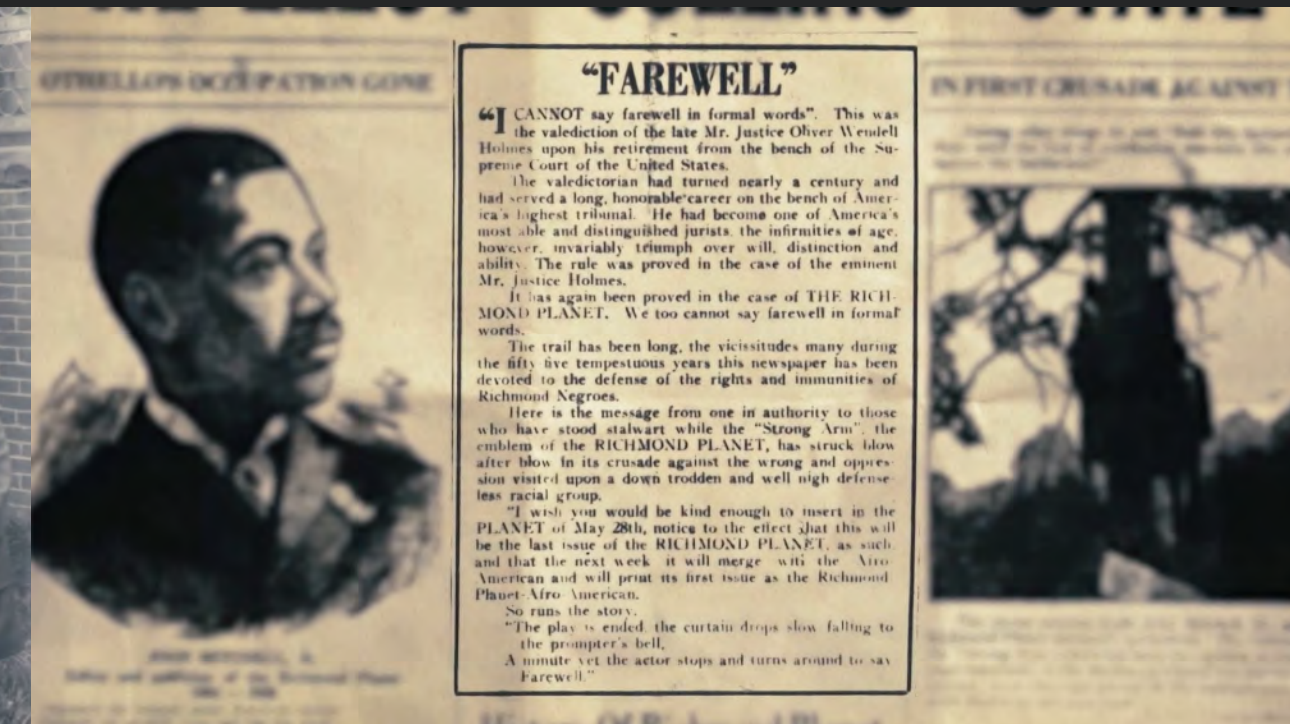
Local artist Hamilton Glass created the mural featuring an image of the newspaper's legendary editor, John Mitchell, Jr., who brought a sharp pen to the cause of racial justice. But as we dug deeper, we felt compelled to further tell the story. As a full-service creative agency, we were able to conceive, research, write, direct, shoot, edit, design, animate, score, color, and finish "Birth of a Planet." The first Tilt Originals documentary, it looks at how the Richmond Planet's pioneering coverage reminds us why every voice matters.

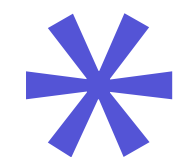
PERFORMANCE RESULTS

The film premiered at the Richmond International Film Festival in June 2022, where it won an award for Outstanding Impact in Community & Virginia Film. Three months later, the Afrikana Film Festival opened with a showing of the documentary and a panel discussion about the film at the Black History Museum & Cultural Center of Virginia.

We held screenings at middle and high schools throughout Richmond and hosted a workshop for high school students to learn to create their own documentaries with guidance from our team. One student created their documentary around the Chicago Defender newspaper and its founding editor, Robert Abbott, which awakened our realization of the contagious impact that can come from just one spark of historical discovery.

Without a production or media budget, the Richmond Planet Foundation had no way of sharing this heroic story of their ancestors. In February 2023, Birth of a Planet gained wider distribution on Virginia public television and the PBS World Channel. It has even been picked up across the country (Iowa, New Hampshire, Texas), with the ability for any PBS channel nationwide to air the documentary. Birth of a Planet is our agency's proudest passion project.





Desktop and Mobile Website



DIRECT FROM RINGSIDE

★ MAIN EVENT ★

BATTLE OF CHAMPIONS

HEAVYWEIGHT CHAMPIONSHIP



JOHN MITCHELL Jr. VS THE LOST CAUSE

"A MAN WHO WOULD WALK INTO THE JAWS OF DEATH TO SERVE HIS RACE."


NO HOME TV

A TILT ORIGINALS PRODUCTION

DIRECT FROM RINGSIDE

MAIN EVENT - 15 ROUNDS


A WALK INTO THE JAWS OF DEATH!



JOHN MITCHELL Jr.
RICHMOND'S FIGHTING EDITOR

VS

JIM CROW



ENFORCED RACIAL SEGREGATION

"LIVE" ON BIG CIRCUIT TV

A TILT ORIGINALS PRODUCTION

★ MAIN EVENT ★

BETTER THAN RINGSIDE!

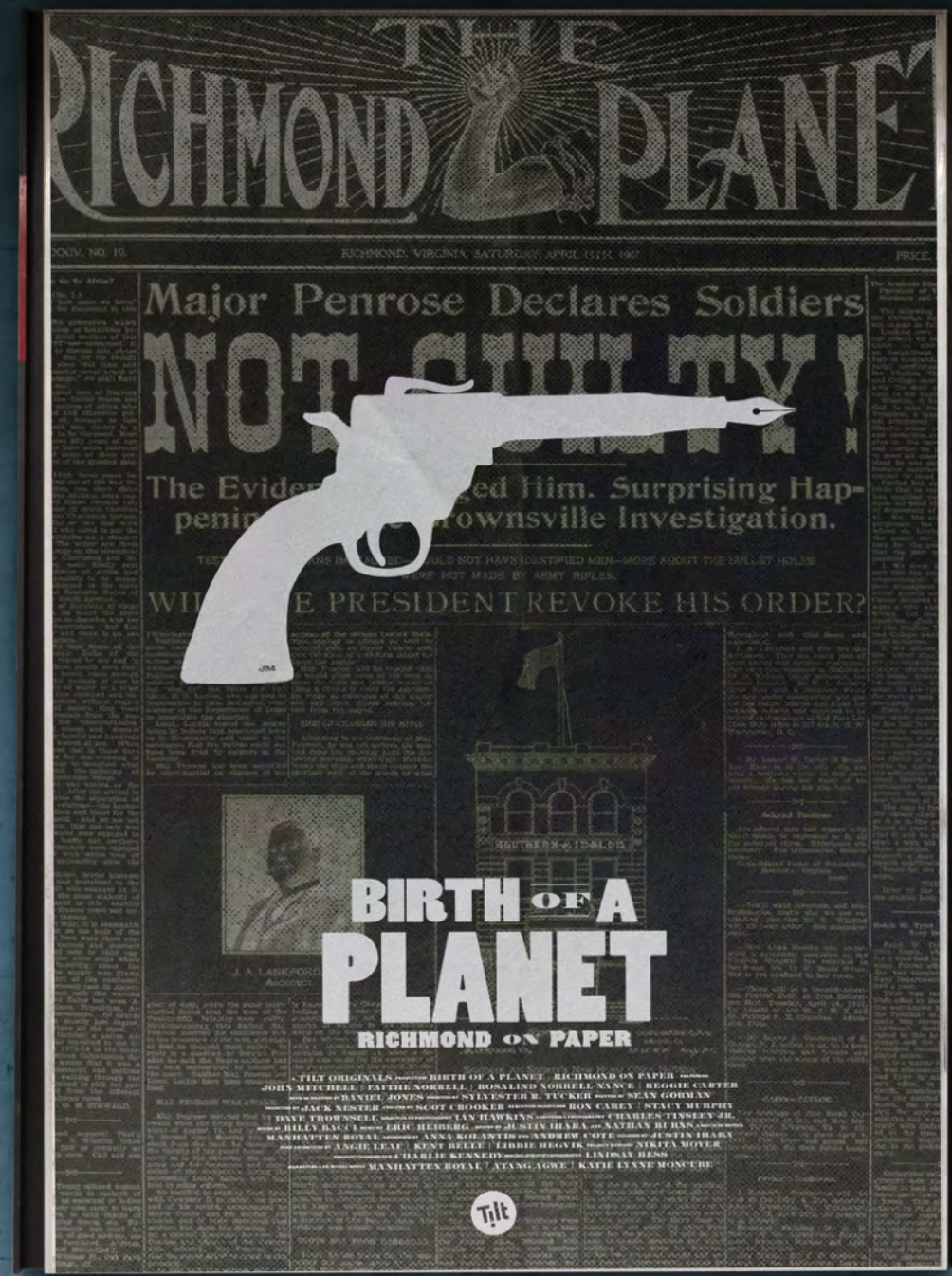


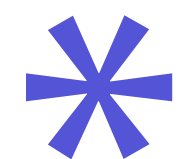
JOHN MITCHELL Jr. VS E.L. TRINKLE

★★★★

BATTLE FOR THE GOVERNOR
RICHMOND VIRGINIA NOV. 8th 1921

A TILT ORIGINALS PRODUCTION





Community Screenings



