



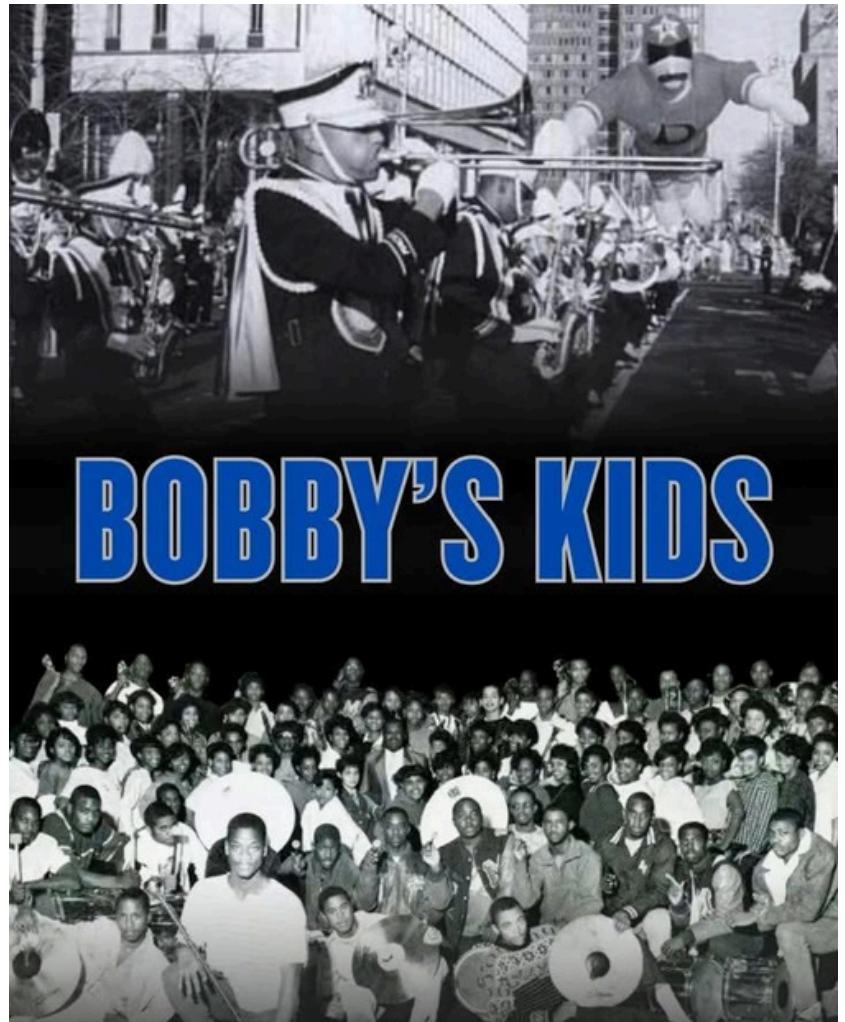
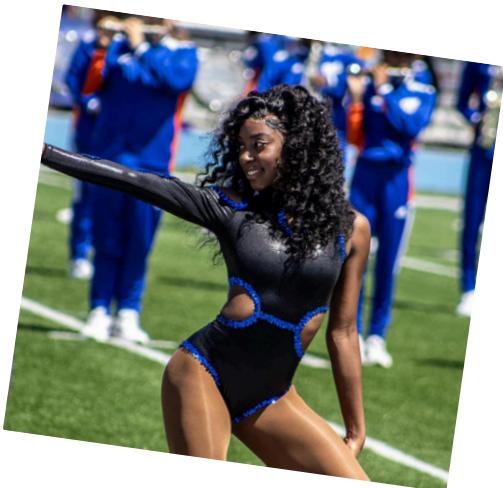
BOBBY'S KIDS

PRESS KIT



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ABOUT THE FILM



Set in 1980s Detroit during the height of the drug epidemic, *Bobby's Kids* tells the powerful, untold story of legendary band director Bobby L. Brown, who introduced the culture, style, and heart of HBCU marching bands to Detroit—transforming a high school band into a collegiate-level powerhouse that sparked a movement. At a time when the streets offered few opportunities, Brown turned Mackenzie High School into a beacon of excellence, sending an unprecedented number of students to college on band scholarships. Among those influenced were NFL Hall of Famer Jerome "The Bus" Bettis, who shares his memories from the same school, and Grammy-nominated artist Dwele, who reflects on Brown's impact as his high school teacher.

What makes this story even more remarkable is that Brown personally documented the rise of his band through video comprised of 21 tapes. That footage, now brought to light by one of his former students, forms the heart of this documentary—preserving a legacy that was almost lost to time.

Featuring never-before-seen archival footage and electrifying performances from the Southern University Human Jukebox, Florida A&M's Marching 100, Florida Memorial University's The ROAR, and Mackenzie's Band of Renown, *Bobby's Kids* is the real-life Drumline and an American Band Story—a tribute to vision, legacy, and the power of belief.

Themes & Talking Points

- **The Power of One:** How a single person's vision (Bobby Brown) created ripple effects still felt decades later.
- **What You Can See, You Can Be:** Representation and exposure as tools of transformation.
- **Legacy, Mentorship, and Impact:** The long game of pouring into others.
- **From the Field to the World:** How band culture prepares young people for real-life leadership.
- **Completing the Mission:** Brandi Mitchell picks up the torch to finish what her teacher started—elevating his story for the world to see.

ABOUT THE DIRECTOR



Meet the Director: Brandi Mitchell

Brandi Mitchell is the visionary founder of The KORIS® Collective, which includes KORIS Media, KORIS TV, KORIS Studio, and The KORIS Agency—a powerhouse brand and media ecosystem serving legacy-driven experts. Known as “The Brand Producer®,” Brandi is celebrated for her signature ability to see the full story in a person and build it from idea to full expression—earning her the nickname “the Berry Gordy for Entrepreneurs and Leading Voices.”

A Detroit native and graduate of Florida A&M University with a degree in Psychology, Brandi began her career as a celebrity makeup and hair artist, working with iconic talent before building her own award-winning media company. She has authored four books, produced three independent films, and is known for wearing every hat—director, producer, writer, editor, marketer—with masterful excellence. Her latest film, *Bobby's Kids*, is a living testament to that grit.

She made history as the brand architect behind Florida Memorial University’s ROAR Marching Band, launching their image and media presence during the pandemic and helping them rise to become ESPN’s Band of the Year in their first season and represent the U.S. in France. She served as Director of Media, Marketing, and Branding from 2020–2024—building the band’s brand from the ground up during the pandemic and serving as trusted advisor to iconic Director of Bands Dr. Richard Beckford.

BRANDI HAS WORKED WITH OR BEEN FEATURED IN:

SOFTSHEEN-CARSON®

SATURN

BET®

L'ORÉAL PARIS

centric

TLC

UNIVERSAL

FOX NEWS

O
THEOPRAH
MAGAZINE

Ford
OPERATION
HOPE

McGraw-
Hill Education
SONY

The Tom Joyner
Morning Show

boost
mobile

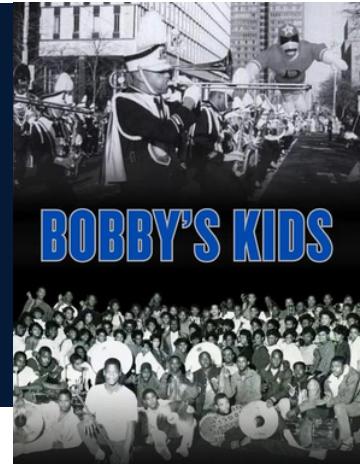
abc

tbs

tv one

NEW ORLEANS
ESSENCE
MUSIC
FESTIVAL
Coca-Cola

ABOUT THE CAST



Cast Highlights & Appearances

- **Jerome Bettis** – NFL Hall of Famer, Mackenzie High School graduate and classmate of Brandi Mitchell
- **DWELE** - Grammy Nominated Artist/Musician and student of Bobby Brown while at Cody High School
- **Lashawn Gary** - Emmy Winning Musician, Director of Bands Southfield A&T High School
- **Coleman A Young** - Legendary Detroit Mayor
- **Dr. Kedric Taylor** - Director of Bands, Southern University
- **Dr. Richard Beckford** – Director of Bands Florida Memorial University
- **Multiple HBCU Band Programs** – Southern University Human Jukebox, Florida Memorial's The ROAR Marching Band, Florida A&M's Marching 100, cameos by Morgan State University Band, Howard "Showtime" Band, Grambling State Band
- **Students, Alumni, and Educators** impacted by Bobby's legacy.
- **Southfield A&T High School Band**
- Never before seen footage of Detroit Area Middle & High School Bands



INTERVIEW QUESTIONS



Personal Journey & Film:

- What inspired you to tell Bobby's story?
- How did you get access to his original footage?
- What was it like finishing your teacher's legacy?

Culture & Impact:

- Why is this film important for HBCU culture and Black youth?
- How has marching band culture influenced life success for students?
- You're a proud HBCU alum who marched in one of the nation's greatest bands. How did your HBCU band experience prepare you for life and leadership?
- The film is centered on the impact of one band director. How does this mirror what's happening across HBCU campuses today with directors influencing thousands of students?
- Tell us about the 'Sixth Quarter'—what happens after the band field. How are you using this film and tour to guide students in transitioning from campus to career?
- You've created mentorship opportunities and workshops as part of the film's rollout. How do you see this model influencing other HBCUs nationwide?

Behind the Scenes:

- How did you secure national distribution?
- What challenges did you face producing this as an independent filmmaker?

Legacy & Purpose:

- How can we all activate "the power of one" in our own lives?
- What does Bobby's story teach us about mentorship and legacy?
- The film is centered on the impact of one band director. How does this mirror what's happening across schools and HBCU campuses today with directors influencing thousands of students?

Detroit Specific:

- You were born and raised in Detroit. How did growing up here influence your perspective and the way you told this story in Bobby's Kids?
- You've called KORIS Studio your modern-day Hitsville. Can you share how Motown and Barry Gordy's influence shows up in your work and this film?
- There's a strong legacy of excellence in music, hustle, and innovation in Detroit—from Motown to marching bands. How does Bobby's Kids reflect that spirit?
- You describe yourself as the "poster girl for possibility." What does that mean in the context of Detroit, and how did the city help shape your belief in possibility?



SEGMENT/SPEAKING TOPICS

Segment Ideas/Speaking/Interview Topics

The Power of One: How One Life, One Decision, and One Dream Can Change Everything

What if everything you're called to do is waiting on just one bold move? In this electrifying keynote, Brandi Mitchell—filmmaker, brand producer, and marching band alum—shares how one person's belief and boldness can ignite transformation in others and leave a lasting legacy. Drawing from her journey completing her band director's vision decades later, and her own career in building everyday legends, Brandi reveals the mindset, movement, and message behind *The Power of One*.

Audience Takeaways:

- How to push past personal limitations and show up as the leader you were born to be
- Why embracing your unique story is the key to influence, impact, and income
- The Power of One framework: 3 questions to unlock your next bold move

The Marching Band Factor

Learn how having unwavering focus and relentless drive in your work and life can turn the ordinary into the extraordinary.

Brandi shares the secret formula she coined as "The Marching Band Factor" that provides a competitive advantage in life no matter your career, and the life lessons she learned on the marching band field as a member of the nations greatest marching band taken from her documentary film *Point and Drive* to illustrate how those principles condition you for success in life. She discusses:

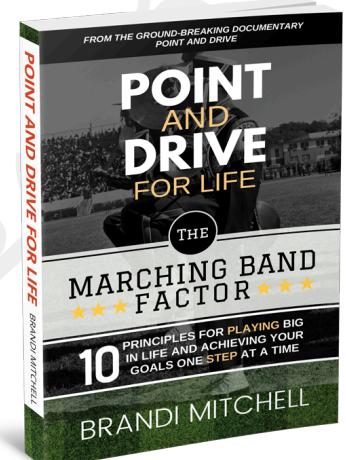
- How to have the ability to push pass obstacles
- Being bold enough to play with and learn from those who intimidate you
- The 10 Principles of *Point and Drive* For Life- The Marching Band Factor

Reignite Your Drive: How to Move Forward By Revisiting The Past

Learn how to Use your Past Wins to Propel You Forward in Your Career and Life

Do you long for the days when you believed anything was possible in your career or life? Have you ever felt that you may be off track and are presenting to the world only a fraction of your true potential? Brandi will teach you how to stop living with regret, and instead reignite your inner drive by identifying and drawing from past wins to provide strength and fuel for your next phase in life to allow for a bigger vision for your future (no matter what age or stage of life you're currently in). She discusses:

- How she used these very same techniques both personally and professionally to accomplish huge goals
- How to find the person who exercised child-like faith in terms of the fulfillment of their dreams
- What you will have to let go of to move forward



EXPERIENCES

BANDATHON

A Historic January Streaming Event | The Official Countdown to Bobby's Kids

BANDATHON is the first-ever, month-long streaming takeover dedicated to band culture. All January 2026, the band world comes together for daily must-see moments featuring talks with the who's who of HBCU and high school bands, legendary directors, alumni, performances, the cast of Bobby's Kids, and surprise guests—leading into the February premiere of Bobby's Kids.

MENTORSHIP MOMENTUM

Mentorship Momentum is a powerful signature feature of BANDATHON, created to inspire the next generation by spotlighting successful HBCU band alumni who have excelled across industries—from entertainment, media, and education to tech entrepreneurship, production, and beyond. These exclusive segments connect today's students with leaders who once marched just like them—now making major moves in their fields.

POSSIBILITY TO REALITY SERIES

A transformational 4-part masterclass with Brandi Mitchell, award-winning filmmaker & brand producer behind Bobby's Kids.

Whether you're fresh out of school, mid-career, or entering your second act, this 4-part experience is a rare opportunity to learn the very process Brandi Mitchell uses with her private clients to turn purpose into production—and dreams into done. Based on her signature method of Brand Production, you'll uncover your untapped potential, mine your life and skillsets for value, take bold next steps, and finally take aligned action and commit to the life you're called to live.

BOBBY'S KIDS EXPERIENCE TOUR – "The Power of One"

Bobby's Kids is the foundation of the Bobby's Kids Experience Event/Tour—immersive events activating students at three levels:

1. **High School** – College & leadership pathway via band
2. **College** – Mentorship, shadowing, and post-college success
3. **Alumni/Adults** – Workshops to reignite purpose and legacy leadership

Available Speaking & Panel Activations

- Bring Brandi and the Bobby's Kids experience to your audience:
- Film Screenings + Panel Discussions
- Workshops: "The Power of One", Leadership, Branding & Purpose
- Bobby's Kids Experience Events – High school, college, and alumni-level activations
- Brandi as a Keynote Speaker – On storytelling, branding, and legacy

PRESENTED BY BOBBY'S KIDS PREMIERING IN FEBRUARY

LIVE FROM KORIS STUDIO & HOSTED BY BRANDI MITCHELL, DIRECTOR OF BOBBY'S KIDS – BANDATHON IS A 30-DAY CULTURAL EVENT CELEBRATING THE STORIES, LEADERS, MENTORS AND LEGACY OF HBCU BAND CULTURE.

DR. KEDRIC TAYLOR SOUTHERN UNIV. THE HUMAN JUKEBOX DR. SHELBY CHIPMAN FLORIDA A&M UNIV. THE MARCHING 100 DR. JORIM REID MORGAN STATE UNIV. MAGNIFICENT MARCHING MACHINE DR. TAYLOR WHITEHEAD VIRGINIA STATE UNIV. TROJAN EXPLOSION

SHAWN ZACHERY PRAIRIE VIEW A&M UNIV. MARCHING STORM BLACK FOXES CHARLES CONNER ALABAMA A&M UNIV. MAROON & WHITE DR. VIRGIL GOODWINE WILBERFORCE UNIV. HOUNDS OF SOUND SHATANGELA PATTON FLORIDA MEMORIAL UNIV. THE ROAR LIONESSENCE

PREMIERING ON NETWORK & STREAMING FEBRUARY 2026

WHAT YOU CAN SEE YOU CAN BE.

BOBBY'S KIDS

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A PREVIEW OF THE NEW 6TH QUARTER PLATFORM

MEET THE MENTORS

VINCENT GARDNER MUSICIAN & FOUNDER JAZZ AT LINCOLN CENTER/ JAZZ HOUSTON FAMU

SKLOUCHERE PIERRE MISS HAITI FMU

CHUCK MALDANADO ENTERTAINMENT PRODUCER NCA&T

DR. CHRIS RODGERS EDUCATION & LEADERSHIP SU

LASHAWN GARY EMMY WINNING MUSICIAN/ EDUCATION SU

AMBASSADOR WALEED SHAMSID-DEEN GLOBAL LEADER/OWNER SUPREME FOODS FAMU

DR. KATHRYN KELLY PHYSICIAN/OWNER/ PAST NATIONAL PRESIDENT TAU BETA SIGMA HOWARD

BLAKE HARRINGTON RENOWNED HAIRSTYLIST/OWNER MACKENZIE

PREMIERING ON NETWORK & STREAMING FEBRUARY 2026

WHAT YOU CAN SEE YOU CAN BE.

BOBBY'S KIDS

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Testimonials & Endorsements

" This film reminds us that no matter where you are from or where you start, being of excellence and living in your passion can support your dreams and aspirations as you stay the course."

Melissa Hughes
President, Live Rich. Spread Wealth

"What you presented are commonalities that every band director, every band member, and every successful person can identify with, regardless of their music or band experience."

Scott Casagrande
President, National Band Association

"This film is INCREDIBLE!!! You are a genius visionary Brandi Mitchell!!! There aren't enough superlatives in the English language to properly describe what you have produced and given to the world. Thank you for having me be a part of it. The world will all soon know what you have contributed in such a wonderful fashion".

Scotty Barnhart
Grammy Winner, Director of The Count Basie Orchestra,
Professor Florida State University

" This is an awesome production that captures the spirit of band. As a high school band director, I would highly recommend this movie to all band students especially the leaders in their respective programs."

Bernie Hendricks
Band Director, Ocoee High School, Orlando, Fl

OMG... This book is so perfect. I need to buy a million of these books and share with the world. I think this is about to become a core book and required reading for my employees!

Deigratia Danials
Engineer, Designer, Visual Artist

Contact to:

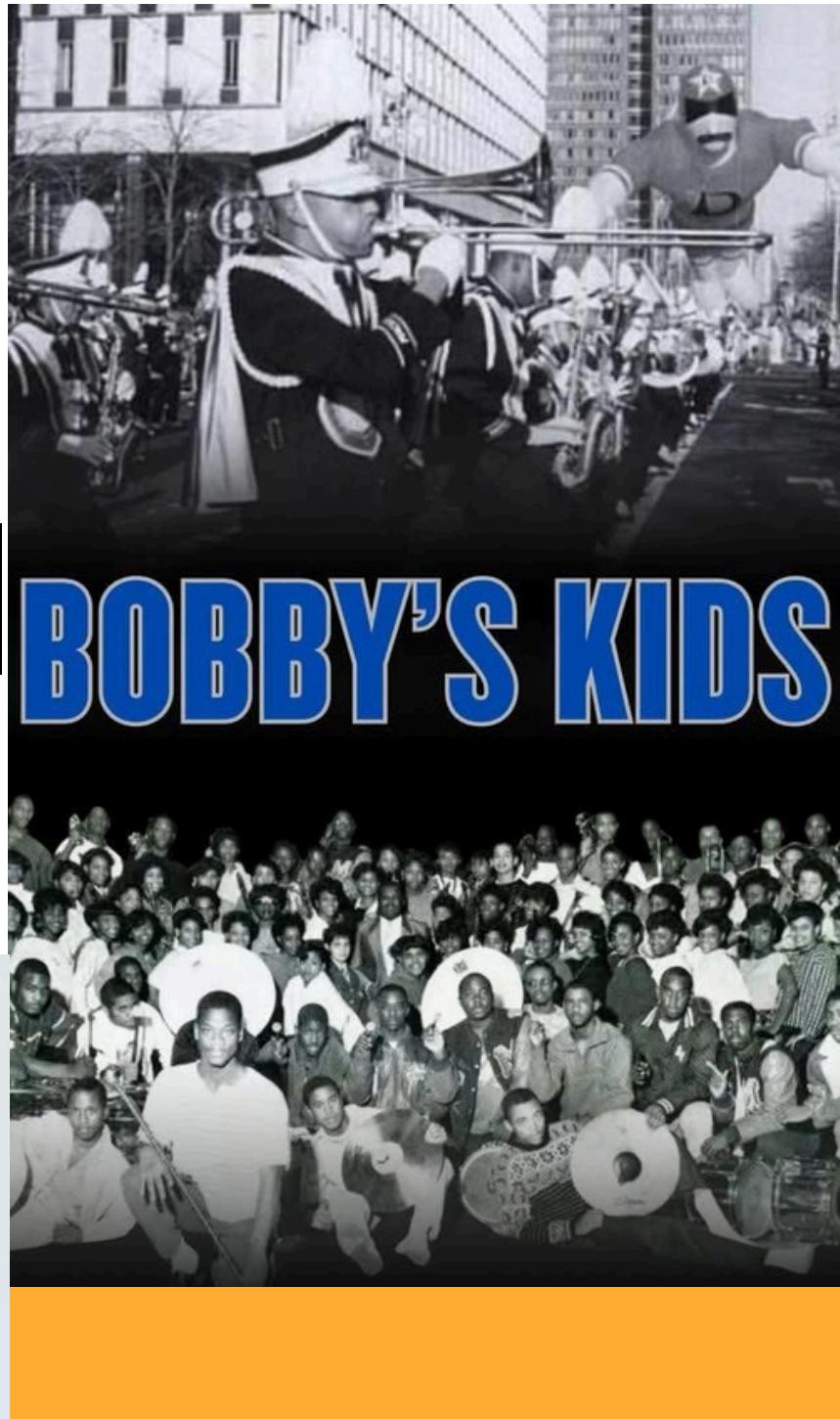
- Interview Brandi
- Book Brandi to Speak
- Host a Book Signing
- Have a Screening

FOR MORE INFORMATION, INTERVIEWS,
ARTICLES, BOOK SIGNINGS,
SCREENINGS, AND SPEAKING:

VISIT: www.BobbysKids.com

Email: brandimitchell@brandimitchell.com

PH: 404-444-4570



Learn More About the Movie that Became a Movement www.BobbysKids.com