

**JULIUS X**  
Stand for Something

MICHAEL B.  
JORDAN

Directed by  
KENNY LEON

JEREMY  
POPE



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**Stand for Something**

Blurb, Marketing Copy, and Campaign Ideas

**David McKibbin**

561-818-6008

[dmckibbin95@gmail.com](mailto:dmckibbin95@gmail.com)

# JULIUS X

Stand for Something

## BLURB

Tony® Award-winning director Kenny Leon transports Shakespeare's historical tragedy from Ancient Rome to 1960s America. Emmy® and OSCAR® nominee Michael B. Jordan stars as Julius, a towering visionary in the Civil Rights Movement. Opposite him, Tony Award nominee Jeremy Pope portrays Brutus, a conspirator seeking to upend Julius' meteoric rise to power.

Julius stands at a crossroads between radical justice and unbridled ambition. His outspoken voice makes him a vulnerable target in his community. This tale of honor and betrayal reminds audiences to stand up in the face of brutality and division.

## MARKETING COPY

- Stand for **something!**
- In a strange-disposed time, the **future** belongs to those who **rise!**
- Julius is at a crossroads between **justice** and unbridled **ambition.**
- “The evil that men do **lives after them.**”
- What is the price we pay for **equality?**
- **Michael B. Jordan** makes his Broadway debut in Shakespeare's historical tragedy, reimagined for a **nation on edge.**
- **Jeremy Pope** returns to Broadway as Brutus, a man seeking to **take down a visionary** in the name of **fighting tyranny.**
- Director **Kenny Leon** transports Julius **from the Senate of Rome to the Streets of Harlem.**
- **Lend us your ears,** for this story shall set you **free.**
- When valiance and ambition clash, **life and liberty are on the line.**

## CAMPAIGN IDEAS

### Video Interviews with Cast/Creative Team

**Deliverables:** Talking Points, Video Footage for Organic Social Media Posts

- Director **Kenny Leon** and Actors **Michael B. Jordan** and **Jeremy Pope** will participate in **video interviews** about the production, the creative process, and the relevance of **Julius Caesar** and **Malcolm X's** story in our current political landscape.
- ▶ These interviews will be filmed at the **Malcolm X and Dr. Betty Shabazz Memorial and Educational Center** in Harlem.
  - ▶ B-roll footage featuring the museum's exhibits will punctuate the interviews.



THE MALCOLM X & DR BETTY SHABAZZ  
MEMORIAL & EDUCATION CENTER

### • Talking Points to Highlight:

- **For Kenny Leon:**
  - ▶ The parallels between **Malcolm X** and **Julius Caesar's** rise and fall
  - ▶ The parallels between the **Civil Rights Movement** and the social issues we face in **2026**
  - ▶ The values that are constantly challenged in society in 2026: **ambition vs. justice, the fight for equity**
- **For Michael B. Jordan:**
  - ▶ Making his **Broadway** **broadway** in one of the most challenging **Shakespearean** roles
  - ▶ How his various projects from **Friday Night Lights** to **Black Panther** and **Sinners** prepared him for this role.
  - ▶ Portraying Julius Caesar as a Malcolm X figure.
- **For Jeremy Pope:**
  - ▶ **Returning to Broadway** in a Shakespeare play after performing in more musical works (**Ain't Too Proud** and **Choir Boy**)
  - ▶ Discussing parallels between **Brutus** and **Thomas Hagan**, Malcolm X's assassin
  - ▶ His **first time collaborating** with Michael B. Jordan and Kenny Leon.

## Partnership with The Poetry Foundation - English Language Arts Curriculum and Student Matinee

**Deliverables:** Student and Teacher Study Guides, Video Footage for Organic Social Media Posts and Press

- Students in select **Title 1 school English classes (grades 9-12)** will read excerpts from Shakespeare’s **Julius Caesar** and learn about the **Civil Rights Movement**, the life of **Malcolm X**, and the poetry of the **Black Arts Movement**.
  - ▶ **Part 1:** Students will read excerpts from **Julius Caesar** and learn about Shakespearean verse/iambic pentameter. **Students will then learn how to write Shakespearean sonnets.**
  - ▶ **Part 2:** Students will learn about **Malcolm X**, the **Civil Rights Era**, and poetry from the **Black Arts Movement**. Poets represented include: **Amiri Baraka, Margaret Walker, Nikki Giovanni, Ntozake Shange, and June Jordan.**
  - ▶ **Part 3:** Students will participate in a **poetry writing and performance workshop** where they will create **original works** inspired by Shakespeare, **Malcolm X** and the **Civil Rights/Black Arts Movement**. The prompt for the students’ poetry: **“Stand for something!”**
  - ▶ **Part 4:** Students will attend a **special matinee performance of Julius X**. As a pre-show activity, **students will present their original poems onstage to their peers.**
- These **poetry performances, student interviews,** and **B-roll** will be edited into a story video for **Julius X’s social media channels** (YouTube, Instagram Reels, TikTok) and a video news release for **local and national broadcast stations.**

**NYC**  
**Public**  
**Schools**



## Partnership with Rehabilitation Through the Arts (RTA)

### *Deliverable: Short Documentary*

- This partnership aligns with Malcolm X’s dedication to adult education—**learning how to read during a 10-year prison sentence.**
- Members of the principal cast and director Kenny Leon will be invited to attend a Shakespeare performance by **RTA inmates at Sing Sing Correctional Facility.**
  - ▶ Clips from the inmate performance will serve as B-roll footage for this video.
- Following the show, **Kenny Leon, Michael B. Jordan, and Jeremy Pope** will sit at a **roundtable** with the inmates.
- Topics of discussion can include:
  - ▶ Malcolm X learning to read while **incarcerated**
  - ▶ The universality of Shakespeare’s themes of **loyalty, betrayal, and justice**
  - ▶ How theatre inspired the inmates to **open up** and become more empathetic.
- **“Talking-head”** interviews with Leon, Jordan, Pope, and select inmates will punctuate the roundtable discussion.
- This **10-minute short film** will be released on *Julius X’s* **YouTube** channel, with shorter clips being shared as **Instagram Reels** and **TikTok** videos.

