OSCAR®-QUALIFIED SHORT DOCUMENTARY

612: DARKNESS IN THE LAND OF NICE

Runtime: 30 Minutes | Year: 2025 | Language: English | Global & Educational Distribution Available

LOGLINE

An adoptee filmmaker raised in North Minneapolis documents six years of frontline activism following George Floyd's murder, uncovering the painful paradox of "Minnesota Nice" and the grassroots and educational leaders building systemic equity from the ground up.

SYNOPSIS

Ground zero for a historic global reckoning on race, systemic injustice, and police reform, Minneapolis sparked the largest youth-led protest mobilization in modern history. What began with filmmaker Diem Van Groth documenting history in real time on the streets of the Twin Cities evolved into a six-year journey past the breaking headlines to ask a defining question: *Six years later, what has truly changed?*

Featuring exclusive frontline footage alongside deep institutional and community perspectives—including **former Minnesota Supreme Court Justice Alan Page**, **Minnesota Department of Education Chief Operating Officer Patty Hand**, **ReConnect Rondo Board Chair Marvin Anderson**, **V3 Sports Founder Erika L. Binger**, and **Black Men Teach Executive Director Markus Flynn**—*612: Darkness in the Land of Nice* contrasts Minnesota's celebrated quality of life against some of the nation's sharpest racial disparities, illuminating actionable solutions transforming classrooms and communities today.

AUDIENCE TRACTION & DIGITAL PROOF OF CONCEPT

65,500+	3,600+	31.0%	54.2%
TOTAL VIEWS (30-DAY WINDOW)	CUMULATIVE WATCH HOURS	YOUTH VIEWERS (AGES 13–17)	LARGE/LEAN-BACK SCREEN TIME

- **Turnkey 30-Minute Classroom Runtime:** Structured in 10 thematic chapters to fit cleanly inside a single 45–60 minute high school or university class period with built-in discussion time.
- **Verified Student & Educator Demand:** Achieved a **6.8% Click-Through Rate** and **8:46 Average View Duration** on a launch channel, reaching **31.0% high-school-aged youth (13–17)** and **52.1% core adults/educators (25–44)**.
- **Ready-to-Use Curriculum Collateral:** Accompanied by a complete **Classroom & Community Discussion Guide**, ADA-compliant closed captions (SRT), and filmmaker/subject Q&A availability.

TARGET MARKETS & CURRICULUM FIT

- **K–12 & Higher Education:** U.S./Minnesota History, Sociology, African American Studies, Urban Planning, Criminal Justice, Public Policy, and Education Equity.
- **Streaming & Broadcast:** AVOD/SVOD platforms, public television, and social-impact documentary showcases.
- **Civic, Institutional & DEI:** Teacher/district professional development, leadership workshops, and community forums.

KEY CREDITS & INSTITUTIONAL BACKING

- **Director / Writer / Producer:** Diem Van Groth
- **Producer:** David M. Massey
- **Executive Producers:** Sarah Brokaw, Kokayi Ampah, Clint Schaff, Diem Van Groth
- **Fiscal Sponsor:** International Documentary Association (IDA)
- **Presented By:** The Center for Black Excellence and Creativity

Official Website, Trailer & Private Screeners: www.612film.com | © 2025–2026 DVG Productions LLC / Waazakone LLC