

# Capturing the Heart of Orange Mound via Elmore's Content Creation at Cherokee Elementary School

**Memphis, TN** – Cherokee Elementary School in Orange Mound celebrated its 1st Quarter Honors Program with a ceremony that highlighted the academic achievements of its students. However, this event was more than just an honors program; it was an opportunity to uplift the community through the creative lens of filmmaker and content creator **Anthony "Amp" Elmore**.

## A Vision for Uplifting the Community

Anthony "Amp" Elmore, known for his dedication to capturing and promoting positive images within the African American community, recorded, edited, and uploaded a video of the honors program. Elmore's goal extended beyond documenting the event; he aimed to capture the heart and soul of the Orange Mound community, highlighting its resilience and achievements against the backdrop of systemic racism and socio-economic challenges.



## A Unique Approach to Storytelling

Elmore's video of the honors program is not just a news story but a piece of creative content designed to inspire and uplift. He utilized a range of filmmaking techniques, including wide shots, medium shots, close-ups, and extreme close-ups, to capture the emotions and experiences of the attendees. The video features touching moments such as a little girl with freshly braided hair, relatives celebrating together, and a Black father supporting his young daughter. These scenes showcase the often-overlooked positive aspects of the community.

## Highlighting Cultural Pride

In an interview with **Principal Tina Smith**, Elmore delved into her background and highlighted her cultural hairstyle, emphasizing the importance of cultural pride and representation. By focusing on the human side of the story, Elmore provided a deeper understanding of the community's spirit and resilience.

## Creative Content and Community Impact

Set to the soulful tune of George Benson's "The Greatest Love of All," the video transcends a simple record of an event. It serves as a document of cultural significance, a testament to the greatness of Orange Mound. Elmore stresses the importance of creative content in shaping perceptions and fostering pride within the community.

## Personal Connection and Broader Impact

What made this project particularly meaningful was Elmore's personal connection—his 8-year-old son, Siddhattha Elmore, is a third-grader at Cherokee Elementary. Elmore understands the impact of such content on families who could not attend the event, allowing them to participate and celebrate their children's achievements. Through this network, Elmore aims to promote cultural pride and community engagement.

## A Legacy of Positive Representation

Elmore's work is part of a broader effort to change the narrative surrounding Orange Mound. By showcasing the positive aspects of the community through creative content, he provides a counter-narrative to the negative stereotypes often associated with the area. His vision is to create timeless videos that can be shared and cherished, promoting the greatness of Orange Mound far and wide.