Blood of the Baptist - Media Tip Sheet

Synopsis

Blood of the Baptist is an ambitious multimedia experience combining an original two-part graphic novel, two original soundtracks and music videos. It is being created by an award-winning team of artists, singers, songwriters, musicians and producers. It tells the tragic and heroic story of John the Baptist, the last Old Testament prophet, whose radical faith and fearless devotion to God sparked a revolution that forever altered the course of history. It will be funded by a Kickstarter campaign.

News Hooks

"The Chosen" talent joins Grammy and Dove Award winners to tell the story of John the Baptist

Reina Özbay, who portrayed Abigail in "The Chosen," composer Matthew S. Nelson, who scored the hit series, Grammy/Dove Award-winning producer and songwriter Quinten Coblentz, two-time Grammy nominee and 14-time Dove Award winner Cindy Morgan, Latin Grammy winner Katia del Cid and other accomplished musicians and artists have joined creator Brian E. Lau for "Blood of the Baptist." The project brings together talent from television, film, comics and the music industry to tell the story of John the Baptist on a uniquely ambitious scale.

What if John the Baptist were portrayed as the radical he actually was?

John the Baptist confronted corrupt religious and political authorities, called sinners to repentance and ultimately gave his life rather than compromise the truth. "Blood of the Baptist" explores the courage, conviction and humanity of the man Jesus called "more than a prophet," presenting him as someone whose radical faith helped prepare the way of the Lord.

The untold stories behind one of Christianity's most extraordinary figures
What was John like as a child? What shaped the man who eventually walked into the wilderness and began proclaiming the coming of the Messiah? "Blood of the Baptist" uses Scripture, historical sources and archaeological research as a foundation for imagining the relationships, conflicts and experiences that may have shaped his life. The story begins with his imprisonment by Herod Antipas and unfolds through the memories and questions of those who encounter him in prison.

A graphic novel you don't just read — you experience
"Blood of the Baptist" deliberately breaks out of the traditional graphic-novel format by combining sequential art with original music and music videos. The project includes two original books and two soundtracks featuring award-winning musicians and producers, creating an immersive storytelling experience that cross breeds comics, music and visual media.

Christian storytelling without the usual creative boundaries
Creator Brian E. Lau believes Christian stories can be produced with the same ambition, artistic quality and emotional intensity as mainstream entertainment. "Blood of the Baptist" assembles a unique mix of professional comic artists, filmmakers, musicians, composers and theological expertise to create a project intended for both Christian audiences and anyone interested in compelling historical drama.

A deliberately *human* alternative to AI-generated entertainment
At a time when generative artificial intelligence is increasingly being used in publishing, music and visual art, "Blood of the Baptist" eschews that route for traditional human collaboration. Every page, note and word was created, written and sung by the project's artists without the use of generative AI.

Best-selling author, international speaker and apologist Jimmy Akin serves as a Scripture expert on the project
Best-selling author and globally-acclaimed Christian apologist Jimmy Akin serves as the project's Scripture consultant. His involvement provides theological and biblical expertise as the creative team uses historical fiction to expand upon the scriptural account of the Baptizer.

From the Jordan River to Herod's prison: the story of a man who refused to compromise
The story follows John from his childhood in first-century Judea through his ministry, his baptism of Jesus in the Jordan and his arrest by Judean King Herod Antipas. The narrative ultimately brings John into a dark prison cell, where he wrestles with suffering, sacrifice and the apparent silence of Jesus as his own fate approaches.

Can a graphic novel bring the Bible to a new audience?
"Blood of the Baptist" seeks to demonstrate that biblical storytelling does not have to be cautious, restrained or limited to traditional formats. By combining dramatic historical fiction, cinematic artwork, original music and professional talent from the worlds of comics, television and music, the project offers a new way of engaging audiences with the story of the Baptist.

A Kickstarter campaign gives fans a chance to help bring the project to life
A Kickstarter campaign launched on Oct. 6 will help fund the physical production of "Blood of the Baptist." Supporters will receive access to exclusive rewards, including a numbered variant-cover collector's edition, while campaign proceeds will also help fund a double-sided pull-out poster featuring artwork from the story. Physical production is scheduled to begin in early 2027.

Blood of the Baptist Spokesmen

Brian Lau
Creator

Brian Lau is a Detroit-based comic-book creator, writer, artist and multimedia producer whose career began with "Hall of Heroes" and includes the graphic novels "Inferno City Firehouse" and "Staunch Ambition." He now brings the life of John the Baptist to the page in "Blood of the Baptist," a historical graphic novel created in collaboration with comic artists and Grammy- and Dove Award-winning musicians.

Fr. Hyacinth Cordell, OP
Songwriter and musician

Rev. Hyacinth Cordell, OP, is a pastor and viral internet sensation known for his elite drumming skills. Raised in suburban Chicago, he played percussion throughout his youth and studied music at the University of North Texas before walking away from a music scholarship to answer a calling from God to enter full-time ministry.

Reina Özbay
Lead vocalist on “Love Lives Here” and “Orphans”

Reina Özbay is an award-winning singer, songwriter and actress best known for her role as Abigail in the television series “The Chosen” and for performing the national anthem at major events including the Capital One Orange Bowl. A classically trained vocalist who has performed at Carnegie Hall, she also uses her growing platform to support efforts addressing human trafficking.

Katia del Cid
Singer

Katia del Cid is an award-winning Catholic singer-songwriter from Guatemala who earned international acclaim, including a 2018 Latin Grammy for her work as a vocalist and co-writer on the Dominican group Alfareros' album "70 veces 7." Now performing as a solo artist, her debut production "Para los que esperan" features five deeply personal tracks adapted directly from her spiritual diary and intimate conversations with God.

Quinten Coblentz
Song writer and music producer for "Blood of the Baptist"

Quinten Coblentz is a Grammy and five-time Dove Award-winning producer, songwriter, and cinematic composer whose work as half of WEARETHEGOOD has shaped hit records for artists such as Lecrae, KB, and Casting Crowns while reaching audiences through "Spider-Man: Miles Morales," "Fortnite," "Cruella," and National Geographic's "Rise Again: Tulsa and the Red Summer." Raised in Hartville, Ohio, as a pastor's kid, he taught himself piano, guitar and drums before building a career that has spanned Christian hip-hop, sync licensing and film scoring.

Jeff Von Buskirk
Artist

Jeff Von Buskirk is an established artist whose deco-pop style brings playful energy to the narratives that inspire him. His work appears in galleries, private collections, magazines, comics, apps, video games and commercial spaces including GM and Sotheby's corporate offices. His murals include Northville, Michigan's nationally registered 9/11 memorial flag, and he also leads set painting at the Brighton Center for Performing Arts.

Suggested Interview Questions

1) What is "Blood of the Baptist," and what makes it different from the traditional graphic novel?
2) Why did you choose John the Baptist as the subject of this project?
3) Jesus called John "more than a prophet." Why did Jesus say that, and what do you think makes John such a compelling figure?
4) Your story portrays John as a radical. Why is that?
5) Why tell John's story through the eyes of a displaced rebel and a tormented soldier?
6) How much of "Blood of the Baptist" comes directly from Scripture, and where does the historical fiction begin?
7) What have you learned about John the Baptist while researching the project that people will also learn when they read these graphic novels?
8) Why did you decide that John's story needed to be told through both graphic art and music?
9) You have brought together a dream team of talent from "The Chosen," Grammy- and Dove Award-winning musicians, comic artists and other professionals. How did that collaboration come together?
10) What role does Jimmy Akin play in helping ground the story in Scripture?

11) Why was it important to create the project without generative AI?
12) What do you hope people will take away from John's story?
13) What can you tell us about the Kickstarter campaign, and how can people support "Blood of the Baptist" through that?