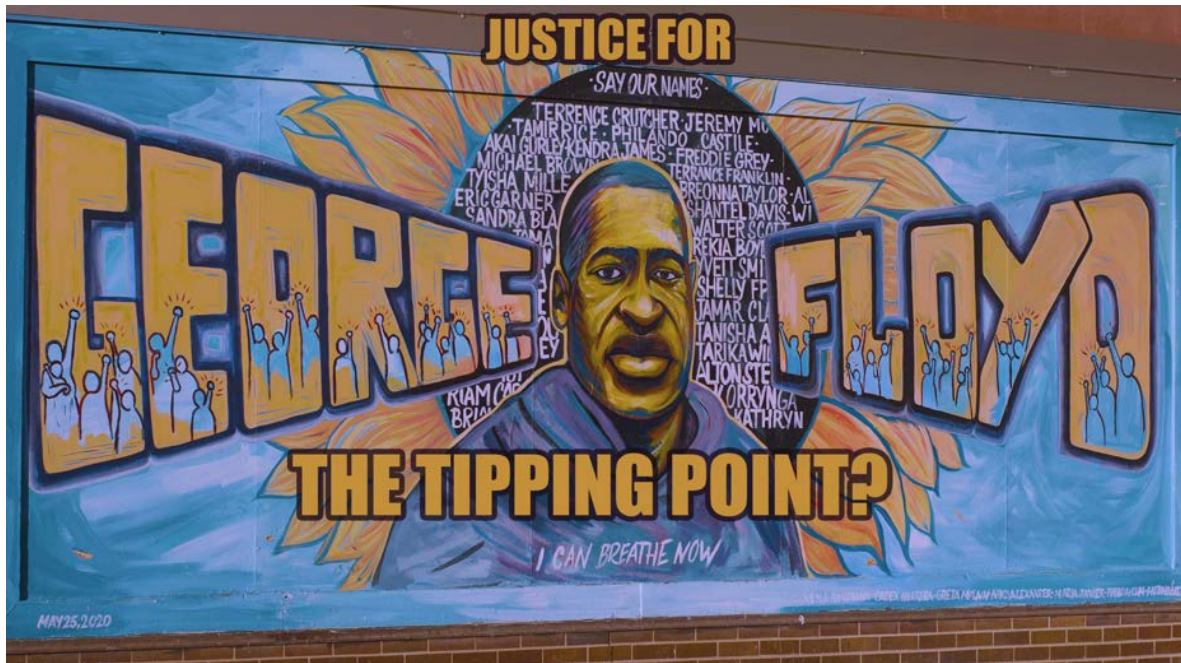


A Film By Dr. Christopher C. Odom, MFA, PhD

# JUSTICE FOR GEORGE FLOYD: THE TIPPING POINT?



<b>Director, Producer, Writer, Editor</b>	Dr. Christopher C. Odom, MFA, PhD	<b>Details:</b>	23:15 minutes, 4K DCI 4096 x 2160 Completed 2023
<b>Director of Photography</b>	Daniel Kutnink	<b>Cast:</b>	Dr. Catherine R. Squires Dr. Danielle K. Brown Marquise Bowie Cadex Herrera Christopher E. Harrison Wanja Kuria KingDemetrius Pendleton Bridgette Stewart Dr. Christopher C. Odom, MFA, PhD
<b>Contact:</b>	837 Belvoir DR Davenport, FL 33837-8247 (407) 701-5830 <a href="mailto:chris@christopherodom.com">chris@christopherodom.com</a>		
<b>Website:</b>	<a href="https://JusticeFilm2024.com">https://JusticeFilm2024.com</a>		

## Logline:

An impassioned, skeptical digital media scholar filmmaker must overcome generational and cultural bias to uncover why the Justice for George Floyd Protests became a global social movement and propose concrete strategies for social movements to duplicate the movement's success.



## TABLE OF CONTENTS

<b>SYNOPSIS</b> .....	1
<b>DIRECTOR'S STATEMENT</b> .....	2
<b>PRODUCTION NOTES</b> .....	4
TIMELINE .....	4
SHOOTING LOCATIONS .....	4
SHOOTING FORMAT .....	4
POST-PRODUCTION .....	4
<b>ABOUT THE FILMMAKER</b> .....	6
DR. CHRISTOPHER C. ODOM, MFA, PHD (PRODUCER, DIRECTOR, WRITER, EDITOR) .....	6
<b>DIRECTOR'S FILMOGRAPHY</b> .....	8
DR. CHRISTOPHER C. ODOM, MFA, PHD .....	8
<b>ABOUT THE CAST</b> .....	9
DR. CATHERINE R. SQUIRES (PROFESSOR EMERITA, UNIVERSITY OF MINNESOTA) .....	9
DR. DANIELLE K. BROWN (RESEARCHER, PROFESSOR, ADVOCATE) .....	9
MARQUISE "BROTHER" BOWIE & BRIDGETTE STEWART (CO-FOUNDERS, MINNESOTA AGAPE MOVEMENT) .....	10
CADEX HERRERA (MULTI-DISCIPLINARY ARTIST) .....	11
CHRISTOPHER E. HARRISON (VISUAL ARTIST, EDUCATOR) .....	11
WANJA KURIA (COMMUNITY ORGANIZER) .....	12
KINGDEMETRIUS PENDLETON (PHOTOJOURNALIST, COMMUNITY ACTIVIST) .....	12
DR. CHRISTOPHER C. ODOM, MFA, PHD (FILMMAKER, DIGITAL MEDIA SCHOLAR) .....	13
<b>CREDITS</b> .....	14

An impassioned, skeptical visual culture researcher witnesses the Justice for George Floyd movement surge during the middle of a global pandemic and must overcome generational, entrenched cultural biases to uncover why global citizens took the streets to demand Justice for George Floyd and to document concrete social media digital activism rhetorical strategies for social justice and social change by interviewing activists, academics, and artists toiling in the trenches for cultural progress.



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## DIRECTOR'S STATEMENT

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**JUSTICE FOR GEORGE FLOYD: THE TIPPING POINT?** is a documentary short film that explores the power of visual imagery and narrative, both online and in the real world, within social movements. The documentary was produced in partial fulfillment of my hybrid dissertation for a PhD in Texts and Technology, Digital Media from the University of Central Florida. The hybrid dissertation was an expanded version of the same topic which was comprised of a 62,000-word traditional written document, 3 code-based interactive generative scholarship artistic works, and a documentary short film.



*Why study visuality and narrative?*



In the academic world, there's a distinction between what has been labeled hard and soft science. Hard science is based upon easily measured numbers and statistical data. Soft science refers to things that are not easily measured such as art and the humanities. However, it's a false assumption that because something is easily measured that it also must have the most profound impact. In terms of social media, although a graphic might lead to 10 people clicking a like button, the video of a digital lynching might also light the spark to ignite a global social movement and cultural revolution.

*So why did I decide to make a documentary as part of my dissertation?*

In making the argument for why visuality matters, there is no better way to explore and communicate the power of visuality and narrative than to utilize visuality and narrative as a tool

of its own exploration. The Justice for George Floyd Protests, as a social movement, marked a pivotal landmark in global culture for a demand for social justice and social change, particularly as it pertains to the systemic injustices routinely inflicted upon people of color and marginalized groups.

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# PRODUCTION NOTES

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**JUSTICE FOR GEORGE FLOYD: THE TIPPING POINT?** was shot in 4K DCI 4060 x 2160p 1.90:1 video using a Canon EOS C300 Mark II (EF Mount) and a Blackmagic Design Pocket Cinema Camera 6K Pro (EF Mount) over 3 days in Minneapolis, MN, Spring 2023.

## Timeline

Pre-Production Start Date:	January 3, 2023
Principal Photography Start Date:	March 2, 2023
Principal Photography End Date:	March 4, 2023
Total Days Principal Photography:	3
Post-Production Completion Date:	April 23, 2023

## Shooting Locations

- Minneapolis, MN

## Shooting Format

- Short film lensed with a Canon EOS C300 Mark II (EF Mount) and a Blackmagic Design Pocket Cinema Camera 6K Pro (EF Mount)
- Zeiss EF Mount Cinema Prime Lenses were used

## Post-Production

- Editing, Color Correction, Visual Effects, Titles were completed with Adobe Premiere Pro and After Effects

- Footage was captured as XF AVC (MPEG-4 AVC/H.264 files in an MXF wrapper), converted to Apple ProRes 422 (LT) and edited in Adobe Premiere Pro at 23.98.
- Music was sourced through AudioJungle.com

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## ABOUT THE FILMMAKER

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**Dr. Christopher C. Odom, MFA, PhD (Producer, Director, Writer, Editor)**



Dr. Christopher C. Odom earned his [PhD in Texts and Technology, Digital Media](#) at the University of Central Florida; his MFA in Film and Television from the University of California, Los Angeles; and his BA in Film

and Video Production from Georgia State University. Throughout Dr. Odom's 30-year career in the entertainment industry, as a filmmaker, Dr. Odom has produced, directed, written, shot, and/or edited +500 short and longform creative projects. In addition, for over a decade as a Course Director at Full Sail University, Dr. Odom has supervised and developed an additional +500 student short scripts and films.

A [published author](#) and domestic and international [award-winning filmmaker](#) and [voiceover talent](#), Dr. Odom's work has appeared in major cities worldwide, including Cannes, Berlin, Tel Aviv, New York, and Los Angeles. A former story analyst for Creative Artists Agency and a member of the Writers Guild of America Independent Writer's Caucus, Dr. Odom's directing, producing, writing, cinematography, editing, and on-camera credits include feature films with international distribution through [Entertainment One](#), promos and trailers for the nationally televised ITVS-produced PBS series [Independent Lens](#), and aviation news stories for [Airborne-Unlimited](#) on the Aero-News Network.

Dr. Odom currently serves as Chief Executive Officer of the [Our Vision Caribbean and Latino Film Festival](#); Vice President of Communications, Publicity, and Brand Strategy for [EJO Ventures](#), and a [Course Director for the Digital Cinematography Bachelor of Science Program](#)



(DCBS) at Full Sail University. Dr. Odom recently finished his short documentary film “Justice for George Floyd: The Tipping Point?” about the visual imagery emerging on social media from the Justice for George Floyd Protests, as a social movement. He is currently in postproduction on the feature documentary version of the same film. Learn more about [Dr. Odom's background on LinkedIn](#).

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## DIRECTOR'S FILMOGRAPHY

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Dr. Christopher C. Odom, MFA, PhD

- “Justice for George Floyd: The Tipping Point?” Director (Documentary Short Film)
- “23<sup>rd</sup> Psalm: Redemption” (Feature) Director, Vendetta Filmworks
- “23<sup>rd</sup> Psalm” (Feature) Director, Vendetta Filmworks
- “How To Make It In Hollywood Before You Make It” (Feature) Director, Tapeworm
- “A Living Nightmare” Director (Short Film)

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## ABOUT THE CAST

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### *Dr. Catherine R. Squires (Professor Emerita, University of Minnesota)*



Former Associate Dean of the Humphrey School of Public Affairs and Professor of Communication Studies at the University of Minnesota, where I am now professor emerita. These days, I freelance as a writer, editor, yoga teacher, design workshops and facilitate events. Over the past two decades, I've engaged in multiple community partnerships to uplift and share local Black histories, support BIPOC writers, share accessible yoga practices, curate panels, host conferences and facilitate intergenerational story sharing. I have written multiple books and articles on media, race, gender, and politics, including *Dispatches from the Color Line* (2007) and *The Post-Racial Mystique* (2014), and the edited collection *Dangerous Discourses: Feminism, Gun Violence & Civic Life* (2016). I earned my PhD in Communication Studies from Northwestern University. Prior to finishing the PhD, I was a doctoral fellow in the Center for Black Studies at the University of California, Santa Barbara (1998-99). In 1999, I began my first faculty position at the University of Michigan, Ann Arbor, and in 2007 I moved to the University of Minnesota. I live in St. Paul, where I am pursuing advanced training in yoga therapy. I am always on the lookout for interesting birds.

### *Dr. Danielle K. Brown (Researcher, Professor, Advocate)*



Danielle K. Brown is the former John & Elizabeth Bates Cowles Professor of Journalism, Diversity and Equality in the Hubbard School of Journalism and Mass Communication at the University of Minnesota, Twin Cities. She is an award-winning, political communication researcher investigating the intersection of news media, underserved and historically excluded

communities, and social justice efforts. Danielle has published dozens of articles in top-tier journals in mass communication, sociology, and political science, and her work also appears in popular media outlets like Salon, Yahoo News, and The Conversation.

In 2022, she received the International Communication Association's Journalism Studies Public Engagement Award and in 2020, she received the Lillian Lodge Kopenhaver Outstanding Junior Scholar Award. She also received prestigious recognition from Mass Communication and Society Division of AEJMC for her dissertation and was named an emerging scholar for AEJMC in 2018. Dani is an associate editor for the International Journal of Press/Politics, and serves on the editorial board for Digital Journalism and Journalism Practice. She currently teaches about race and gender diversity & mass communication. She previously served on the faculty at Indiana University & the University of Mary Hardin Baylor. Prior to joining the academy, she was a photojournalist, writer, and later a non-profit public relations professional.

### *Marquise "Brother" Bowie & Bridgette Stewart (Co-Founders, Minnesota Agape Movement)*



The MN Agape Movement's vision is for the youth in the community to connect with adults working together creating a loving safe environment that brings unconditional love (AGAPE) for each man,



woman and child in our community. A place where each one is responsible for the wellbeing of each other. The MN Agape Movement's mission is to transform street energy into community energy by putting

the neighborhood back into the hood. Through advocacy, empowerment, and education. We are here to help build a stronger, peaceful and safer community. Our focus is to be a reliable resource of housing, education, mental health, and job placement. People who have

experienced violence directly understand the impact violence has on the community. While building strong relationships within the community; the Agape Movement can support , intervene in situations where we understand the issues and potential risks.

### *Cadex Herrera (Multi-disciplinary Artist)*



I am a multi-disciplinary artist, I bring awareness to humanitarian, social and environmental injustices by championing my culture, history, people of color, immigrants and marginalized peoples. I aim to create art that empowers the viewer as well as elevate the subjects and themes that I explore through my work.

### *Christopher E. Harrison (Visual Artist, Educator)*



Christopher E. Harrison (1965) is an Ohio native who received his BFA from Columbus College of Art and Design in Columbus, OH. Harrison currently lives and works his studio practice in Minneapolis as a visual artist, illustrator and graphic designer where he creates paintings, drawings, sculpture and collage. He has exhibited his work in solo and group exhibitions including Obsidian Arts (MN), Nemeth Art Center (MN), Soo Visual Art Center (MN), MIAD (WI) and Smack Mellon in New York. He has also shown internationally as well, with group shows in Senegal, Ecuador and the United Kingdom. Harrison has created public art for North Minneapolis as well. His work has been supported with grant funding by Jerome Foundation, Minnesota State Arts Board, the City of Minneapolis and MRAC Next Step. He is currently a Museum Arts Educator at Walker Art Center.

## Wanja Kuria (Community Organizer)



Wanja joined the Longfellow Community Council after three years of experience organizing for racial justice in political and faith communities. She studied Literature and History in her undergraduate, both of which inspired a deep interest in racial and religious narratives and the political power they have to cement not only our thinking, but our lived realities. Wanja is excited to use her organizing experience and love of community to help further the LCC's mission of engaging and empowering the diverse residents of Greater Longfellow.

## KingDemetrius Pendleton (Photojournalist, Community Activist)



KingDemetrius Pendleton is an independent "street" journalist focusing on social justice and community issues. Prompted by the frustration of not having his voice heard by government officials in 2013 after his daughter's death by a drunk driver, his solution was to document everything on video and use it to create awareness. Similarly, his unedited, uncut livestreams of events now ensures that the public can view online protests, community get-togethers, and informative meetings in their entirety. This allows listeners to make their own discretionary conclusions rather than being spoon-fed a single angle from mainstream news. Listen Media: Events as they unfold. Let the truth be told! #blackCNN (Community News Networking). King's currently working on two books about photography. His captivating images will also be available for purchase in the near future. Dedicated to activism and setting a positive example for his children, King regularly donates his work for free.

## Dr. Christopher C. Odom, MFA, PhD (Filmmaker, Digital Media Scholar)



Dr. Christopher C. Odom earned his [PhD in Texts and Technology, Digital Media](#) at the University of Central Florida; his MFA in Film and Television from the University of California, Los Angeles; and his BA in Film and Video Production from Georgia State University. Throughout Dr. Odom's 30-year career in the entertainment industry, as a filmmaker, Dr. Odom has produced, directed, written, shot, and/or edited +500 short and longform creative projects. In addition, for over a decade as a Course Director at Full Sail University, Dr. Odom has supervised and developed an additional +500 student short scripts and films. A [published author](#) and domestic and international [award-winning filmmaker](#) and [voiceover talent](#), Dr. Odom's work has appeared in major cities worldwide, including Cannes, Berlin, Tel Aviv, New York, and Los Angeles.

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## MAIN CREDITS

Producer, Director, Writer, Editor  
**Dr. Christopher C. Odom, MFA, PhD**

Executive Producer  
**Edward J. Odom, IV**

Director of Photography  
**Daniel Kutnink**



## CAST

Dr. Catherine R. Squires

Dr. Danielle K. Brown

Marquise Bowie

Cadex Herrera

Christopher E. Harrison

Wanja Kuria

KingDemetrius Pendleton

Bridgette Stewart

Dr. Christopher C. Odom, MFA, PhD





## **VIDEO FOOTAGE**

Police footage released of unarmed Black man shot in bed | GMA  
**ABC News, YouTube**

Video shows hail of police gunfire kill Black man  
**Associated Press, YouTube**

Outrage after Akron police shoot unarmed Black man more than 60 times  
**CBS Evening News, YouTube**

"I can't breathe!": Minneapolis man dies after police confrontation  
**CBS News, YouTube**

George Floyd's brother urges crowd for peaceful protest  
**CNN, YouTube**

January 6 committee plays never-before-seen video footage of riot  
**CNN, YouTube**

Van Jones: US Capitol riot is treason and rebellion. Period.  
**CNN, YouTube**

Watch jury's verdict at Derek Chauvin's trial  
**CNN, YouTube**

Memphis police disband 'SCORPION' unit after Tyre Nichols beating | DW News  
**DW News, YouTube**

Barack Obama's final speech as president – video highlights  
**Guardian News, YouTube**

Oversight group finds Seattle officer didn't mean to pepper spray child at protest  
**KING 5 Seattle, YouTube**

Video shows Minneapolis cop with knee on neck of black man who later died | New York Post

**New York Post, YouTube**

Woman Who Captured George Floyd Killing Returns To Scene | NowThis  
**NowThis News, YouTube**

Footage of Cop Fatally Shooting Unarmed Man in Louisiana Released  
**The Young Turks, YouTube**

Wilson Library West Bank at University of Minnesota Twin Cities, Minneapolis  
**Tony Webster, Wikimedia Commons**

Bodycam video released shows acquitted North Texas ex-cop shooting unarmed Black man  
**WFAA, YouTube**



**STILL PHOTOGRAPHY**

Bull Connor used fire hoses, police dogs on protestors (May 3, 1963)  
**AL.com**

In this Sept. 3, 1955, file photo, mourners pass Emmett Till's casket in Chicago  
**AP**

Historical photograph of slaves  
**Areo Magazine**

Silent visits are made to an organic memorial featuring a mural of George Floyd near the spot where he died while in police custody  
**Bebeto Mathews, AP**

Artist Cadex Herrera works on the La Cultura Cura mural in his White Bear Lake, Minn. backyard studio on Monday  
**Ben Hovland, MPR News**

National Guard troops lined Beale Street during a protest on March 29, 1968  
**Bettman Collection, Getty Images**

A 17-year-old Civil Rights demonstrator is attacked by a police dog in Birmingham, Ala., on May 3, 1963

**Bill Hudson, Associated Press**

The construction of Interstate 94 tore a hole through Rondo, St. Paul's historic black neighborhood

**Brian Peterson, Star Tribune**

A medic protester pours water on a woman's face after police started firing tear gas and rubber bullets on May 30 in Minneapolis during a demonstration calling for justice for George Floyd

**Chandan Khanna, AFP, Getty Images**

Mamie Till Mobley at her son's funeral on Sept. 6, 1955, in Chicago

**Chicago Sun Times, Associated Press**

Pallbearers carried the casket of Emmett Till through a large crowd gathered outside Roberts Temple Church of God in Christ in Chicago on Sept. 6, 1955

**Chicago Sun Times, Associated Press**

Christopher E. Harrison Artwork

**Christophereharrisonartist, Instagram**

Former Minneapolis police officer Derek Chauvin listens as opening arguments commence in his trial for second-degree murder, third-degree murder and second-degree manslaughter in the death of George Floyd in Minneapolis, Minnesota, U.S. March 29, 2021 in a still image from video

**CNBC, Reuters**

The "Longfellow Boom" seems to only happen at night and in the summer months

**Eric Roper, Star Tribune**

Chicago Defender

**Flickr**

A Black Lives Matter mural on Plymouth Avenue in Minneapolis

**Georgia Fort**

Christopher E. Harrison Artwork

**Harrisonartstudio.net**

Part owner and general manager of the Chicago Defender

**Jack Delano**

Agape Movement aims to change hearts in south Minneapolis

**Jerry Holt, Star Tribune**

MNMMB: \$17.5B surplus forecasted for next biennium

**KEYC**

KingDemetrius Pendleton Photography

[kingdemetriuspendleton.smugmug.com](http://kingdemetriuspendleton.smugmug.com)

Wanja Kuria  
**Longellow Nokomis Messenger**

Lenny Gaiter (left) started coming to WalkGood LA yoga classes when they started two years ago, after he learned it was part of a local racial equity movement

**Megan Jamerson, KCRW**

Minneapolis for Community Control of Police is...  
[mpls4ccp.square.site](http://mpls4ccp.square.site)

Defender's Layout Department  
**Robert Abbott Sengstacke, Archive Photos, Getty Images**

Cadex Herrera in front of the mural he created after the George Floyd uprising  
**Sara Abdelaal**

March on Washington  
**Underwood Archives, Getty Images**



## **VIDEO STOCK FOOTAGE**

**Aerialworksusa.com, Storyblocks**

**BlackBoxGuild, Pond5, Videvo**

**CactusVP, Storyblocks**

**Christopher Weber, Pexels**

**Cottonbros Studio, Pexels**

**Dan Jeperson, Storyblocks**

**Duca Imagens, Pexels**

**F-Stock**, Shutterstock  
**Guillaumelynn**, Storyblocks  
**HalfPoint**, Storyblocks  
**Joseph Eulo**, Pexels  
**JRVisuals**, Storyblocks  
**Jumpstory**  
**Kellymlacy**, Pexels  
**Luis Quintero**, Pexels  
**Mariom**, Storyblocks  
**Matheus Bertelli**, Pexels  
**Nicole Glass Photography**, Shutterstock  
**OneO2**, Storyblocks  
**Orlowski Designs LLC**, Shutterstock  
**PepN Stock Footage**, Storyblocks  
**Raw Media Network**, Storyblocks  
**RedCupStudio**, Storyblocks  
**Retrofootage**, Pond5  
**Rick Ray**, Pexels, Shutterstock, Videvo  
**Seventyfourimages**, Storyblocks  
**Skywardkick\_Exclusive**, Pond5  
**Stockbusters**, Storyblocks  
**Storyblocks**  
**Videvo**  
**Volvacheva52**, Storyblocks  
**Wavebreak Media**, Storyblocks



## **MUSIC**

Gospel Choir  
**Antracto**, AudioJungle

Sentimental Documentary  
**Cleanmeindsounds**, AudioJungle

Documentary Trailer  
**ColorFilmMusic**, AudioJungle

Documentary in Memory, Documentary Intrigue to Uplifting, Heartfelt Emotional Story  
Documentary, Sensitive Heartfelt Story Documentary, The World is Crashing Documentary  
**EpicCinematicStudios**, AudioJungle

Dark News Report  
**NickMossRogersMusic**, AudioJungle

Dark Ambient Pulse, Documentary Suspense  
**ReformeSound**, AudioJungle

Blues County Roads Solo Harmonica  
**Sasha Markovic, zozemusic, ASCAP**, AudioJungle

Documentaries, Suspense Film, Suspense Tension  
**ZBSBrothers**, AudioJungle





## **SOUND EFFECTS**

**Adobe Systems Incorporated**

**Applehillstuidos, AudioJungle**

**AVE-Music, AudioJungle**

**Collanderson, AudioJungle**

**FascinatedSound, AudioJungle**

**Mellau, AudioJungle**

**MedusaMusicLab, AudioJungle**

**Sounddogs, AudioJungle**

**SpaceLabStudio, AudioJungle**

**Storyblocks**



## LOCATIONS

Essential Minneapolis Creative Studio With Lighting Included

**Connor A., Peerspace**

**George Floyd Square**

North Loop Minneapolis

**Kitty O.**

**Wing Young Huie Photography Gallery**





## SPECIAL THANKS

Hiroko Saito

Koji Rivera

Dr. Blake Scott

Dr. Barry Mauer

Dr. Scot French

Dr. Erica Rodriguez Kight

Dr. Anastasia Salter

Dr. Mel Stanfill

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Orlando, Florida

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