

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

JUSTICE FOR GEORGE FLOYD: THE TIPPING POINT?



Director, Producer, Writer, Editor	Dr. Christopher C. Odom, MFA, PhD	Details:	20:00 minutes, 4K DCI 4096 x 2160 Completed 2023
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
Contact:	30 Princess Ruth LN Palm Coast, FL 32164-7171 (407) 701-5830 chris@christopherodom.com		
Website:	https://JusticeFilm2024.com		

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.



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Synopsis

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

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

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
- TRT: 00:20:00 minutes

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Awards & Screenings

- Official Selection, Short Documentary, FICCMADERO – Festival Internacional de Cine de Ciudad Madero, Madero, Mexico (11/21/2024)
- Official Selection, Documentary Short, 9FilmFest, Bangkok, Thailand (11/01/2024)
- Official Selection, Short Documentary, LA Film & Documentary Award, Los Angeles, CA, United States (09/10/2024)
- Official Selection, Short Documentary, Hollywood Best Indie Film Awards, Los Angeles, CA, United States (09/10/2024)
- Winner, Phenomenal Attainment Award, Best Social Work/Inspirational Video/Film, Dreamz Catcher International Film Festival, Kolkata, West Bengal, India (09/03/2024)
- Winner, Attainment Award, Best Documentary Film, Dreamz Catcher International Film Festival, Kolkata, West Bengal, India (09/03/2024)
- Official Selection, Short Film, Haiti International Film Festival, Hollywood, CA, United States (08/17/2024)
- Outstanding Achievement Award, Best Social Film, Filmzen International Film Competition, Online (08/04/2024)
- Official Selection, Short Documentary, New York Film & Cinematography Awards, Online (08/04/2024)
- Honorable Mention, Short Documentary, Los Angeles Movie & Music Video Awards, Los Angeles, CA United States (07/20/2024)
- Winner, Bangkok Society of Film CRITICS' AWARD, Bangkok Movie Awards, Bangkok, Thailand (07/19/2024)
- Official Selection, Documentary Short, Cambridge Short Film Festival, Cambridge, United Kingdom (07/05/2024)
- Winner, Best Social Film, Miami Film Critic Award, Miami, FL, United States (06/20/2024)

- Outstanding Achievement Award, Short Documentary, Miami Film Critic Award, Miami, FL, United States (06/20/2024)
- Winner, Documentary Film, Switzerland Film Fest & Screenplay Competition, Online (06/29/2024)
- Winner, Best Human Rights Film, Switzerland Film Fest & Screenplay Competition, Online (06/29/2024)
- Winner, Best Director Short Film (Fiction/Documentary), Cinematography & Photography Awards, London, United Kingdom (06/26/2024)
- Winner, Best Documentary Short, Cannes World Film Festival, Cannes, France (06/15/2024)
- Winner, Best Social Justice (Short), Cannes World Film Festival, Cannes, France (06/15/2024)
- Winner, Best Director Short Film (Fiction/Documentary), Los Angeles Short Film Awards, Los Angeles, CA, United States (06/10/2024)
- Winner, Best Human Rights Film, Barcelona Independent Film Festival, Barcelona, Spain (06/02/2024)
- Outstanding Achievement Award, Best Documentary Film, Barcelona Independent Film Festival, Barcelona, Spain (06/02/2024)
- Winner, Best Short Documentary by a Black Filmmaker, International Black & Diversity Film Festival, Toronto, Ontario, Canada (05/30/2024)
- Official Selection, Documentary Short, NC Black Film Festival, Wilmington, NC, United States (05/18/2024)
- Winner, Peoples Choice Award, Las Vegas Black Film Festival, Las Vegas, NV, United States (04/18/2024)
- Honorable Mention, Documentary, Tampa Bay Black Art & Film Festival, St. Petersburg, FL, United States (02/23/2024)

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About The Filmmaker

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

Dr. Christopher C. Odom, MFA, PhD

- “Justice for George Floyd: The Tipping Point?” Director (Documentary Short Film)
- “23rd Psalm: Redemption” (Feature) Director, Vendetta Filmworks
- “23rd 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

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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Credits

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

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

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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in Texts and Technology
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Orlando, Florida

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