



"White supremacy colonizes our minds, our bodies, our psyches, our spirits, our emotions ... as well as the land and the water and the sky and the air we breathe." - Tema Okun

My Focus

NU World Media Form & Content

I'm a "black" storyteller and the driving force behind Gavin Media NU World (GMNW). I endeavor to find, create, design, and develop media from a "black" perspective. When developing client driven projects my technique I branded "Vioneering." In the development of original productions, I've labeled my output NU World Media. I keep at the forefront of my development process the quote from legendary ad man Tom Burrell, "Black people are not dark-skinned white people. We came to this nation in a totally different way in a totally different context than any other people. That shaped our experiences, that shaped our attitudes. That shaped our aspirations and our needs."

Most "black" storytelling in the commercial space copies the same "western (white) narrative" form and conventions when it comes to film, television, theater, etc. Anything which strays "outside the lines" is considered "experimental" or avant-garde. Black film/media has essentially been boiled down to stories that have black characters as their protagonists and told by a "black" artist.

The problem I've always had with this definition is that it is shortsighted and does not take into account POV, (point-of-view), or motivation, which are the two key elements that truly set a story apart as being "black." I think for example you could have a "black" film that wasn't primarily about black people, but about "white privilege," and its destructive nature.

Black Media can be both "black" and popular. We only have to look at the history of Black Music as an example. There are no black filmmakers working today (commercially) who can claim the same kind of creative innovation that a Charlie Parker, Miles Davis, John Coltrane, Louis Armstrong, Muddy Waters, Robert Johnson, had in the musical arena. These "innovators" created a whole new musical genre with that same "raw material" that was available to every musician. My approach to storytelling, my recipe has always been to bring the sensibility of these Jazz innovators to bear and combine it with the commentary of literary giants like Baldwin, Ellison, Wright, and Morrison, the creative perspective of an August Wilson, with just a little Fanon thrown in for good measure.

[The Gavin Media NU World](#) media model approaches each project from a "black" perspective in both form and content. To do for film and television what Jackie Robinson did when he broke in with The Brooklyn Dodgers in 1947 and the "white" game of baseball was changed forever. Not because of his color, but because of the way Jackie played the game. The Negro Leagues played a whole different type of ball, faster, more aggressive, more dynamic, more "athletic," less "cerebral." And everyone knew it, particularly Jackie's "white" competitors.

Think of GMNW as this media generation's Jackie Robinson.

The System of White Supremacy (SOWS) that surrounds us all is in Okun's words, like "the air we breathe." And that air, that atmosphere, that environment is toxic, noxious to Black folks. But as Martin Luther King observed, "We may have all come on different ships, but we're all in the same boat now."

*When you control a man's thinking, you do not have to worry about his actions." -
Carter G. Woodson*

The Association of Black Psychologists puts it this way:

1. We need to respect and understand the psychological and emotional effects of racial oppression so that we do not fall into traps laid for us by the system and hurt ourselves and/or loved ones.
2. If we understand how the system of racial oppression affects us, then we can strategically and collectively take the necessary steps to short-circuit the system, taking full control of our hearts and our minds-- acting instead of reacting.

Artistic Approach

My approach here to visual non-fiction storytelling is essayistic in nature. Meaning the story is a carefully constructed narrative film that presents a "clear, flowing argument designed to convince the viewer" by using rhetorical discourse to provide information about a particular subject and/or historical event. "Essayists explore a myriad of topics through the written word. At the heart of its definition, an essayist is simply a person who writes essays; however, when we dig a little deeper into the concept, we find writers who use their acumen for words, research, and an insatiable curiosity about life to rock the boat for social change or make an artistic statement."

I call myself a “social commentator,” in the visual media and documentary realm call me a “visual essayist.”