

NEWS

Lights, Camera, Action! Public Affairs Produces Video for Non-Profit

FILM DEBUTED AT COMMUNITY BUILDING INITIATIVE'S ANNUAL STAKEHOLDERS BREAKFAST
12.2013

One of the most prominent goals of Moore & Van Allen's award-winning diversity and inclusion initiatives is to educate Firm attorneys and staff about the cultural differences within the local community. Moore & Van Allen (MVA) frequently partners with community organizations such as Community Building Initiative (CBI) in support of this goal. The Firm's Public Affairs team recently took this partnership to a new level when they directed and produced a video, which debuted at CBI's annual Stakeholders Breakfast on Friday, December 6.

CBI is a non-profit organization devoted to issues of race, access, inclusion and equity in the Charlotte community. Public Affairs' video showcases the impact CBI has had on various stakeholder groups throughout Charlotte, including the Arts & Science Council, the Charlotte Lesbian and Gay Fund, the Carolinas Asian-American Chamber, the Charlotte Chamber, Neighboring Concepts, the Latin American Coalition, and Crisis Assistance Ministry. The film was produced to align with the breakfast's theme: "Because they Marched - 50 Years Later: Change & Challenge - Where do we go from here?"

"This was my first experience with CBI and it was inspiring learning about the work they are doing—breaking down barriers and bringing people together in Charlotte," stated MVA Public Affairs Counsel Peter Allen. "We decided to film a short video using the theme of the breakfast, which was the 50 year anniversary of the Civil Rights marches, including the use of protest signs. Chris Yountz, our creative director, did a great job shooting and editing the video. As with our client videos, we tried to create a polished video with a clear theme."

MVA is a committed supporter of CBI and its mission. In 2012, the Firm served as a convening sponsor of CBI's Stakeholder Breakfast, and MVA Litigation Member Valecia McDowell was named CBI chair. Under McDowell's leadership, CBI broadened its mission beyond race and ethnicity to include other aspects of diversity, such as gender, religion, sexual orientation and socio-economic class/economic status. McDowell also provided guidance in expanding the impact of the CBI's bus tour, which highlights Charlotte landmarks, particularly those connected to its racial history and heritage. McDowell also invited some of Charlotte's key players to participate in CBI's "Can We Talk?" community forums.

Additionally, MVA participated in CBI's flagship leadership program, the Leadership Development Initiative, and in Leaders Under 40, a component of CBI's mission to increase the capacity and commitment of individuals and organizations to work for change. To date, MVA Litigation Member John Fagg, Manager of Diversity and Community Initiatives Stephanie Gryder, Financial Services Attorney Stacey Vandiford, and Corporate Member Bill Zimmern have participated in the Leaders Under 40 program.

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MVA and the MVA Diversity Committee look forward to continuing the relationship with CBI in 2014.