

Award-winning Documentary on “Unknown Hero of the Civil Rights Movement” Offers Innovative Resource for Workplace Diversity Programs

BACKGROUND *Brother Outsider*—an acclaimed documentary that premiered at the Sundance Film Festival—presents a rich biographical portrait of Bayard Rustin, a visionary activist, strategist and organizer who has been called “the unknown hero” and “the invisible man” of the civil rights movement. A disciple of Gandhi, a mentor to Martin Luther King, Jr., and the architect of the 1963 March on Washington, Rustin dared to live as an openly gay man during the fiercely homophobic 1940s, 1950s and 1960s. The recipient of more than 25 international awards, *Brother Outsider* was broadcast nationally on PBS and Logo/MTV and shown at The United Nations, The Library of Congress and The Kennedy Center. 2013 marks the 50th anniversary of The March on Washington, for which Rustin served as principal organizer.

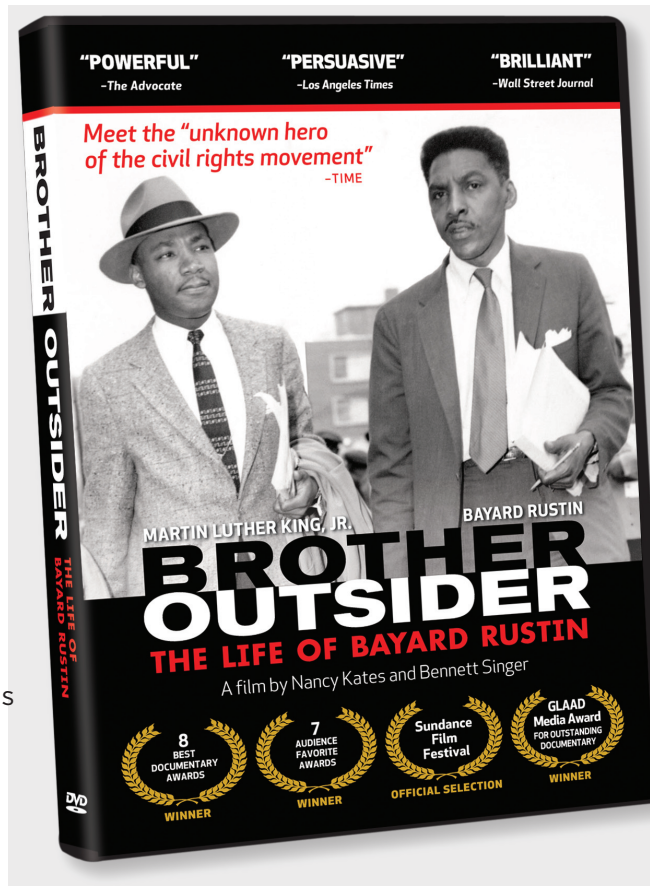
DIVERSITY RESOURCE Numerous corporations and law firms—including American Express; Bank of America; Google; McGraw-Hill; NBCUniversal; New York Life; Northern Trust; Prudential Financial; Sidley Austin LLP; and Skadden, Arps, Slate, Meagher & Flom LLP;—have used *Brother Outsider* as the centerpiece of highly successful diversity events. Each presentation is structured to meet the particular goals and needs of the workplace sponsoring the program, but all have included a screening of the film (either in its full 84-minute form or in a shorter version), along with a panel discussion featuring one of the filmmakers. Some discussions have also included Rustin’s surviving life partner Walter Naegle, who appears in the documentary; colleagues who knew and worked with Rustin; experts on civil and human rights; and activists who are continuing Rustin’s work for social justice and equality. Many of these events have been cosponsored by the company’s African American and LGBT affinity groups—often for the first time.

FEEDBACK AND REFERENCE Diversity directors have consistently reported that the Rustin Diversity Presentation provides a remarkable opportunity for African American employees, LGBT employees and others to find common ground, build bridges, and come together for constructive dialogue. Following a screening at Sullivan & Cromwell LLP, Kelly Smith, the firm’s Manager of Diversity Programs, offered this feedback:

“We hosted Bennett Singer and showed the amazing film, Brother Outsider, as part of our Sullivan & Cromwell Celebrates Diversity Series. More than 75 attorneys and staff attended, and the response has been so incredibly positive! Rustin’s story is truly compelling and resonates with so many contemporary issues while exposing employees to a largely unknown but extremely important and uplifting chapter in American history. It was a wonderfully eye-opening and powerful presentation — and the impact of the film was deepened enormously through the post-screening discussion with Bennett and Rustin’s life partner, Walter Naegle. Attendees had more questions than we could accommodate in the Q and A period! This event completely exceeded our expectations and will be a hard act to follow as we develop programming in the future. Please feel free

to give my name and contact info to anyone who is considering a screening. Folks are welcome to email me (SmithKJ@sullcrom.com) or call me at 212.558.7290.”

FOR MORE INFORMATION To discuss a Rustin Diversity Presentation at your workplace, please contact producer Bennett Singer of Question Why Films at 212.477.1054 or via e-mail at Bennett@rustin.org. To learn more, visit www.rustin.org or www.YouTube.com/brotheroutsider.



“It was a wonderfully eye-opening and powerful presentation.”

—Kelly Smith, Manager of Diversity Programs at Sullivan & Cromwell LLP

Critical Acclaim for *Brother Outsider*

"A potent and persuasive piece of historical rediscovery"
—Kenneth Turan, *Los Angeles Times*

"A mesmerizing eye-opener ... the film inspires audiences to carry on Rustin's worldwide crusade against injustice, discrimination and poverty."
—Michael Fox, San Francisco Film Society

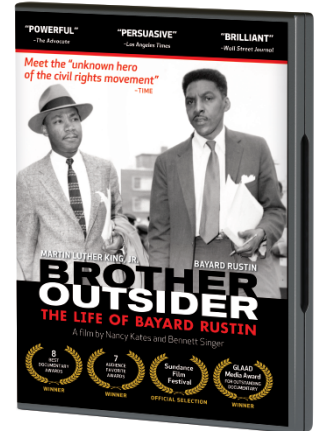
"Like Rustin, the film is alive with ideas, fast-paced and surprising, and rich in humanity. It's beautiful like him ... and it's got rhythm."
—Kate Tuttle, *Africana.com*

"A complex and nuanced portrait of a complex and nuanced individual"
—Jonathan Rosenbaum, *Chicago Reader*

"Powerful [and] startling"
—David Ehrenstein, *The Advocate*

"Thoroughly honest"
—Nat Hentoff, *Village Voice*

"A terrific film"
—Hendrik Hertzberg, *The New Yorker*



Rustin Diversity Presentations

The following law firms, corporations and government agencies have hosted Rustin Diversity Presentations (partial list):

American Express • Baker & McKenzie LLP
Baker Botts LLP • Bank of America
BNP Paribas • CBS • Citigroup
Deutsche Bank • Federal Reserve Bank of New York
Freddie Mac • Freshfields Bruckhaus Deringer LLP
Fried, Frank, Harris, Shriver & Jacobson LLP (NYC and DC)
Goldman Sachs • Google
Kennedy Center for the Performing Arts
Latham & Watkins LLP (NYC, DC and Chicago)
McDermott Will & Emery LLP • McGraw-Hill
Morgan Stanley (NYC, Los Angeles, Charlotte)
NBCUniversal • Neal, Gerber & Eisenberg LLP
New York Life • Northern Trust
Proskauer Rose LLP • Prudential Financial
Reed Smith LLP • Sidley Austin LLP (NYC and Chicago)
Skadden, Arps, Slate, Meagher & Flom LLP (NYC, DC and Chicago)
Sullivan & Cromwell LLP • Time Inc.
The United Nations
U.S. Department of Justice
U.S. Department of Labor
U.S. Equal Employment Opportunity Commission
Wachtell, Lipton, Rosen & Katz LLP
Weil, Gotshal LLP • Willkie Farr & Gallagher LLP (NYC and DC)

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