



## MGM GRAND's Diversity Issue

### Challenge

A major gaming and entertainment company was in litigation facing employee race discrimination charges. There was a motion by the plaintiff for the court to grant class action certification status. The client wanted the court to deny class action status. The case centered on systemic discrimination and disparities against some African Americans as well as other employees. The client feared negative, local media coverage would adversely affect its reputation and brand in the community.

### Solution

Avance was secured by MGM Grand's legal counsel to manage the media and mitigate community opposition. Avance outlined and receive approval to develop and implement a strategic crisis communications plan to proactively engage the media with information, and serve as media spokesperson for non-legal communications. Avance also conducted research with knowledgeable individuals, including key community leaders. Avance used relationship marketing to address community anxiety and maintain the client's positive reputation/brand. This strategy included tactics such as rallying community and ecumenical leadership's support; and releasing the client's employment data with demonstrated use of local minority vendors into the public domain. The legal team was successful in getting the court to deny plaintiff's motion to certify class action status. As a result of Avance's work during the litigation, MGM GRAND hired Avance to manage its corporate communications during its transition and restructuring process. For one-year, Avance worked with MGM GRAND's Las Vegas parent company and local executive team to manage communications including the roll out of new initiatives to improve relationships with minority and ethnic communities in Detroit. Avance also continued to serve as the media spokesperson and recommended/implemented other Michigan-based initiatives such as MGM GRAND's inaugural participation in the Detroit Regional Chamber Leadership Policy Conference.



**MGM Grand**  
Invites you to  
**The Grand Event**  
At The Grand Hotel  
Grand Parlor/Porch • The Jockey Club • Paris Room • Cupola

at the  
Detroit Regional Chamber  
Leadership Policy Conference  
on  
Friday, May 30, 2003 • 7:00 p.m. until midnight

**MGM GRAND**  
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