

Alaetra Chisholm e-Portfolio

Social Media Copy

Instagram Posts:

MOVIE NIGHT IS BACK AND IT'S GETTING SPOOKY OUT HERE 🎬📺 we're back with another Wednesday movie night 🏠 this week, we're showing the OG Candyman from 1992. Grab a friend and catch this spooky classic on 8/25 at 8pm sharp before the new [@candymanmovie](#) hits theaters! We'll have free popcorn and other light refreshments for your enjoyment!

[#thingstodoinclt](#) [#movienightathome](#) [#scarymovies](#) [#charlotteevents](#) [#freemoviescreening](#) [#candymanmovie](#) [#candyman](#) [#spookyseason](#) [#cltevents](#) [#qcnerve](#) [#moviestowatch](#) [#watchmoviesfree](#) [#freeevents](#)

Link: https://www.instagram.com/p/CSz--hxrWT3/?utm_source=ig_web_copy_link

PULL UP THIS SATURDAY 🍷🥳 [@miles52eighty](#) is taking over The Corner from 4-8pm for a super dope product release and pop-up! the takeover will feature vendors [@westcott_studio](#) + [@jonny.kaine](#), a 360 photobooth and interactive photo walk by [@l_c360](#), sounds by [@djmrave](#) and free refreshments! if you need a Saturday move, grab a friend and meet us there! 🥳

[#thingstodoinclt](#) [#cltagenda](#) [#cltevents](#) [#charlottestreetwear](#) [#brandpopup](#) [#smallbusinesssaturday](#) [#charlottenc](#) [#charlotteevents](#) [#cltpopupshop](#) [#cltpopup](#) [#streetwearfashion](#) [#sneakerheads](#) [#cltsneakerhead](#)

https://www.instagram.com/p/CSxHgSBLd0X/?utm_source=ig_web_copy_link

PULL UP THIS SATURDAY for [@jmpcut](#)'s solo exhibition titled 🍊🍋 "THE CITRUS SHOW | THE LOVE I WANTED YESTERDAY" 🍊🍋 make sure to visit our vendor table during the event and cop something cool 🥳 you never know what items we'll bring! Tap the flyer for more deets!

[#cltevents](#) [#thingstodoinclt](#) [#qcnerve](#) [#cltiscreative](#) [#axioscharlotte](#) [#artexhibition](#) [#charlotteartists](#) [#charlotteartscene](#) [#charlottearts](#) [#thelightfactory](#) [#thecitrusshow](#) [#charlottenc](#) [#shopssmall](#) [#shopssmallbusinesses](#) [#smallbusinesssupport](#) [#cltlove](#)

Link: https://www.instagram.com/p/CSKzVI_rMz0/?utm_source=ig_web_copy_link

VIEWS FROM [@thecornerclt](#) 📺 we've got items for all, apparel by local designers, games and novelties, even cool stuff for your pup friends! We're open Wednesday thru Saturday for your shopping needs from noon to 7pm! Can't make it on those days? You can shop by appointment on Sundays, just hit us up!

[#thecornerclt](#) [#shoplocal](#) [#smallbusinesssaturday](#) [#shopssmall](#) [#keithharing](#) [#pharrellwilliams](#) [#noveltys](#) [#clteventspace](#) [#charlottebusiness](#) [#cltbusiness](#) [#businessspotlight](#) [#thingstodoincharlotte](#) [#thingstodoinclt](#) [#qcnerve](#) [#axioscharlotte](#) [#creativeloafing](#) [#creativespace](#)

Link: https://www.instagram.com/reel/CRuL1JxBVCs/?utm_source=ig_web_copy_link

COFFEE LOVERS, ASSEMBLE ☺ shop our [@thecornerclt](#) branded mugs and specialty coffee in-store! Our Coffee Lovers' Bundle includes one of our branded mugs pictured and one bag of our Brazilian Espresso Coffee made exclusively for The Corner! Can't make it to the shop? Shop on our website at www.thecornerclt.com by clicking the link in our bio!

[#thecornerclt](#) [#coffeelover](#) [#coffeegram](#) [#coffeelovers](#) [#smallbusinesssupport](#) [#smallbusinesslove](#) [#smallbusinesssaturday](#) [#betterthanstarbucks](#) [#productbundle](#) [#newproduct](#) [#newproductalert](#) [#newmerchandise](#) [#shoponlinenow](#) [#onlineshopper](#) [#charlottenc](#) [#charlottebusiness](#) [#supportlocalbusiness](#) [#brandedmerch](#) [#espresso](#)

Link: https://www.instagram.com/p/CRZ3YVHB8Rv/?utm_source=ig_web_copy_link

SUMMER OUTFIT INSPO ☺ need some fire apparel for your next cookout? shop our branded tie-dye collection in-store or online! featuring 100% cotton, our branded logo and a unique tie-dye print, this tee is sure to bring the sunshine on any day!

Model: [@dejahrose](#)

Shot by: [@shotbylindsay](#)

[Shirt pictured was bleached by model for added flavor ☺]

[#thecornerclt](#) [#newapparel](#) [#brandedapparel](#) [#ncapparel](#) [#northcarolinabrand](#) [#cltstreetwear](#) [#charlottesstreetwear](#) [#charlottefashion](#) [#shopsmall](#) [#shoplocal](#) [#summervibes](#) [#summerapparel](#) [#unisexclothing](#) [#unisexcollection](#) [#thingstodoinclt](#) [#thingstodoincharlotte](#) [#thisisclt](#) [#qcnerve](#) [#brandspotlight](#) [#ootdinspiration](#) [#wdywt](#)

Link: https://www.instagram.com/p/CRXSkAUBdTp/?utm_source=ig_web_copy_link

Twitter:

FOLLOW US ON INSTAGRAM! [@TheCornerCLT](#)

Shop our inventory at thecornerclt.com or inquire about our event space by sending us an email at events@thecornerclt.com

Link: <https://twitter.com/TheCornerCLT/status/1413611308348489728>

Pull up for MOVIE NIGHT THIS WEDNESDAY at 8PM! We're screening the first ESCAPE ROOM – you can catch the new one in theaters! FREE POPCORN + LIMITED SEATING

Link: <https://twitter.com/TheCornerCLT/status/1419722038894383107>

Website Copy:

“When Art + Activism Collide” Panel Reflection, CLT Shout! 2019

Written for TTT Media, LLC – *website has been disabled*

Artists and creatives of all walks of life gathered on an early Charlotte morning to discuss marginalized people, art, and accessibility at a keynote discussion titled, “When Art and Activism Collide”. As part of the 2019 Charlotte SHOUT! festival, the discussion was led by Jessica Moss, founder of The Roll Up CLT, which is an interactive art space that aims to highlight marginalized art culture and its significance through activism, artist residencies and creative community building.

Moss set the tone of the discussion by narrating her own artistic journey through higher education, arts administration, and community engagement—as her background reflects the many ways she has worked to amplify the voices of artists who influence and engage in areas that need it the most. Panelists included community agriculturalist *Bernard Singleton*, artist and photographer *\$han Wallace*, *Rebecca Henderson* of the League of Creative Interventionists, artist and body positivity activist *Michaela Pilar Brown*, activist and artist *Tamika Wallace*, and *George Scheer* of Elsewhere Museum.

Each panelist gave a brief personal introduction and shared how activism has permeated their artistic medium. Photographer *\$han Wallace* emphasized the importance of having a visible presence in your community, as she uses photography to connect with those who may not have access to smartphones, Instagram, and other amenities that add to our greater sense of community. Her process includes photographing of people of color and providing them with a personal copy of their photos, which allows them to see themselves in ways that many often take for granted. She remarked how such a simple gesture allows her to create a pathway between people of color and the cultural attractions that often overlook them, such as museums, art activations, and community festivals.

It is important to note that artists are often pushed out of certain communities to be replaced by luxury attractions that exclusively appeal to outsiders, rather than empowering those who actually live in areas where culture is naturally cultivated and nurtured. *Rebecca Henderson*, creator of the Charlotte SHOUT! logo and community influencer, uses humor as a catalyst to shift the attention to cultural phenomena that reflect the greater community’s priorities and missed opportunities to empower overlooked groups. She highlighted Charlotte’s LYNX light rail extension, a billion-dollar public transportation project that stretches through the city and often serves as a popular means of travel for white collar professionals that work and live uptown. The extension of the light rail has changed the landscape all across town, but the city has neglected its duty to provide affordable housing along the light rail routes, which would make it more accessible to all.

As the city of Charlotte continues to grow, the arts and culture scene must grow with it. However, time and infrastructure have shown that true change has not quite stretched past superficial appreciation of the arts, along with the communities that often provide cultural contributions. As artists, creators, and consumers of creative culture, it is crucial that we exercise our sovereignty and protect cultural hotbeds amidst the city’s rapid growth. Preservation of the artist community within Charlotte’s booming economic ecosystem has become a high priority for most, which made Moss’ keynote an extremely relevant event during the SHOUT! Festival. Moss will be celebrating the opening of The Roll Up CLT on May 23, with an exclusive gallery showing by resident artist *\$han Wallace*.

“Juneteenth and the Beatties Ford Community”, West End Mural Celebration 2020

Written for TTT Media, LLC – *website has been disabled*

The Beatties Ford community is near and dear to my heart for several reasons. Through family ties and personal experiences, I will forever feel connected to a place that shaped me at pivotal points in my life. It is disheartening when tragedy strikes, however, it hurts more when its timing aligns with celebratory moments of the Black experience like Juneteenth. Occurrences like this almost make celebrating freedom feel bittersweet, considering the circumstances that contribute to community violence and policing. As if Black people could not be more tired of being told when, where and how to be Black and celebrate Blackness, outsiders view tragedies like this as unavoidable when large numbers gather and solely place responsibility on the community itself. Remarks from those same outsiders often follow when violence of this kind occurs in predominately Black areas of Charlotte specifically, and it clearly highlights the many divides between city natives and transplants, white and Black Charlotteans, and communities of color and the police. When we speak on communities like these, especially Beatties Ford, and analyze unfortunate happenings of this nature, some adopt a tone that does very little to address the systems that have failed the Beatties Ford area, and instead, misdirects frustration toward the community’s residents.

When we think about the history of the Beatties Ford community, we must honor efforts that schools, churches and libraries have provided over many years. Personally, I have taught children of the community at a Title I summer camp hosted by Clinton Chapel AME Zion Church, the oldest Black church in Mecklenburg County that sits at the intersection of Beatties Ford, West Trade and Rozzelles Ferry. At that same intersection sits M&F Bank, the second oldest Black banking institution in the United States, and Johnson C. Smith University, a private HBCU that my stepfather attended. It is also worth noting that Clinton Chapel was my home church as a practicing Christian. Most of my family members attended West Charlotte High School, my sister and I marched in the band, and my brother played varsity basketball and football. To say that my ties to the community run deep would be an understatement, as there are numerous parts of my life that intertwined with the people of Beatties Ford. Those institutions and countless others stand as pillars in a layered and resilient community, which is why I understand the importance of questioning what has taken place in a community that has changed so rapidly. It is also fair to question intra-racial violence just like what occurred Sunday night, what contributes to it and what communities can do to prevent senseless acts. Communities like Beatties Ford don’t revel in violence, they denounce it and often come together for positive change more often than what is covered, exploited, and sensationalized by those who have failed to acknowledge, assist or understand the community.

We can agree that crime and violence disproportionately impact low-income communities. We can also agree that Black communities like Beatties Ford need resources, structural support, and positive change in the wake of rising racial tensions and health and employment disparities. What outsiders, White allies and other non-Black community members should work harder to realize is that finger-wagging in the wake of violent events does nothing to dissect the system that allows and contributes to that same violence. Scolding the community that the violence occurs in upholds the very systems that contribute to decaying resources and takes up space where constructive conversations and healing could be taking place instead. This is not an attempt to absolve the Beatties Ford community of accountability, however, communities like these need agency and resources to support the people that inhabit it. This includes food resources that provide fresh food and vegetables, scholastic support for schools and libraries, affordable housing that promotes the

community's growth, eased tensions between police and residents, and infrastructure that revitalizes the community and changes the narrative surrounding its residents. Creative media outlets and individuals have a personal responsibility to tell the stories of the people of the community and change the perception of such a historical area. It is also our job to protect the narrative and essence of communities like Beatties Ford. It would be irresponsible to allow others to tell a story only we know best.