



CONTENT CREATION INSTITUTE (CCI)

Formerly MFI

Columbia, South Carolina

<https://ccinstitute.org/>

MFI Completes Name and Brand Change to Content Creation Institute (CCI), Expanding Film, Digital, and Content Production Services to Support Education and Digital Content Creation and Storytelling in the Evolving Digital Media Landscape

Columbia, SC — [December 31, 2025] — MFI has completed its official name and brand change to the **Content Creation Institute (CCI)**, marking a significant milestone in the organization's continued growth and the expansion of its mission, objectives, and services.

Initially launched with a primary focus on film education, MFI's work has steadily evolved to encompass television, digital media, emerging platforms, workforce development, and education-based programming. The transition to Content Creation Institute reflects the organization's broader scope and its long-term vision, centered on **digital content creation and storytelling in the evolving digital media landscape**.

Under the CCI name, the organization will continue to engage in content development and production for film, television, and digital platforms; hands-on training and apprenticeship programs; partnerships with schools, nonprofits, and industry stakeholders; and the use of media as a tool for education, civic engagement, and economic development. CCI's work recognizes digital media as both a powerful and robust creative industry and a defining force shaping how individuals and communities understand information, history, and civic life.

As part of its expanded mission, CCI places a strong emphasis on producing compelling, educational, and issue-driven content for the general public, using storytelling to inform, contextualize, and engage audiences. In parallel, CCI advances efforts and services to help students better understand the modern digital environment shaped by social media, emerging technologies, and rapidly evolving information channels, and how those forces influence public discourse, behavior, and participation.

"The name and brand change more accurately represent the full range of our production priorities, activities, and services—from education and workforce development to the creation and production of original content," said the CCI Board of Directors in a collective statement.

The Board added, "A core focus of our work is education through storytelling, using content to inform the public and help build more informed and engaged citizens."

All existing programs, partnerships, and commitments previously operating under MFI continue uninterrupted under the Content Creation Institute name.

For more information, visit www.ccinstitute.org.