The People’s Mayor: Maynard Jackson and the Politics of Transformation

The Traveling Exhibition

“The People’s Mayor: Maynard Jackson and the Politics of Transformation” traveling exhibition offers visitors an engaging journey through biographical and historical highlights of Jackson’s mayoral career. The narrative and documents capture the significant impact Maynard Jackson made on Atlanta.

In his successful race for mayor of Atlanta in October 1973, Maynard Holbrook Jackson, Jr. became not only the youngest person elected mayor of a major southern city but also the first African American. He served two consecutive terms and then returned for a third term in 1990. A dynamic and dedicated politician, Jackson transformed city government, revolutionized both labor and neighborhood relations, raised the profile of the city, and galvanized the communities of Atlanta.

The ten-panel exhibition features select materials rarely seen by the public, including official proclamations, correspondence, and photographs. Also included in the exhibition is a documentary video containing interviews and archival news footage.

**General hosting information:**
- Hosting will be considered for organizations, not individuals
- No commercial use of exhibit is permitted
- Atlanta University Center Robert W. Woodruff Library (AUC-RWWL) will provide installation procedures
- All shipping, installation, promotion, and programmatic fees will be incurred by host organization
- Interested organizations must provide facilities report and a certificate of liability insurance with application. *(see RWWL Exhibition Loan Policy)*
- Exhibition is valued at $45,000
Traveling Exhibition includes:
- 10 framed panels (48”H x 33.5” W each)
- 2 (2-sided) banners with stands (86” H x 34” w each)
- 2 large banners (#1 – 50”H x 227”W; #2 – 76”H x 46”W)
- Documentary video (DVD)

Installation requirements:
- Minimum linear wall space to hang panels – 32.5 linear feet (not including banners)
- Proper lighting and security (see RWWL Exhibition Loan Policy)
- DVD viewing station (optional)

Exhibition period:
- Minimum 1 month
- Maximum 6 months

Host institution fees:
- Rental
  - Corporations - $1,500 per month
  - Museums/Cultural Heritage - $1,000 per month
  - Educational - $500 per month
- $200.00 non-refundable deposit is required
- All shipping and installation costs

Shipping options
- Exhibition must be shipped and returned via professional shipping company, or
- Exhibition can be picked up and returned by insured host institution vehicle if packed by professionals
- Pick up and delivery of exhibition may be from two different locations

For information on hosting, scheduling, and costs, please contact Andrea Jackson, Head of Archives Research Center at ajackson@auctr.edu. Inquiries must be received at least 2 months in advance of preferred installation date. AUC-RWWL Staff will share available dates.