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## News - Digital Library of Georgia

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*People, Libraries  
and Agencies* **IN THE NEWS**

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## Digital Library of Georgia

### Decades of Episodes of Augusta, Georgia's Pioneering African American Gospel Television Program *Parade of Quartets* Now Available Online

The Digital Library of Georgia partnered with the Brown Media Archives and Peabody Awards Collection at the University of Georgia Libraries to digitize part of its collection of *Parade of Quartets*. This gospel program has aired on WJBF-TV in Augusta, Georgia for more than 50 years. The collection is available at: [https://dlg.usg.edu/collection/ugabma\\_pog](https://dlg.usg.edu/collection/ugabma_pog)

The footage documents decades of regional gospel music performances, religious practices, and political activities. Ruta Abolins, director of the Brown Media Archives and Peabody Awards Collection, noted that these materials are “part of the largest collection of gospel performance footage at any North American library.”

*Parade of Quartets*, broadcast on WJBF-TV in Augusta since 1954, is a rare example of a sustained African American media presence on a southern television affiliate. Hundreds of well-known Black gospel musicians such as Shirley Caesar, Dottie Peoples, the Mighty Clouds of Joy, the Dixie Hummingbirds, and the Swanee Quintet have appeared on the program. In the last few decades, the program's content has expanded to include appearances by local and national African American political leaders.

Some of these leaders appear in the digitized materials, which cover the period from 1980 to 2011.

This content serves the study of gospel music, religious broadcasting, African American programming, African American community outreach and organization, local television programming, African American politicians, entertainment, musicology, performance studies, African American studies, southern studies, civil rights history, journalism and media studies, and business.

Dr. Barbara McCaskill, professor of English and associate academic director of the Willson

Center for Humanities and Arts, and co-director of the Civil Rights Digital Library at the University of Georgia, said that the collection of shows documents a broad spectrum of essential aspects of life for African Americans in the South. McCaskill explained that “the name ‘Parade’ in the program's title alludes to the pageant tradition in Afro-Protestant churches.



At Christmas, Easter, and church anniversaries, youth and adults perform brief skits of Bible parables and lessons, sing spirituals, and recite Bible verses. Rooted in this important Afro-Protestant pageant tradition, which combines oration, song, and performance in a unique form of worship, *Parade of Quartets* exemplifies how Black Christians used the new medium of television to agitate for social change and honor their communities, as well as showcasing local and regional black gospel artists.”

McCaskill further explained that “secular-themed church pageants commemorate the patriotism and military service of African American men and women. Additionally, they laud the contributions of African American individuals, communities, and organizations. Many of the artists who guested on the show pitched advertisements for Black-owned businesses. So *Parade of Quartets* is also valuable evidence that southern African Americans recognized the power of television to build community wealth and multigenerational financial stability.”

McCaskill concluded, “for its connections to the Afro-Protestant pageant tradition, its dual functions as an example of musical innovation and civil rights activism, and its effectiveness as a lever for African American business growth, *Parade of Quartets* is a national treasure.”

Karlton Howard, who has produced and hosted *Parade of Quartets* for more than thirty years, added, “the Howard family and *Parade of Quartets* are eternally grateful to the Brown Media Archives and Peabody Awards Collection for the gift of preserving portions of the video history of *Parade of Quartets*. Your kindness will ensure that the culture of the African American gospel quartet will be enjoyed and cherished for generations to come.”

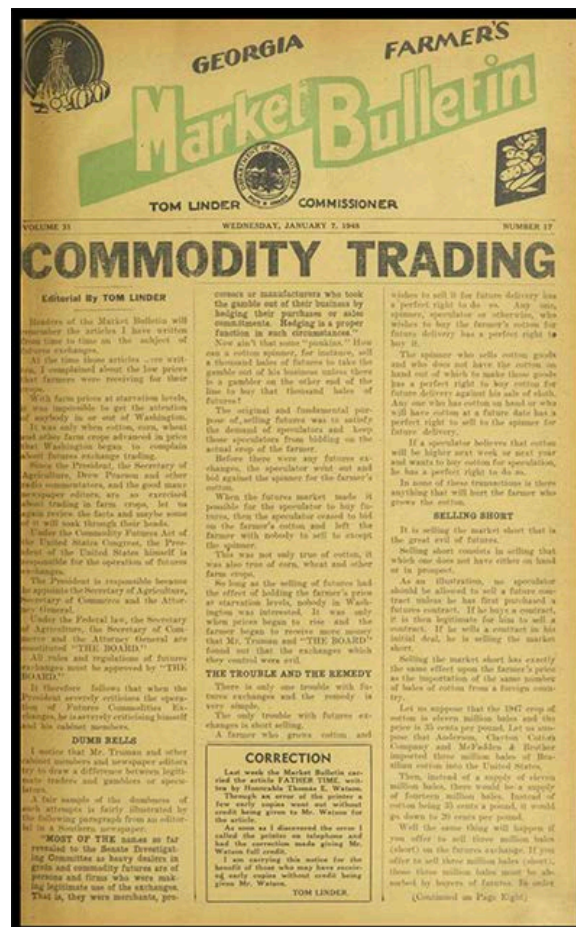
### Historical Issues of a Popular Georgia Agricultural Bulletin Now Available Freely Online

Thanks to a partnership with the Georgia Department of Agriculture, the University of Georgia (UGA) Map and Government Information Library (MAGIL), and the Digital Library of Georgia (DLG), more than 1,712 issues of the *Farmers and Consumers Market Bulletin* dating from 1926–1963 are now available in the [Georgia Government Publications](https://digitalcommons.kennesaw.edu/glq/vol57/iss4/18) online database.

“We are fortunate that previous generations had the foresight to preserve early copies of the

*Georgia Market Bulletin*, creating an archive that shows the incredible progression of agriculture from mule days to the technology age,” said Georgia Agriculture Commissioner Gary W. Black. “We are grateful for the partnership of the University of Georgia’s Map and Government Information Library and the Digital Library of Georgia in helping us preserve this archive in digital form and make it available to all Georgians. It is a valuable record of the tremendous strides we’ve made as both an industry and a society.”

The project began when Amy Carter, editor of the *Farmers and Consumers Market Bulletin*, reached out to UGA’s Georgia state documents librarian Sarah Causey, asking for help in preserving back issues that had begun to crumble. “Amy and I both recognized this as a great opportunity to not only preserve her copies, but to also enhance access by adding



them to our digital collection of Georgia state publications in the DLG," said Causey, who partnered with the Digital Library of Georgia to preserve and provide access to government documents and records that are part of MAGIL's collections.

Since 1917, *Farmers and Consumers Market Bulletin* has published agriculture and consumer news and market information, and facilitated sales for livestock, farm equipment, and other items for Georgia farmers and others in the industry.

"Throughout its 103-year history, the paper has served as a means of communication between the Georgia Department of Agriculture and its constituency which, when you think about it, is every Georgian," Carter said. "The *Market Bulletin* still connects farmers with consumers seeking farm-fresh goods statewide, but it also serves as a vehicle for other divisions of the department such as Fuel and Measures, Plant Protection, Animal Health, Structural Pest, and the Georgia Grown marketing program to reach consumers with important news and

information that directly impacts their daily lives."

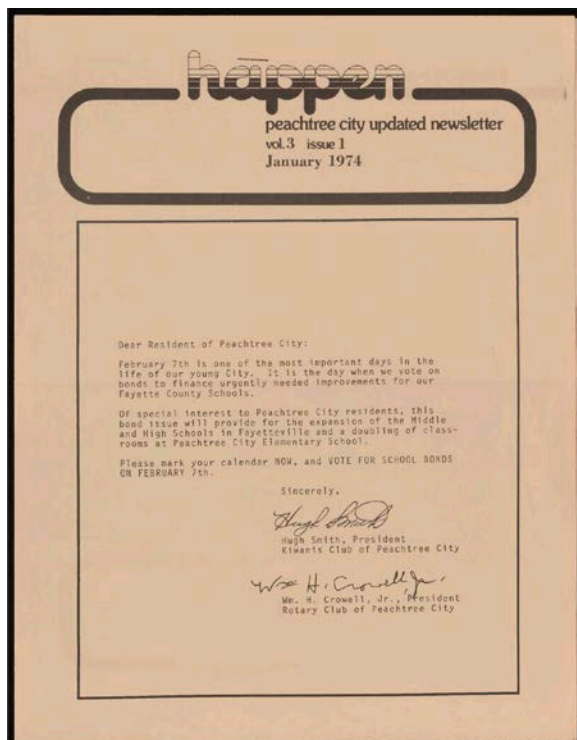
Carter added that the newspaper's archives demonstrate changing trends in farming over the decades, and a popular recipe feature continues to this day.

Carter said, "if you look at today's paper, you'll see that the Farm Machinery category of our Classified ads section is very popular. Many people buy and sell second-hand tractors, combines, pickers, and tillers from and to fellow growers through the *Market Bulletin*. Between the 1920s and the 1950s, however, that was actually a very small percentage of our advertising. Livestock, poultry, seeds, flowers, honeybees, and even chewing tobacco were much more in demand. Another popular item advertised for sale from the Great Depression up until the 1960s was 'sackcloth'—burlap or cotton feed and seed bags repurposed to make clothes, curtains, towels, all manner of household goods. You can tell by reading those ads that farmers quickly seized upon a lucrative 'side hustle' by washing, ironing, and selling the sacks that contained their livestock feed and crop seed."

### Materials Documenting the Beginning of Peachtree City, Georgia are Now Available Freely Online

New online records that describe the history of Peachtree City, Georgia, one of the country's most successful post-World War II "new towns," are now available for researchers in the Digital Library of Georgia. The collection, *Peachtree City: Plans, Politics, and People, "New Town" Beginnings and How the "New Town" Grew*, is available at [dlg.usg.edu/collection/frrls-pt-newtown](http://dlg.usg.edu/collection/frrls-pt-newtown) and contains prospectuses, master plans, maps, conceptual drawings, newsletters, and administrative records dating from the 1950s to 2007.

Rebecca Watts, the librarian for the Joel Cowan History Room at Peachtree City Library,



described the importance of these resources: “these materials will provide land planners, city planners, and those interested in how a city like Peachtree City came to be, with insight on its beginnings and early history, when the city was devoted to slow growth in an effort to keep a balance between industry, residential, and community amenities.”

Ellen Ulken, the co-author of *Peachtree City: Images of America* (Arcadia Publishing, 2009) noted: “I found the city’s early newsletters invaluable for tracking down stories, photos of people, issues, and progress of the early 1970s. I feel certain that the next person to come along and write a history of Peachtree City will be glad if this material is available and findable online. The digital format would ensure a long life for these newsletters.”