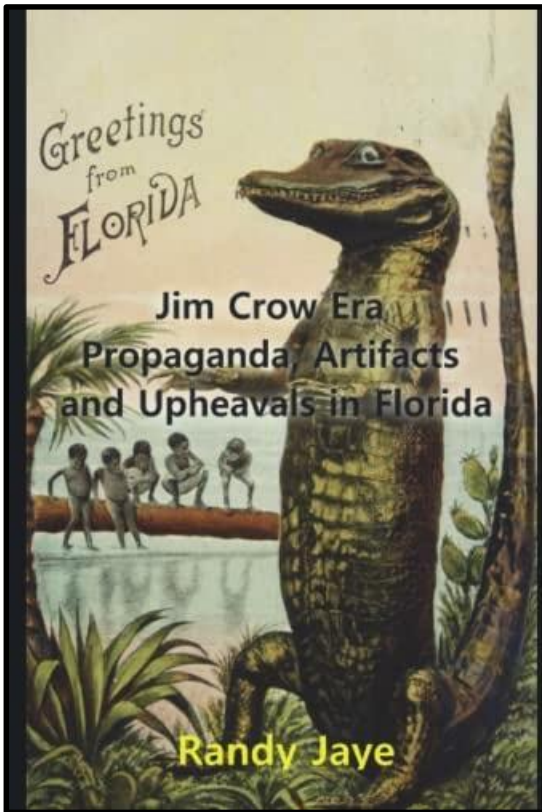


Jim Crow Era Propaganda, Artifacts and Upheavals in Florida

Propaganda during the Jim Crow Era used racist imagery including caricatures to degrade, demonize and demoralize Blacks and other people of color, and it actually legitimized punishment and violence.

Presented by Randy Jaye

The artifacts of Jim Crow Era racist propaganda include tourist souvenirs, kitchen utensils, figurines, food containers, advertisements, signs, toys, movies (including some Disney productions), postcards and the well-known Mammy caricature.



This program will take you through a journey of the Jim Crow Era, which started in 1877 at the end of Reconstruction and ended in the 1960s due to the successes of the modern Civil Rights movement. Jim Crow laws were a series of state and local statutes that effectively legalized racial segregation. These laws relegated Blacks (and other people of color) to second-class citizenship. Most people of color were denied the right to vote and hold public offices and had very limited educational and employment opportunities.

Florida was the least populated state in the Deep South until the mid-twentieth century, but led the nation in the number of racial terror lynchings per capita. During the 1950s and 1960s, societal discontent with racial segregation led to the modern Civil Rights Movement. A number of important boycotts, protests and sit ins occurred in Florida including the Tallahassee Bus Boycott in 1956, and Jacksonville's Ax Handle Saturday where a violent mob attacked peaceful lunch counter protesters in 1960. In 1964, during protests associated with the St. Augustine Movement the manager of the Monson Motor Lodge poured acid in the lodge's pool because several Blacks were in the water. This deplorable incident reached international news.



Randy Jaye has recently researched and nominated 5 properties that have been successfully added onto the National Register of Historic Places. He is the author of several recent books including: *Flagler County, Florida: A Centennial History* (2017); *Perseverance: Episodes of Black History from the Rural South* (2020); *Jim Crow Era Propaganda, Artifacts and Upheavals in Florida* (2022); and *Florida Prohibition: Corruption, Defiance and Tragedy* (2024). He also writes articles for historical journals, local newspapers, magazines, online publications, and has appeared on several radio shows and PBS documentaries. He earned both a Master's degree and a Bachelor's degree from California State University.

