

# Finding Aid to The HistoryMakers® Video Oral History with Michael Mauldin

---

## Overview of the Collection

<b>Repository:</b>	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
<b>Creator:</b>	Mauldin, Michael, 1953-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Michael Mauldin,
<b>Dates:</b>	February 29, 2008 and September 12, 2007
<b>Bulk Dates:</b>	2007 and 2008
<b>Physical Description:</b>	6 Betacame SP videocassettes (2:52:53).
<b>Abstract:</b>	Entertainment manager and record executive Michael Mauldin (1953 - ) became the first African American president of the black music division for Columbia Records in 1995. He is owner of his own entertainment firm called Artistic Control Group which includes Mauldin Brand Films and the Mauldin Brand Agency. Mauldin was interviewed by The HistoryMakers® on February 29, 2008 and September 12, 2007, in Atlanta, Georgia. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2007_257
<b>Language:</b>	The interview and records are in English.

---

## Biographical Note by The HistoryMakers®

Music and entertainment executive Michael Mauldin was born in Murphy, North Carolina in 1953. Mauldin began his musical career in the late 1960s and early 1970s when he started as a musician playing with the racially integrated band, the Other Side. After briefly attending DeVry Institute of Technology, Mauldin moved to Atlanta, Georgia where he married and had a son, Jermaine.

In 1975, Mauldin received his first break in the music industry when the funk band, Brick, needed a van to haul their equipment to a gig in North Atlanta. After helping Brick with his van, Mauldin was hired by them as their stage manager and later he became their production manager. In the mid-1970s, he began working tours which involved many R&B and Funk band acts such as: the Bar Kays, LTD and others. Through this work, Mauldin decided to start the touring company, MTM Roadwork's (Making Tours Move) that provided staff and crews for groups such as: Sister Sledge, Cameo and the SOS Band.

In 1984, 1985 and 1986, Mauldin produced the New York City Fresh Festival where his son, Jermaine Dupri was the opening act. The Festival featured rap pioneers: Whodini, Kurtis Blow, Run DMC and the Fat Boys, and in the late 1980s, he honed his production and tour management skills with R&B artists: Cameo, Luther Vandross and Anita Baker and formed an artists management group. Through the management group, Mauldin helped spearhead the musical careers of: Arrested Development, Kris Kross, Da Brat and Xscape. In 1995, Mauldin served as the President of Columbia Records Black Music Division while simultaneously holding the position of Senior Vice President of Columbia Records Group which included joint venture deals with Ruffhouse Records, So So Def Records and Trackmasters.

In 1999, Mauldin left Columbia Records and moved back to Atlanta to work with his son at So So Def Recordings, and he founded the Artistic Control Group. The Artistic Control Group is a small Atlanta based entertainment firm

which includes the Mauldin Brand Agency. The firm also has a music publishing component and a tour management division. In 2002, Mauldin was the executive producer for the film, *Like Mike* starring rapper Bow Wow. Mauldin is currently working with NASCAR to help penetrate the urban market place and has a deal to produce a motorsports inspired apparel line aimed at the crossover market which he refers to as, “the Fast Life.” Mauldin also runs a non-profit organization called Hip Hop 4 Humanity (HH4H), which he founded after the 9/11 attacks.

Mauldin was interviewed by *The HistoryMakers* on September 12, 2007.

---

## Scope and Content

This life oral history interview with Michael Mauldin was conducted by Denise Gines on February 29, 2008 and September 12, 2007, in Atlanta, Georgia, and was recorded on 6 Betacame SP videocassettes. Entertainment manager and record executive Michael Mauldin (1953 - ) became the first African American president of the black music division for Columbia Records in 1995. He is owner of his own entertainment firm called Artistic Control Group which includes includes Mauldin Brand Films and the Mauldin Brand Agency.

---

## Restrictions

### Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

### Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

---

## Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

---

## Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

### Persons:

Mauldin, Michael, 1953-

Gines, Denise (Interviewer)

Hickey, Matthew (Videographer)

Stearns, Scott (Videographer)

## Subjects:

African Americans--Interviews  
Mauldin, Michael, 1953- --Interviews

---

## Organizations:

HistoryMakers® (Video oral history collection)

---

The HistoryMakers® African American Video Oral History Collection

---

## Occupations:

Record Executive

---

## HistoryMakers® Category:

MusicMakers

---

## Administrative Information

### Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

### Preferred Citation

The HistoryMakers® Video Oral History Interview with Michael Mauldin, February 29, 2008 and September 12, 2007. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

### Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

---

## Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

---

## Detailed Description of the Collection

### Series I: Original Interview Footage

Video Oral History Interview with Michael Mauldin, Section A2007\_257\_001\_001, TRT: 0:29:00 ?

Michael Mauldin was born on October 30, 1953 in Murphy, North Carolina to Grace Bowman Mauldin and Wesley T. Mauldin. His maternal grandmother, Vallie Allen Bowman, worked as a cook at a Catholic hospital in Murphy; while his maternal grandfather, Walter Bowman, was employed as a brick mason. Mauldin's mother was born and raised in Murphy; and, as the town had no upper grade schools for black children, attended Allen High School in Asheville, North Carolina. Mauldin's father was born in Hayesville, North Carolina to Lucy Hooper Mauldin and Wesley Mauldin, and moved to Murphy to work as a tractor trailer driver for the Townson Lumber Company. Mauldin's mother raised four children, of whom Mauldin was the oldest, in the home her father built in Murphy's Texana community. Each Sunday, Mauldin attended mass with his maternal grandmother at the St. William Catholic Church, and then joined the congregation at the nearby Baptist church.

Video Oral History Interview with Michael Mauldin, Section A2007\_257\_001\_002, TRT: 0:29:10 ?

Michael Mauldin's parents, Grace Bowman Mauldin and Wesley T. Mauldin, raised him and his younger siblings, Lucy Mauldin Raoof, Ford Mauldin and Jenny Mauldin O'Dell, in the small, all-black Texana community of Murphy, North Carolina. Many of the residents were employed at the local factories, including the Magnvox, Levi Strauss and Company and Remco Supply, Inc. plants; while others, like Mauldin's father, worked for the Townson Lumber Company. Mauldin's father was also a moonshine runner, and enjoyed racing cars. Mauldin was influenced by his maternal grandmother, Vallie Allen Bowman, who was a devout Catholic. He served as an altar boy at the St. William Catholic Church; and, at Christmastime, attended High Mass with his grandmother before gathering with his family at his maternal grandparents' home. He also remembers Father Raymond Dahan and Father Joseph Dean, as well as Marie de Porres Cress, a nun who was active in the community.

Video Oral History Interview with Michael Mauldin, Section A2007\_257\_001\_003, TRT: 0:28:30 ?

Michael Mauldin's maternal grandfather, brick mason Walter Bowman, built Mauldin's childhood home in 1952 in Murphy, North Carolina. There, Mauldin enjoyed riding his bike and watching television. He also belonged to the Cub Scouts, and attended summer camp at the Buck Creek campground in Clay County. Mauldin began his education at the Texana School, a three room schoolhouse in Murphy, where the faculty included Helen Smith Miller, James Austin and Principal Ella B. Ragsdale. When the schools were integrated in the mid-1960s, Mauldin transferred to Murphy Elementary School for the seventh grade. Mauldin's father was known in the community for racing cars with a neighbor, Jack Wimpey, who founded the Tri-County Race Track in Brasstown, North Carolina; and taught Mauldin to drive at twelve years old. He bought his first car in 1963, with income earned by washing dishes at the local Catholic hospital under his maternal grandmother, Vallie Allen Bowman.

Video Oral History Interview with Michael Mauldin, Section A2007\_257\_002\_004, TRT: 0:29:07 ?

Michael Mauldin attended the integrated Murphy High School in Murphy, North Carolina. While there, he served as the lead singer of a band called the Other Side, which covered songs by Creedence Clearwater Revival and Tyrone Davis. Upon graduating in 1971, Mauldin considered attending North Carolina Agricultural and Technical State University, but instead matriculated at the

DeVry Institute of Technology in Atlanta, Georgia. In 1972, Mauldin left school to marry his girlfriend, Cecilia Mosley; and their son, Jermaine Dupri, was born later that year. Mauldin worked for a time at the Magnavox plant in Murphy, and then moved with his wife and son to Asheville, North Carolina. There, he worked at the Dave Steel Company, Inc. and Levi Strauss and Company, and formed the band The Choking Kind. He worked briefly for the Tennessee Valley Authority, and then decided to pursue a musical career in Atlanta, Georgia. He also remembers a classmate from the DeVry Institute of Technology who was murdered in Macon, Georgia.

Video Oral History Interview with Michael Mauldin, Section A2007\_257\_002\_005, TRT: 0:28:35 ?

Michael Mauldin moved to Atlanta, Georgia to pursue a career in the music industry. After a brief stint at the Zep Manufacturing Company, Mauldin secured a position as a backup singer for vocalist Frankie Redmond. He met guitarist Reginald J. Hargis in 1975; and joined Hargis' band, Brick, as a roadie for the Kool Jazz Festival. By 1977, Mauldin was working as Brick's production manager; and, with the encouragement of attorney David Franklin, founded MTM Roadworks, Inc. The firm served clients like The S.O.S. Band, L.T.D. and Sister Sledge. Mauldin also worked as a production coordinator for Taurus Productions, and as the manager of Bunnie Jackson-Ransom's arcade venture at the William B. Hartsfield Atlanta International Airport. In 1984, Mauldin and entertainment entrepreneur Cedric Walker cofounded the Fresh Festival, which showcased hip hop acts like Run-DMC and Kurtis Blow. Through this experience, Mauldin met Def Jam Recordings founder Russell Simmons, who inspired him to create the Rock Label.

Video Oral History Interview with Michael Mauldin, Section A2007\_257\_002\_006, TRT: 0:28:31 ?

Michael Mauldin was the production coordinator for Diana Ross' concert at the Omni Coliseum in Atlanta, Georgia in the early 1980s. Mauldin also co-managed The Reddings with their mother, Zelma Redding; and organized the band's German tours. Mauldin was first introduced to hip hop music through his son, rapper Jermaine Dupri. In response to the musical genre's growing popularity in the South, Mauldin and Cedric Walker decided to found the Fresh Festival. The event premiered in 1984 in Greensboro, North Carolina, where the lineup included hip hop group Newcleus and break dancers Adolfo "Shabba Doo" Quinones and Michael "Boogaloo Shrimp" Chambers. In 1988, Mauldin founded the Rock Label, and secured a distribution contract with John Abbey of Ichiban Records. He also continued managing acts like Anne G. and the all-female hip hop group Silk Tymes Leather, while his son produced their music. In addition, Mauldin talks about hip hop culture, including popular clothing brands like Cross Colours and Adidas.