

Finding Aid to The HistoryMakers® Video Oral History with Reverend Dr. Jim Holley, Jr.

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Holley, Jim, 1943-
Title:	The HistoryMakers® Video Oral History Interview with Reverend Dr. Jim Holley, Jr.,
Dates:	June 24, 2014
Bulk Dates:	2014
Physical Description:	2 uncompressed MOV digital video files (0:57:27).
Abstract:	Religious leader Reverend Dr. Jim Holley, Jr. (1943 -) has been the pastor of Detroit, Michigan's Little Rock Baptist Church since 1972. He also founded the Detroit Academy of Arts and Sciences and served as president and CEO of Cognos Advertising Agency, dean of the Ashland Theological Seminary, and president and CEO of Country Preacher Foods, Inc. Holley was interviewed by The HistoryMakers® on June 24, 2014, in Detroit, Michigan. This collection is comprised of the original video footage of the interview.
Identification:	A2014_227
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Religious leader Reverend Dr. Jim Holley was born on December 5, 1943 in Philadelphia, Pennsylvania to Effie Mae King Holley and Charles James Holley, Sr. Holley graduated with his B.S. degree in 1965 and his M.S. degree in international relations in 1968, both from Tennessee State University. He went on to receive his B.A. and M.Div. degrees in the Old Testament from Chicago Theological Seminary, and then his Ph.D. degree in higher education from Wayne

State University in 1978. He later received his D.Min. degree in economic development from Drew University.

On June 9, 1972, Holley became pastor of Detroit, Michigan's Little Rock Baptist Church. In addition to his role as pastor, he was named president and chief executive officer of Cognos Advertising Agency in 1988, and has served as dean of the Ashland Theological Seminary, police commissioner, president of the Council of Baptist Pastors, and president and chief executive officer of Country Preacher Foods, Inc., the largest minority food distributor in the world. He also went on to establish and chair the Detroit Academy of Arts and Sciences in 1997.

As a community leader in Detroit, Holley has acquired the St. Regis Hotel, the Little Rock Pharmacy, the Family Life Center, the Little Rock Health Care Home, a local strip mall, and an education complex for high school dropouts. He is also the author of numerous spiritually-focused books, including the *Handbook for Brotherhood Organizations* (1990); *Manual for Brotherhood Organizations* (1990); *The Mission, The Minister, The Ministry* (1990); *A Guide to Successful Preaching & Pastoring* (1992); *The Drama of Human Suffering* (1992); *The Buck Stops Here* (1994); *Jesus, This is Jimmy* (1994); *The Spirit Speaks: Daily Spiritual Motivation for Successful African Americans* (1997); *Creating a Can Do Attitude in a Can't Do Atmosphere* (2000); and *When the Vision is Larger Than the Budget* (2006).

Holley has been rated by the *Detroit Free Press* as one of the top five ministers in Michigan, and was named Michiganiaan of the Year by the *Detroit News* in 1990. He has been recognized by *Crain's Business Magazine* as one of the foremost voices in Detroit, and was honored at the 2010 Trumpet Awards.

The Reverend Dr. Jim Holley was interviewed by *The HistoryMakers* on June 24, 2014.

Scope and Content

This life oral history interview with Reverend Dr. Jim Holley, Jr. was conducted by Larry Crowe on June 24, 2014, in Detroit, Michigan, and was recorded on 2 uncompressed MOV digital video files. Religious leader Reverend Dr. Jim Holley, Jr. (1943 -) has been the pastor of Detroit, Michigan's Little Rock Baptist Church since 1972. He also founded the Detroit Academy of Arts and Sciences and served as president and CEO of Cognos Advertising Agency, dean of the Ashland Theological Seminary, and president and CEO of Country Preacher Foods, Inc.

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:

Holley, Jim, 1943-

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

Subjects:

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Religious Leader

HistoryMakers® Category:

ReligionMakers

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 Reverend Dr. Jim Holley, Jr., June 24, 2014. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 2/5/2020 by The HistoryMakers® staff. The finding aid was created adhering to the following

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 Reverend Dr. Jim Holley, Jr., Section A2014_227_001_001, TRT: 1:28:32 2014/06/24

Reverend Dr. Jim Holley, Jr. was born on December 5, 1943 at Thomas Jefferson Hospital in Philadelphia, Pennsylvania. His mother, Effie Mae King Holley, worked as an educator and attended Bluefield State College briefly in Bluefield, West Virginia, but did not finish. His father, Charles James Holley, Sr., worked as a car salesman in West Virginia and California. When he was a young child, his parents turned custody of Holley over to his paternal grandmother, Marybelle Holley, who raised him in rural West Virginia until he was fourteen years old. His guardians, Marybelle Holley and a paternal uncle, made a living bootlegging. Holley describes his earliest childhood memories growing up in poverty in rural West Virginia; his family did not have electricity and cooked on a coal stove. He remembers the segregation in his community and walking eleven miles to attend elementary school in Bramwell, West Virginia. Holley has three younger siblings. He considers which parents' disposition he takes after.

Video Oral History Interview with Reverend Dr. Jim Holley, Jr., Section A2014_227_001_002, TRT: 2:28:55 2014/06/24

Reverend Dr. Jim Holley, Jr. describes race relations, sights, sounds and smells in his community in West Virginia. As a child, he attended Laurel Creek Baptist

Church in Wolfe, West Virginia and watched Oral Roberts' televangelist program, 'The Abundant Life.' He attended Roseville Elementary School in West Virginia for the first through fifth grade. In sixth grade, he relocated to Philadelphia, Pennsylvania with his parents, Effie Mae King Holley and Charles James Holley, Sr. where he attended Paul Laurence Dunbar School in Philadelphia. He returned to West Virginia to complete middle school in Bramwell. Holley moved to Mount Pleasant, Tennessee with an aunt and uncle and attended Clarke High School. In Mount Pleasant, he attended Mount Nebo Baptist Church. Holley graduated Clarke High School in 1961 and attended Tennessee State University in Nashville. Holley describes his experience as an undergraduate student and remembers participating in Nashville, Tennessee civil rights demonstrations.