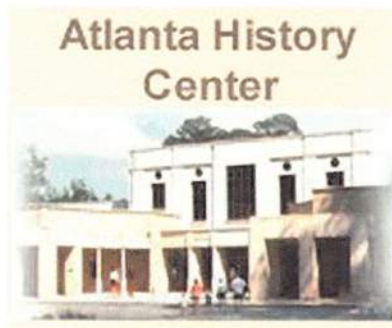




Inaugural Presentation

NOTE: "GONE WITH THE WIND" SEQUENCES USED WITH PERMISSION OF TURNER PICTURES.
FADE IN

1. STOCK SHOT: BURNING OF ATLANTA
FOOTAGE FROM "GONE WITH THE WIND"

SFX: NATURAL AMBIENCE FROM MOVIE OR DRAMATIC
BUILD FROM SYNCLAVIER.

ANNCR VO:

What you are seeing here is one of the most remembered moments in Atlanta's history: its burning, as immortalized in the motion picture, "Gone With The Wind." It is an ironic memento of a city whose personality since that day has been shaped by growth, energy and vitality. . .

2. ANIMATION: LAST SCENE SHOWING
BUILDING COMING DOWN. FLAMES FORM
PHOENIX FIGURE. PHOENIX GOES TO
CENTER SCREEN POSITION.

A city which as lived up to the proud insignia on its official seal.

3. ANIMATION: SEAL OF ATLANTA FORMS
AROUND PHOENIX, SUPER TYPE IN SEAL.

"Resurgens" has proved to be the right word.

4. TITLE:

SFX: FIRST STANZA FROM "GONE WITH THE WIND."

THE ATLANTA HISTORICAL SOCIETY
Presents

5. TITLE:

SFX: SECOND STANZA FROM "GONE WITH THE WIND."

The Atlanta History Center

MOTION CONTROL: SERIES OF SHOTS REPRESENTING TIME SPAN OF ATLANTA BUILDING INTO MODERN CITY.

SFX: MAIN THEME

ANNCR VO:

For 126 years, Atlanta has grown steadily—at times, meteorically—into one of America's great cities, today the education, transportation and distribution center of the Sun Belt.

8. MOTION CONTROL: PORTRAIT OF HENRY GRADY.

With prophetic and courageous voices — voices which have been heard far beyond the city. . .

9. MOTION CONTROL: MARTIN LUTHER KING SPEAKING AT CIVIL RIGHTS RALLY.

Atlanta's history has known celebration. . .

10. STOCK SHOT OR MOTION CONTROL: PARTY FROM GONE WITH THE WIND(OR OTHER CELEBRATION FROM REAL LIFE).

11. STOCK SHOT OR MOTION CONTROL: FUNERAL OF MARTIN LUTHER KING

. . .And it has known despair.

12. STOCK SHOT OR MOTION CONTROL: ANK AARON'S HOME RUN.

It has known victory. . .

13. TECH-CUMBERLAND SCOREBOARD: 120-0.

And it has known defeat.

14. MOTION CONTROL, SUPER NAMES: RICHARD PETERS, IVAN ALLEN, SR., JOEL HURT, ROBERT MADDOX, ALONZO HERN- DON, RICHARD RICH, MILES LAND, ASA CANDLER.

Atlanta owes a tremendous debt to all of these leaders, the people who literally shaped Atlanta and made it what it is today.

15. MOTION CONTROL OR STOCK SHOT: ROBERT WOODRUFF, DISSOLVING TO BUST IN COCA-COLA LOBBY.

But to none more than Robert Woodruff, whose incredible generosity, vision and instinct for what is right have played a major role in much of the city's progress.

16. MOTION CONTROL: WOODRUFF ARTS CENTER.

. . .and left his mark on countless Atlanta institutions.

17. EXT.- AHS - DAY

MOVING THROUGH OPEN GATE TO SIGN OF
AHS INSIDE DRIVEWAY.

For more than 60 years, a single organization, the Atlanta Historical Society, has collected, interpreted and preserved the original documents and artifacts that record this city's history.

*18. EXT.- MCELREATH HALL - DAY

ANGLE ON MCELREATH HALL, MOVING
INTO FRONT DOOR

McElreath Hall, named for the Society's founder, Walter McElreath, and the center of the Society's operations in Buckhead, has in its archives—

*19. INT.- MCELREATH HALL - DAY

More than 2.5 million items relating to Atlanta history—books, photographs, documents; and artifacts, which it makes available at no cost to literally thousands of researchers annually.

21. INT. - MC. HALL - LIBRARY - DAY

As a major Atlanta cultural attraction and research center, the Society brings thousands of tourists, school children and scholars here every year.

*22. INT. - MC. HALL - LIBRARY -
DAY SPECIAL EXHIBITIONS.

It is Atlanta's true chronicle, literally confronting its citizens with their past. It produces special exhibitions relating to the city's history for its McElreath Hall exhibition galleries.

23. MOTION CONTROL: LECTURE PER-
SONALITY.

It sponsors three lecture series, featuring nationally known writers and historians.

24. MOTION CONTROL: ATLANTA HISTORY
JOURNAL.

It publishes a major scholarly journal and numerous publication on Atlanta history.

25. MOTION CONTROL: DOWNTOWN
BRANCH.

It operates a downtown information center in order to serve a larger audience.

*26. EXT.- SWAN HOUSE - DAY

On its grounds, the Society maintains Swan House, an ornate, English-Italian renaissance mansion reflecting the lifestyle of the affluent 1920's.

ANGLE ON TULLIE SMITH HOUSE

And Tullie Smith House Restoration, a plantation-style plantation house with its out-buildings, constructed in the 1840's. Both are major tourist attractions.

*28. EXT - SOCIETY GROUNDS- DAY

SERIES OF SHOTS OF SOCIETY GROUNDS.
ONE ANGLE SHOWS HIGH RISES IN BKGND.

The gardens and woodlands within the Society grounds comprise one of the few remaining green spaces in the midst of Buckhead's multiplying high rises, and serves as a beautiful outdoor museum of trees, shrubs, and flowers indigenous to Georgia.

29. INT. - JOHN OTT IN LOC - DAY
ANGLE ON JOHN OTT, IN OFFICE OR WALK-
ING IN AHS LOCATION.

*29A INT - STORAGE ROOM - DAY

SHOT OF STORAGE AREA SHOWING EXHIB-
ITS AND ARTIFACTS STACKED UP.

Now, however, and the whole point of our effort here today, the Society faces a critical space shortage. Executive Director John Ott.

JOHN OTT OC

OTT OC:

Our collections, from the artifacts in the museum to the books in our library, are increasing every day, and we simply no longer have room to properly exhibit them—or even store them.

30. MOTION CONTROL: SERIES OF SHOTS OF
DUBOSE COLLECTION

OTT VO:

We've recently been given what is probably the most important and prestigious gift in the Society's history—The Beverly DuBose Civil War Collection. It is generally acknowledged to be the finest Civil War artifact collection in the country—distinctly different from those at Richmond, West Point and the Smithsonian. Yet, it is still in the DuBose home, under a special arrangement with the IRS, because we have no place to put it.

40. MOTION CONTROL: SERIES OF SHOTS
OF BURRISON COLLECTION

And there are many other gifts that we can't display: The Burrison Folklife Collection, a magnificent reminiscence of everyday life in rural Georgia—much of it on oral tapes and musical recordings; and an in-depth exhibition about "Gone With The Wind" and Margaret Mitchell, to mention just two.

41. EXT.- PLANE SHOT - MOTION CONTROL -
DAY

SHOT FROM PLANE SHOT SHOWING SITE
FACING ON W PACES FERRY ROAD.

43. MOTION CONTROL OR ANIMATION:

NARRATOR V.O.

To correct this situation, the Society is planning to build The Museum of Atlanta History, a \$9 million, 81,000 square foot center within its Buckhead complex. At the same time, it will completely revise the entire site, facing the new building on West Paces Ferry Road.

With a new automobile entrance on Slayton Drive.

NARRATOR V.O.

The entire facility will be known as "**The Atlanta History Center.**"

4. ARCHITECTURAL RENDERING OF "THE STORY OF ATLANTA" EXHIBIT.

The new museum will house "The Story of Atlanta," a spectacular exhibition highlighting the history of the city through the use of state-of-art exhibits and multi-media techniques, other exhibition galleries, special collections, an orientation theatre, discovery rooms and classrooms. Much needed additional space will be provided by renovation of McElreath Hall.

45. SPACE FOR DUBOSE COLLECTION USE
MOTION CONTROL FOR SHOT

The DuBose Collection will be given its own space in a museum addition as part of second phase building program.

*47. EXT. - SWAN HOUSE - DAY: SYNC

ANGLE ON MARIE DODD AND ELLIOT
GOLDSTEIN WALKING DOWN STEPS OF
SWAN HOUSE, TO POSITION

To support the additional operating expenses needed to maintain the new facilities, the Society's plans include a \$5 million increase in its endowment. The total cost of the entire project, including the endowment, is \$15 million.

ANGLE ON ELLIOT GOLDSTEIN

ELLIOT GOLDSTEIN OC:

An Atlanta foundation has made a \$5 million challenge grant to the campaign, to be awarded once the Society has raised an additional \$4 million in gifts and pledges. So your investment now will yield more than a 100% return.

DODD O.C.

Please give generously, and on behalf of the Atlanta Historical Society we thank you . . .