THE PENALTY FOR SUCCESS
A Daughter's Moving Story of her Father's Lynching

(Jay Reeves / Associated Press)

Josephine Bolling McCall's father, Elmore Bolling, was lynched just outside Montgomery, Alabama in 1947 when McCall was 5 years old.
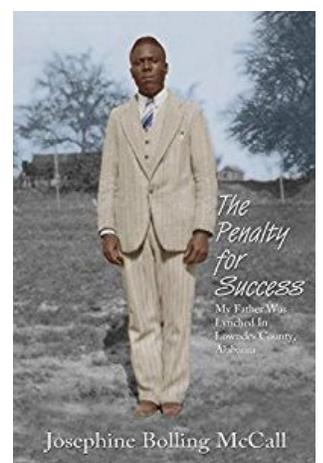
"He had a store on Highway 80, he had a farm employing as many as 40 people, and he had a trucking business," says McCall. White officials in Lowndes County, Alabama claimed Elmore Bolling insulted a white woman and that was why he was murdered. But McCall's 10 years of research uncovered the truth-- her father's success as a black business owner in the harsh Jim Crow era made him a target. "My father was actually killed because he was too prosperous as a Negro," she says.

Elmore Bolling's murder and how it impacts his descendants to this day is the subject of an essay in the New York Times' landmark *The 1619 Project.*

McCall's book, *The Penalty for Success,* reveals a society that challenges us to rethink the reality of life for blacks and whites in the mid-20th century rural South.

The Equal Justice Initiative national lynching memorial in Montgomery honors Elmore Bolling as one of America's victims of racial terror.

McCall has been interviewed by the LA Times and the PBS Newshour (she appears at the 2:55 mark). In 2019, McCall did a 9-venue speaking tour in the San Francisco bay area including an interview at The Commonwealth Club.

McCall is a nationally certified school psychologist (retired). She was the first black president of the Alabama Association of School Psychologists and the first black to serve as Alabama's delegate to the National Association of School Psychologists. She is a passionate speaker about how her father was lynched because he was a successful black entrepreneur and the impact his murder had--and still has--on her family and community.

To schedule Ms. McCall for speaking, please contact Tracy Haughton at tracy.s.haughton@gmail.com or by phone at 415-381-8574 or 415-686-6346--mobile.