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From "Race and Football in America: The Life and Legacy of George Taliaferro"

Taliaferro's success at integrating the restaurants prompted him to do more. The movie theaters were his next project, but not at his suggestion. One of the most popular pastimes for Indiana students, the theaters were also among the most obvious in their discrimination. Their "colored" patrons were only permitted on Fridays, Saturdays, and Sundays, and then only in the balcony seating. When the manager approached Taliaferro to help integrate the Indiana Theater, which stood just around the corner from the Gables, he agreed without hesitation. The plan, similar to one Wells had devised to integrate the pool and restaurants, relied on Taliaferro's status as a popular football player. The manager wanted Taliaferro to come to the theater any weekday, a day its "colored" patrons were not permitted, and to sit in the downstairs section typically off limits to them. The manager presumed that Taliaferro's presence would be accepted because of his popularity on campus. As it had before, the plan succeeded. Few people even seemed to take notice, and Taliaferro's acceptance there encouraged other black students to do the same, successfully integrating the Indiana Theater.

Emboldened by his successes, Taliaferro continued his campaign. At the Princess Movie Theater, located just down the street from the Indiana Theater, he took a screwdriver and removed from the wall the blue sign with the word colored on it in bold white letters. Then, he sat in the whites-only section, achieving the same result as he had at the Indiana Theater. He was again joined by some of his peers. Taliaferro, who still has the sign, and others who were brave enough to challenge the status quo managed to quickly and quietly integrate Bloomington's movie theaters. As the first black student teacher from IU at University High School, Taliaferro continued to capitalize on his influence to make gains in race relations in Bloomington. The fact that he did not face resistance to the changes suggests a couple of things: one, that Bloomington was a town ready for change, and two, that football could be a powerful tool in the fight for social justice.