

Finding Aid to The HistoryMakers® Video Oral History with Kenard E. Gibbs

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Gibbs, Kenard E., 1964-
Title:	The HistoryMakers® Video Oral History Interview with Kenard E. Gibbs,
Dates:	September 14, 2004
Bulk Dates:	2004
Physical Description:	5 Betacame SP videocassettes (2:25:36).
Abstract:	Magazine publishing chief executive Kenard E. Gibbs (1964 -) is the president of Vibe magazine. At 'Vibe', the leading urban music magazine in America, Gibbs spearheaded efforts to expand beyond the medium of print to wireless and broadcast. Gibbs was interviewed by The HistoryMakers® on September 14, 2004, in New York, New York. This collection is comprised of the original video footage of the interview.
Identification:	A2004_161
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Businessman and producer Kenard Gibbs was born August 1, 1964, in Chicago, Illinois. His parents were educators who both graduated from Mississippi's Tougaloo College. Gibbs attended Our Lady of Hungary Elementary School and was a regular at the South Chicago YMCA. Gibbs was involved in the Links Unlimited Program when he graduated from St. Ignatius High School in 1982. Links introduced him to Williams College in Williamstown, Massachusetts. At Williams, Gibbs was introduced to some of the top business families in the country. He graduated with a B.A. in political economy in 1986.

Gibbs moved back to Chicago and was employed by Northern Trust Bank through 1990. From 1990 to 1994, he worked for Leo Burnett Advertising Agency, where he was mentored by Mike Hall. During this period Gibbs earned a master's degree in marketing and finance from Northwestern University's Kellogg Graduate School of Management. As a client service executive at Leo Burnett, Gibbs was involved in the development of advertising campaigns and retail advertising strategies for brands such as Marlboro, Miller Beer and Sealy Posturpedic. Meanwhile, he helped with Keith Clinkscales' *Urban Profiles* magazine, and in 1993, started his career at *Vibe* magazine, a brainchild of Quincy Jones, as Midwest sales director. Gibbs left *Vibe* in 1998 to become an agency principal with TMP Worldwide, an executive-search firm (monster.com). He returned to *Vibe* in June of 2000 as president, where he was instrumental in the strategic positioning and growth of management and oversees the advertising, event marketing and public relations departments.

At *Vibe*, the leading urban music magazine in America, Gibbs spearheaded efforts to expand beyond the medium of print to wireless and broadcast. He served as executive producer for *Weekend Vibe*, a syndicated weekly television show produced by the Heritage Networks. He also served as executive producer for the inaugural Vibe Awards, a two-hour, prime time special on the UPN Network in 2004.

Gibbs lives with his wife and children in New York City.

Scope and Content

This life oral history interview with Kenard E. Gibbs was conducted by Larry Crowe on September 14, 2004, in New York, New York, and was recorded on 5 Betacame SP videocassettes. Magazine publishing chief executive Kenard E. Gibbs (1964 -) is the president of Vibe magazine. At 'Vibe', the leading urban music magazine in America, Gibbs spearheaded efforts to expand beyond the medium of print to wireless and broadcast.

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:

Gibbs, Kenard E., 1964-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Gibbs, Kenard E., 1964---Interviews

African American executives--New York (State)--New York--Interviews

Publishers and publishing--Interviews

African American families--Illinois--Chicago

African Americans--Genealogy

Education--Illinois--Chicago

Gangs--Illinois--Chicago

Mothers--Death

Rap (Music)

Hip hop culture--United States

Williams College

Kellogg School of Management

Advertising--New York (State)--New York

Leo Burnett Company

Periodicals--Publishing--United States

Hip-hop--Periodicals

Advertising

Marketing

Urban Population--Periodicals

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Magazine Publishing Chief Executive

HistoryMakers® Category:

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 Kenard E. Gibbs, September 14, 2004. 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 Kenard E. Gibbs, Section A2004_161_001_001, TRT: 0:29:23 ?

President of "Vibe" magazine, Kenard Gibbs recalls his ancestry as he gives details about the history on both sides of his family. He shares details of certain family members that inspired and taught him life lessons. Gibbs talks about memories from his childhood on Chicago's South Side as he remembers his friends and elementary school experiences.

African American executives--New York (State)--New York--Interviews.

Publishers and publishing--Interviews.

African American families--Illinois--Chicago.

African Americans--Genealogy.

Education--Illinois--Chicago.

Gangs--Illinois--Chicago.

Mothers--Death.

Rap (Music).

Hip-hop--United States.

Williams College.
Kellogg School of Management.
Advertising--New York (State)--New York.
Leo Burnett Company.
Periodicals--Publishing--United States.
Hip-hop--Periodicals.
Advertising.
Marketing.
City dwellers.

Video Oral History Interview with Kenard E. Gibbs, Section A2004_161_001_002, TRT: 0:30:12 ?

Kenard Gibbs explains his childhood personality and discusses activities he was involved in. He remembers his childhood community on Chicago's South Side and talks about how he dealt with gang activity and crime. Gibbs explains his involvement with Links Unlimited, an organization that helped him with his tuition expenses. He then recalls his mother's death and how it affected his role in the family. Kenard Gibbs explains his early interest in hip hop and rap music while attending college.

Video Oral History Interview with Kenard E. Gibbs, Section A2004_161_001_003, TRT: 0:29:13 ?

Kenard Gibbs shares some of his experiences at Williams College. He gives insight into his scholastic career there as well as his athletic interests. Gibbs names some of his classmates that came from wealthy families and describes his thoughts of studying with student of that set. Upon graduation, Gibbs worked as an investment officer before moving into the advertising and marketing world. Kenard Gibbs talks about time spent at Northwestern's Kellogg School of Management.

Video Oral History Interview with Kenard E. Gibbs, Section A2004_161_001_004, TRT: 0:31:04 ?

Kenard Gibbs talks about his mentor at Leo Burnett Advertising Agency, Mike Hall. He shares stories that illustrate how Mike Hall's perseverance and work ethic influenced his own career. Gibbs discusses time spent at Burnett as he mentions clients he closely worked with. Next, Gibbs compares 'Vibe' to other urban magazines and discusses his role in the advertising and marketing side of production. Kenard Gibbs reflects on 'Vibe's' efforts to link hip hop and issues that affect the community.

Video Oral History Interview with Kenard E. Gibbs, Section A2004_161_001_005, TRT: 0:25:44 ?

Kenard Gibbs discusses hip hop and the culture associated with it. Next, he shares his hopes and concerns for the black community. Then he reflects on his career before narrating photographs of himself and other family members.

Video Oral History Interview with Kenard E. Gibbs, Section
A2004_161_Gibbs_Kenard_06_MED_001, TRT: 0:36:59

Kenard E. Gibbs