

# Finding Aid to The HistoryMakers® Video Oral History with Byron Lewis

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## Overview of the Collection

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| <b>Repository:</b>           | The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616<br>info@thehistorymakers.com www.thehistorymakers.com   |
| <b>Creator:</b>              | Lewis, Byron E., Sr., 1931-   |
| <b>Title:</b>                | The HistoryMakers® Video Oral History Interview with Byron Lewis,   |
| <b>Dates:</b>                | October 23, 2013 and October 24, 2013   |
| <b>Bulk Dates:</b>           | 2013  |
| <b>Physical Description:</b> | 14 uncompressed MOV digital video files (6:55:13).  |
| <b>Abstract:</b>             | Business chief executive Byron Lewis (1931 - ) is the founder of UniWorld Group, Inc., the nation's oldest multicultural advertising company. Lewis was interviewed by The HistoryMakers® on October 23, 2013 and October 24, 2013, in New York, New York. This collection is comprised of the original video footage of the interview. |
| <b>Identification:</b>       | A2013_265   |
| <b>Language:</b>             | The interview and records are in English.   |

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## Biographical Note by The HistoryMakers®

Advertising CEO Byron E. Lewis Sr., was born on December 25, 1931 in Newark, New Jersey to Thomas Eugene and Myrtle Allen Lewis. Growing up in Queens, New York, Lewis graduated from Shimer Junior High School and John Adams High School. In 1953, he received his B.A. degree in journalism from Long Island University.

Upon graduation, Lewis served in the United States Army, and then held a variety of jobs, including social work, before launching his advertising career. In 1961, he was hired as an advertising sales representative for *Citizen Call* and *Urbanite Magazine*. Lewis also worked for *Amalgamated Publications*, and later became vice president, director of advertising at *Tuesday* magazine from 1963 until 1968. In 1969, Lewis established UniWorld Group, Inc., the nation's oldest multicultural advertising agency. Following UniWorld's initial success, he expanded the agency and created UniWorld Entertainment in 1977, UniWorld Hispanic (Unimundo) in 1980, and UniWorld Healthcare in 2002. UniWorld's clients have included AT&T, Avon Products, Burger King, Colgate Palmolive, Eastman Kodak, Ford Motor Co., Mars Candy, Stax Record *Shaft* film series, and the United States Marine Corps. Lewis also worked on the Black Political Summit in 1972, Kenneth Gibson's mayoral campaign in 1971, and Reverend Jesse Jackson's first presidential campaign in 1984. He created and produced a number of national media productions, including *Sounds of the City*, a Black radio serial; *America's Black Forum*; and *This Far By Faith*, a PBS film. Lewis also founded the American Black Film Festival, formerly known as the Acapulco Black Film Festival. In 2012, he retired and became UniWorld's Chairman Emeritus.

Lewis has received numerous awards and honors. He received Black Enterprise's AG Gaston Lifetime Achievement Award, and was named one of Long Island University's Alumni of Distinction. Lewis has been inducted into the American Advertising Federation's Advertising Hall of Fame, Omega Psi Phi's Hall of Fame, and the AdColor Hall of Fame. He has also received an honorary doctorate degree from Adelphi University. Lewis has served on the boards of the Apollo Theater Foundation, the Jackie Robinson Educational Foundation, the NYC Mission Society, the Phoenix House Foundation, and Long Island University.

Lewis is married to Sylvia Wong Lewis. He has one son: Byron Eugene Lewis, Jr.

Byron Lewis was interviewed by *The HistoryMakers* on October 23, 2013.

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## Scope and Content

This life oral history interview with Byron Lewis was conducted by Julieanna L. Richardson on October 23, 2013 and October 24, 2013, in New York, New York, and was recorded on 14 uncompressed MOV digital video files. Business chief executive Byron Lewis (1931 - ) is the founder of UniWorld Group, Inc., the nation's oldest multicultural advertising company.

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## 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®.

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## 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.

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## Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

### Persons:

Lewis, Byron E., Sr., 1931-

Richardson, Julieanna L. (Interviewer)

Hickey, Matthew (Videographer)

### Subjects:

African Americans--Interviews

Lewis, Byron E., Sr., 1931- --Interviews

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## Organizations:

HistoryMakers® (Video oral history collection)

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The HistoryMakers® African American Video Oral History Collection

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## Occupations:

Business Chief Executive

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## HistoryMakers® Category:

BusinessMakers

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## 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 Byron Lewis, October 23, 2013 and October 24, 2013. 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).

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## 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.

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## Detailed Description of the Collection

### Series I: Original Interview Footage

Video Oral History Interview with Byron Lewis, Section A2013\_265\_001\_001, TRT: 1:30:56 ?

Video Oral History Interview with Byron Lewis, Section A2013\_265\_001\_002, TRT: 2:32:18 ?

Video Oral History Interview with Byron Lewis, Section A2013\_265\_001\_003, TRT: 3:32:23 ?

Video Oral History Interview with Byron Lewis, Section A2013\_265\_001\_004, TRT: 4:30:41 ?

Video Oral History Interview with Byron Lewis, Section A2013\_265\_001\_005, TRT: 5:33:28 ?

Video Oral History Interview with Byron Lewis, Section A2013\_265\_001\_006, TRT: 6:28:47 ?

Video Oral History Interview with Byron Lewis, Section A2013\_265\_001\_007, TRT: 7:30:16 ?

Byron Lewis narrates his photographs.

Video Oral History Interview with Byron Lewis, Section A2013\_265\_001\_008, TRT: 8:03:47 ?

Byron Lewis narrates his photographs.

Video Oral History Interview with Byron Lewis, Section A2013\_265\_002\_009, TRT: 9:31:46 ?

Video Oral History Interview with Byron Lewis, Section A2013\_265\_002\_010, TRT: 10:31:27 ?

Video Oral History Interview with Byron Lewis, Section A2013\_265\_002\_011, TRT: 11:27:15 ?

Video Oral History Interview with Byron Lewis, Section A2013\_265\_002\_012, TRT: 12:28:39 ?

Video Oral History Interview with Byron Lewis, Section A2013\_265\_002\_013, TRT: 13:31:10 ?

Video Oral History Interview with Byron Lewis, Section A2013\_265\_002\_014, TRT: 14:42:20 ?

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_001, TRT:

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_002, TRT:

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_003, TRT:

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_004, TRT:

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_005, TRT:

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_006, TRT:

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_007, TRT:

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_008, TRT:

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_009, TRT:

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Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_014, TRT:

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_015, TRT:

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_016,  
TRT:

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_017,  
TRT:

Video Oral History Interview with Byron Lewis, Section A2013\_265\_Lewis\_Byron\_06\_MED\_018,  
TRT: