

Finding Aid to The HistoryMakers® Video Oral History with Marita Rivero

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Rivero, Marita, 1943-
Title:	The HistoryMakers® Video Oral History Interview with Marita Rivero,
Dates:	October 19, 2016
Bulk Dates:	2016
Physical Description:	9 uncompressed MOV digital video files (4:28:45).
Abstract:	Media and nonprofit executive Marita Rivero (1943 -) served as general manager for radio and television for WGBH for nearly a decade. She became the executive director of the Museum of African American History, Boston and Nantucket in 2015. Rivero was interviewed by The HistoryMakers® on October 19, 2016, in Boston, Massachusetts. This collection is comprised of the original video footage of the interview.
Identification:	A2016_072
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Media and nonprofit executive Marita Rivero was born on November 25, 1943 in West Grove, Pennsylvania to Grace Beresford Hughes Rivero and Manuel Rivero. Her parents worked at Lincoln University in Chester County, Pennsylvania, where her mother taught English and Latin, and her father was the founding chairman of the university's physical education department, as well as a coach for nearly four decades. Rivero attended Tufts University in Medford, Massachusetts, earning her B.S. degree in psychology in 1964.

In 1970, Rivero became a producer at WGBH, a National Public Radio member station in Boston, Massachusetts. She moved to Washington, D.C. in 1976 to work as a consultant for PBS, the National Science Foundation, and the Communications Task Force of the United States Congressional Black Caucus. Rivero returned to radio production in 1981 as general manager of WPFW Pacifica in Washington, D.C., where she was later promoted to vice president. She remained there until 1988, when she returned to Boston as general manager of WGBH Radio. In 1998, Rivero was hired as executive-in-charge of *Africans in America: America's Journey Through Slavery*. She then served as executive-in-charge of *This Far By Faith*, which aired in 2003. Rivero was promoted to general manager of radio and television at WGBH in 2005, a position she held until 2013. In 2015, Rivero was named executive director of the Museum of African American History, Boston and Nantucket, where she had volunteered since the late 1980s.

Rivero was honored with several awards including a 2007 Pinnacle Award for Achievement in Arts & Education from the Greater Boston Chamber of Commerce; the first Image Award for Vision and Excellence from Women in Film and Video/New England; and induction into the YWCA's Academy of Women Achievers. She served as board chair of the National Trust for Historic Preservation, chair of the National Black Programming Consortium (NBPC), and chair of the National Association of Community Broadcasters. She also served on the boards of NPR, The Partnership, the Kokrobitey School of Ghana, and the Urban League of Eastern Massachusetts, as well as the boards of the Dimock Community Health Center, the Institute of Contemporary Art, Partners Healthcare and the

YWCA.

Marita Rivero was interviewed by *The HistoryMakers* on October 19, 2016.

Scope and Content

This life oral history interview with Marita Rivero was conducted by Julieanna L. Richardson on October 19, 2016, in Boston, Massachusetts, and was recorded on 9 uncompressed MOV digital video files. Media and nonprofit executive Marita Rivero (1943 -) served as general manager for radio and television for WGBH for nearly a decade. She became the executive director of the Museum of African American History, Boston and Nantucket in 2015.

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:

Rivero, Marita, 1943-

Richardson, Julieanna L. (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Rivero, Marita, 1943- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Television Station General Manager

HistoryMakers® Category:

MediaMakers

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 Marita Rivero, October 19, 2016. 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 Marita Rivero, Section A2016_072_001_001, TRT: 1:32:44 ?

Video Oral History Interview with Marita Rivero, Section A2016_072_001_002, TRT: 2:32:42 ?

- Video Oral History Interview with Marita Rivero, Section A2016_072_001_003, TRT: 3:34:41 ?
- Video Oral History Interview with Marita Rivero, Section A2016_072_001_004, TRT: 4:29:52 ?
- Video Oral History Interview with Marita Rivero, Section A2016_072_001_005, TRT: 5:27:44 ?
- Video Oral History Interview with Marita Rivero, Section A2016_072_001_006, TRT: 6:30:12 ?
- Video Oral History Interview with Marita Rivero, Section A2016_072_001_007, TRT: 7:28:46 ?
- Video Oral History Interview with Marita Rivero, Section A2016_072_001_008, TRT: 8:25:28 ?
- Video Oral History Interview with Marita Rivero, Section A2016_072_001_009, TRT: 9:26:36 ?