

# Finding Aid to The HistoryMakers® Video Oral History with Shelley Stewart

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## Overview of the Collection

<b>Repository:</b>	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
<b>Creator:</b>	Stewart, Shelley, 1934-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Shelley Stewart,
<b>Dates:</b>	May 2, 2017
<b>Bulk Dates:</b>	2017
<b>Physical Description:</b>	8 uncompressed MOV digital video files (3:26:44).
<b>Abstract:</b>	Media executive Shelley Stewart (1934 - ) was hired by WEDR-AM, as radio personality “Shelley The Playboy,” and co-founded O2 Ideas and established the Mattie C. Stewart Foundation. Stewart was interviewed by The HistoryMakers® on May 2, 2017, in Birmingham, Alabama. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2017_090
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Media executive Shelley Stewart was born on September 24, 1934 in Birmingham, Alabama to Huell Stewart and Mattie C. Stewart. He graduated from Rosedale High School in Birmingham, Alabama and enlisted in the U.S. Air Force, where he served from 1952 to 1953.

After his military service, Stewart returned to Birmingham and was hired by WEDR-AM as a radio personality known as, “Shelley The Playboy.” By 1958, Stewart left Alabama to work for WOKJ-AM in Jackson, Mississippi. In the 1960s, Stewart worked for WENN-AM and served as the on-air voice of the Civil Rights Movement in Birmingham, in 1967, he co-founded Steiner Advertising, now known as O2. In the 1970s, Stewart left WENN-AM and began working at WATV-FM with Dr. Erskine Fausch. He and Fausch went on to acquire WATV-AM, which became the most popular radio station in Birmingham. In 2002, Stewart and Fausch sold WATV-AM to Sheridan Broadcasting and Stewart retired from broadcasting the same year. He then founded the Mattie C. Stewart Foundation in 2007, in an effort to reduce the dropout rate and increase the graduation rate of high school students. In 2015, he sold his shares in O2 to four members of the company’s management team.

Stewart also authored two books, *The Road South: A Memoir* and *Mattie C.’s Boy: The Shelley Stewart Story*.

Stewart was awarded the Footsteps to Freedom Award from the 16th Street Foundation in 1999, the Community Service Award from the National Association of Black Journalists in 2013, the Drum Major of Justice Award from the National Southern Christian Leadership Conference, and the World Conference of Mayors’ Outstanding People of the World Award. Stewart was also named a Pioneer of Radio Inductee by the Smithsonian Institution in 1996, inducted into the Black Radio Hall of Fame, honored as a “Living Legend” by Warner Bros. Records, and recognized by Coca-Cola Bottling Company as one of the top ten most recognized African Americans in the State of Alabama. Stewart and Samford University President Andrew Westmoreland co-founded and lead Birmingham Kitchen Table, and in 2013, he was named alumnus *honoris causa* one of the university’s highest recognitions for

non-graduates, for his role in the civil rights movement and his work in the community.

Stewart has two daughters, Sherri and Corlette.

Shelley Stewart was interviewed by *The HistoryMakers* on May 2, 2017.

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## Scope and Content

This life oral history interview with Shelley Stewart was conducted by Denise Gines on May 2, 2017, in Birmingham, Alabama, and was recorded on 8 uncompressed MOV digital video files. Media executive Shelley Stewart (1934 - ) was hired by WEDR-AM, as radio personality “Shelley The Playboy,” and co-founded O2 Ideas and established the Mattie C. Stewart Foundation.

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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:

Stewart, Shelley, 1934-

Gines, Denise (Interviewer)

Stearns, Scott (Videographer)

### Subjects:

African Americans--Interviews

Stewart, Shelley, 1934---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:

Media Executive

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Telecommunications Chief Executive

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# HistoryMakers® Category:

BusinessMakers|MediaMakers

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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 Shelley Stewart, May 2, 2017. 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 Shelley Stewart, Section A2017\_090\_001\_001, TRT: 1:28:06 ?

Video Oral History Interview with Shelley Stewart, Section A2017\_090\_001\_002, TRT: 2:30:06 ?  
Video Oral History Interview with Shelley Stewart, Section A2017\_090\_001\_003, TRT: 3:28:25 ?  
Video Oral History Interview with Shelley Stewart, Section A2017\_090\_001\_004, TRT: 4:30:34 ?  
Video Oral History Interview with Shelley Stewart, Section A2017\_090\_001\_005, TRT: 5:27:41 ?  
Video Oral History Interview with Shelley Stewart, Section A2017\_090\_001\_006, TRT: 6:29:09 ?  
Video Oral History Interview with Shelley Stewart, Section A2017\_090\_001\_007, TRT: 7:26:19 ?  
Video Oral History Interview with Shelley Stewart, Section A2017\_090\_001\_008, TRT: 8:06:24 ?