

Finding Aid to The HistoryMakers® Video Oral History with Al McFarlane

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	McFarlane, Al, 1947-
Title:	The HistoryMakers® Video Oral History Interview with Al McFarlane,
Dates:	June 20, 2018
Bulk Dates:	2018
Physical Description:	8 uncompressed MOV digital video files (3:47:59).
Abstract:	Media executive Al McFarlane (1947-) served as chairman of the Minnesota Multicultural Media Consortium in 1992 as well as the president of the Black Publishers Coalition. McFarlane was president and CEO, Midwest Black Publishers Coalition, Inc. in 2002. McFarlane was interviewed by The HistoryMakers® on June 20, 2018, in Minneapolis, Minnesota. This collection is comprised of the original video footage of the interview.
Identification:	A2018_124
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Media executive Al McFarlane was born on September 15, 1947 in Kansas City, Kansas. He attended Morehouse College in Atlanta, Georgia from 1965 to 1966, and the University of Minnesota School of Journalism from 1969 to 1971 and graduated from there with his B.A. degree in mass communications.

McFarlane worked as a reporter for the *Saint Paul Pioneer Press* before moving to General Mills where he worked as the community relations coordinator from 1971 to 1972. He then was hired by the Midwest Public Relations division of Graphic Services as vice president, a position he held from 1973 to 1976. In 1974, McFarlane became editor-in-chief at Insight News, a community newspaper serving African and African American residents of Minnesota. He also established McFarlane Media Interests, Inc., a multimedia marketing and information services firm with newspaper, internet and broadcast properties. McFarlane purchased the rights to Insight News in 1975.

In 1992, McFarlane served as chairman at Minnesota Multicultural Media Consortium, a marketing and advertising sales advisory for Minnesota African & African American, Hispanic, Asian and Native American newspapers. He also was named president of the Black Publishers Coalition, which managed regional and national advertising contracts for Black newspapers and the member group of print media investor-owners in Chicago, Toledo, Detroit, Milwaukee and Minnesota. In 1996, he organized ethnic newspaper owners in the formation of the Minnesota Minority Media Coalition.

In 1997, Insight News initiated a series of public policy forums, "Conversations with Al McFarlane." McFarlane served as host of the series that aired in partnership with the community radio stations KFAI and KMOJ, in Minneapolis. In 2002, McFarlane worked as president and CEO at Midwest Black Publishers Coalition, Inc. In 2010, McFarlane won a Federal American Recovery and Restoration Act grant that provided the University of Minnesota a \$3.7 million grant to create public computing centers in targeted ethnic and urban communities to

increase broadband access and awareness. McFarlane also launched Garth McFarlane & Mudd, LLC, a national media buying and promotion firm in 2011. McFarlane was also elected chair of the National Newspaper Publishers Association Foundation Board of Directors from 2015 to 2017.

Al and his wife Bobbie P. Ford McFarlane have five adult children.

Al McFarlane was interviewed by *The HistoryMakers* on June 20, 2018.

Scope and Content

This life oral history interview with Al McFarlane was conducted by Larry Crowe on June 20, 2018, in Minneapolis, Minnesota, and was recorded on 8 uncompressed MOV digital video files. Media executive Al McFarlane (1947-) served as chairman of the Minnesota Multicultural Media Consortium in 1992 as well as the president of the Black Publishers Coalition. McFarlane was president and CEO, Midwest Black Publishers Coalition, Inc. in 2002.

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:

McFarlane, Al, 1947-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews
McFarlane, Al, 1947- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Media Executive

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 Al McFarlane, June 20, 2018. 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 Al McFarlane, Section A2018_124_001_001, TRT: 1:29:25 ?
Video Oral History Interview with Al McFarlane, Section A2018_124_001_002, TRT: 2:29:24 ?
Video Oral History Interview with Al McFarlane, Section A2018_124_001_003, TRT: 3:29:42 ?
Video Oral History Interview with Al McFarlane, Section A2018_124_001_004, TRT: 4:29:57 ?
Video Oral History Interview with Al McFarlane, Section A2018_124_001_005, TRT: 5:30:12 ?
Video Oral History Interview with Al McFarlane, Section A2018_124_001_006, TRT: 6:30:19 ?
Video Oral History Interview with Al McFarlane, Section A2018_124_001_007, TRT: 7:31:02 ?
Video Oral History Interview with Al McFarlane, Section A2018_124_001_008, TRT: 8:17:58 ?