

# Finding Aid to The HistoryMakers® Video Oral History with Minyon Moore

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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>	Moore, Minyon
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Minyon Moore,
<b>Dates:</b>	September 25, 2019 and September 30, 2004
<b>Bulk Dates:</b>	2004 and 2019
<b>Physical Description:</b>	7 Betacame SP videocassettes uncompressed MOV digital video files (3:07:49).
<b>Abstract:</b>	Public affairs director Minyon Moore (1958- ) was the first African American woman political director for the Democratic National Committee before becoming the first African American woman to serve as director of the White House Office of Public Liaison and director of White House Public Affairs under President Bill Clinton. Moore was interviewed by The HistoryMakers® on September 25, 2019 and September 30, 2004, in Washington, District of Columbia. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2004_187
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Public affairs director Minyon Moore was born on May 16, 1958 in Chicago, Illinois to Sandra Moore Jones. In 1976, she graduated from Chicago Vocational High School. While working as assistant to the vice president of advertising at Encyclopedia Britannica, Moore attended the University of Illinois at Chicago at night, earning her B.S. degree in sociology in 1982.

Upon graduation, Moore was hired as an assistant to Operation PUSH's co-founder, Reverend Willie Barrow. In 1988, she served as the deputy field director for Reverend Jesse Jackson's Presidential Campaign and in 1989, she became development director for Jackson's National Rainbow Coalition. Moore then served in multiple capacities with the Democratic National Committee, including as director of constituent outreach and also as their first African American female political director, to which she was appointed in 1995. In 1997, during the second Clinton administration, she was named deputy to White House political director Craig Smith, and subsequently became the director of the White House Office of Public Liaison, where she served as the Administration's principal intermediary to non-government organizations and constituencies. Moore was then appointed director of White House political affairs and assistant to President Bill Clinton. In this capacity, she served as principal political advisor to the president, vice president, first lady, and senior White House staff. Moore was the first African American woman in these two directing roles. In 2000, Moore became the chief operating officer for the Democratic National Committee. She left the DNC in 2002 and joined The Dewey Square Group, a premier Democratic public affairs firm. At DSG, Moore heads its state and local affairs practices. She also cofounded the first national African American women's political action committee called Women Building for the Future / The Future PAC, in 2003. In 2004, Moore helped run Democratic presidential candidate John Kerry's minority outreach program. She then served as a senior advisor in Hillary Clinton's 2008 and 2016 presidential campaigns. Moore also coauthored *For Colored Girls Who Have Considered Politics*, in 2018.

Moore has won numerous awards throughout her career, including being named in the 100 Most Powerful Women in Washington by Washingtonian magazine in 2001, the 2011 Spirit of Democracy award from the National Coalition on Black Civic Participation, the Most Influential Leader award presented by Rainbow Push in 2014, the American Association of Political Consultants' Lifetime Achievement Award and Hall of Fame inductee in 2018, and the 2019 NAACP Image Award for Outstanding Literary work in nonfiction for the book, *For Colored Girls Who Have Considered Politics*, coauthored with Donna Brazile, Yolanda Caraway, and Leah Daughtry.

Moore has been active on various boards and resides in Washington D.C.

Minyon Moore was interviewed by *The HistoryMakers* on September 25, 2019.

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## Scope and Content

This life oral history interview with Minyon Moore was conducted by Larry Crowe and Racine Tucker Hamilton on September 25, 2019 and September 30, 2004, in Washington, District of Columbia, and was recorded on 7 Betacam SP videocassettes uncompressed MOV digital video files. Public affairs director Minyon Moore (1958- ) was the first African American woman political director for the Democratic National Committee before becoming the first African American woman to serve as director of the White House Office of Public Liaison and director of White House Public Affairs under President Bill Clinton.

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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:

Moore, Minyon

Crowe, Larry (Interviewer)

Hamilton, Racine Tucker (Interviewer)

Hickey, Matthew (Videographer)

Stearns, Scott (Videographer)

**Subjects:**

African Americans--Interviews  
Moore, Minyon--Interviews

African American civic leaders--Interviews

African American political consultants--Interviews

African American women executives--Interviews

Public relations and politics--United States

African Americans--Genealogy

African American families--Illinois--Chicago

Brothers--Death--Psychological aspects

Education--Illinois--Chicago

University of Illinois at Chicago

Operation PUSH (U.S.)

Jackson, Jesse, 1941-

Presidents--United States--Election--1988

Presidents--United States--Election--1984

National Rainbow Coalition (U.S.)

Washington (D.C.)--Politics and government

United States--Politics and government--1981-1989

**Organizations:**

HistoryMakers® (Video oral history collection)

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The HistoryMakers® African American Video Oral History Collection

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White House Administrative Office (U.S.)

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## Occupations:

Public Affairs Director

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## HistoryMakers® Category:

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 Minyon Moore, September 25, 2019 and September 30, 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).

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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 Minyon Moore, Section A2004\_187\_001\_001, TRT: 0:28:40 ?  
Political strategist Minyon Moore recalls her family background, discussing her

ancestry and describing her mother, father, and grandparents. Moore shares memories of her family life and childhood in Chicago, Illinois. Moore recalls being active in church as a child, and describes the close-knit friendships of her community. She discusses the tragic death of her brother and explains the impact of his death on her family. Finally, Moore describes her childhood personality.

African American civic leaders--Interviews.

African American political consultants--Interviews.

African American women executives--Interviews.

Public relations and politics--United States.

African Americans--Genealogy.

African American families--Illinois--Chicago.

Brothers--Death--Psychological aspects.

Education--Illinois--Chicago.

University of Illinois at Chicago.

Operation PUSH (U.S.).

Jackson, Jesse, 1941-.

Presidents--United States--Election--1988.

Presidents--United States--Election--1984.

National Rainbow Coalition (U.S.).

Washington (D.C.)--Politics and government.

United States--Politics and government--1981-1989.

Video Oral History Interview with Minyon Moore, Section A2004\_187\_001\_002, TRT: 0:30:30 ?

Minyon Moore remembers growing up on Chicago's South Side, and details her schooling, from elementary school through college. Moore recalls her vocational aspirations in high school and talks about the first jobs she held while she was still a student. Moore then recounts her decision to attend college at the University of Illinois at Chicago, where she earned a degree in sociology. Moore then details her early career with Operation PUSH, and describes her work on Rev. Jesse Jackson Sr.'s 1988 Presidential campaign.

Video Oral History Interview with Minyon Moore, Section A2004\_187\_001\_003, TRT: 0:11:40 ?

Minyon Moore continues to recount her work for Rev. Jesse Jackson Sr.'s 1984 presidential campaign, sharing her reactions upon news of his defeat. Moore recalls her move from Chicago, Illinois, to Washington D.C. to work for the National Rainbow Coalition. She describes adjusting to a new city, and details the political climate in Washington in the late 1980s. Finally, Moore details her time working for the Rainbow Coalition.

Video Oral History Interview with Minyon Moore, Section A2004\_187\_002\_004, TRT: 4:29:07 ?

Video Oral History Interview with Minyon Moore, Section A2004\_187\_002\_005, TRT: 5:29:25 ?

Video Oral History Interview with Minyon Moore, Section A2004\_187\_002\_006, TRT: 6:29:39 ?

Video Oral History Interview with Minyon Moore, Section A2004\_187\_002\_007, TRT: 7:28:48 ?