

Finding Aid to The HistoryMakers® Video Oral History with Linda Johnson Rice

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Rice, Linda Johnson, 1958-
Title:	The HistoryMakers® Video Oral History Interview with Linda Johnson Rice,
Dates:	November 11, 2004
Bulk Dates:	2004
Physical Description:	4 Betacame SP videocassettes (1:48:43).
Abstract:	Publishing chief executive Linda Johnson Rice (1958 -) is the daughter of Johnson Publishing Company founder, John H. Johnson. She has worked in leadership positions, including CEO, at Johnson Publishing since 1987 and was vice president of the fashion department at Ebony magazine. Rice was interviewed by The HistoryMakers® on November 11, 2004, in Chicago, Illinois. This collection is comprised of the original video footage of the interview.
Identification:	A2004_232
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

President and CEO of Johnson Publishing Linda Johnson Rice was born in Chicago, Illinois, on March 22, 1958. Her father, John H. Johnson is founder of Johnson Publishing Company, and her mother, Eunice Johnson, is producer and director of the Ebony Fashion Fair. Rice began her career with the family business, traveling with her mother to fashion shows in Paris starting at the age of six. While a student at the University of Southern California (USC), where she earned her degree in journalism in 1980, she spent her summers as an intern with Johnson Publishing.

In 1981, after graduating from USC, Rice made her first solo business trip to Europe to purchase clothing for the Ebony Fashion Fair. Her knack for predicting fashion trends led to her becoming the vice president and fashion coordinator for *Ebony Magazine*, and later vice president and assistant to the publisher. During this time, Rice enrolled in Northwestern University's Kellogg Graduate School of Management, and earned her M.B.A. in 1987. Immediately following her graduation, Rice was promoted to president and chief operating officer of Johnson Publishing, a job she held until being promoted in 2002 to her current position as president and CEO. In this role, Rice has increased domestic and international sales, and launched Fashion Fair Cosmetics, the number one selling makeup and skin care product line for women of color in the world.

Rice has been recognized numerous times. She has also been the recipient of many awards, including the Women of Power Award from the National Urban League, the Tower of Power Award of the Trumpet Awards, *Crain's Chicago Business* 40 Under 40 Award, the *From Whence We Came Award* and the *Alumni of the Year Award* from Kellogg Graduate School at Northwestern. She has also been named one of Chicago's 100 Most Powerful Women and one of the Top 10 Women in Media by the *Chicago Sun-Times*.

At the time of the interview, she served on the board of directors of several companies and organizations, including

Bausch & Lomb, the Magazine Publishers Association, the University of Southern California, the advisory board of the National Underground Railroad Freedom Center and the women's board of the Art Institute of Chicago.

Rice has one daughter, Alexa Christina Rice.

Linda Rice was interviewed by *The HistoryMakers* on November 11, 2004.

Scope and Content

This life oral history interview with Linda Johnson Rice was conducted by Julieanna L. Richardson on November 11, 2004, in Chicago, Illinois, and was recorded on 4 Betacame SP videocassettes. Publishing chief executive Linda Johnson Rice (1958 -) is the daughter of Johnson Publishing Company founder, John H. Johnson. She has worked in leadership positions, including CEO, at Johnson Publishing since 1987 and was vice president of the fashion department at Ebony magazine.

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:

Rice, Linda Johnson, 1958-

Richardson, Julieanna L. (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Rice, Linda Johnson, 1958---Interviews

African American women executives--Illinois--Chicago--Interviews

Adopted children--Interviews

African American families--Illinois--Chicago

Fashion shows--Illinois--Chicago

Rich people--Illinois--Chicago

Socialites--Illinois--Chicago

Family-owned business enterprises--Illinois--Chicago

African American business enterprises--Illinois--Chicago

Fathers and daughters

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Johnson Publishing Company

Occupations:

Publishing Chief 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 Linda Johnson Rice, November 11, 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).

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 Linda Johnson Rice, Section A2004_232_001_001, TRT: 0:31:15 ?

CEO and President of Johnson Publishing Company, and daughter of the founder, the late John H. Johnson. Johnson-Rice details her parents origins, her father's efforts to start the first black magazine, her adoption and her early education.

African American women executives--Illinois--Chicago--Interviews.

Adopted children--Interviews.

African American families--Illinois--Chicago.

Fashion shows--Illinois--Chicago.

Rich people--Illinois--Chicago.

Socialites--Illinois--Chicago.

Family-owned business enterprises--Illinois--Chicago.

African American business enterprises--Illinois--Chicago.

Fathers and daughters.

Video Oral History Interview with Linda Johnson Rice, Section A2004_232_001_002, TRT: 0:31:02 ?

Linda Johnson Rice details her childhood and young adulthood in Chicago and Los Angeles. She reveals her great love of fashion from traveling with her mother to Europe to choose fashions for the Ebony Fashion Fair show. Johnson Rice also shares her efforts not to appear as a snob to her friends, despite her highly privileged background.

Video Oral History Interview with Linda Johnson Rice, Section A2004_232_001_003, TRT: 0:30:39 ?

Linda Johnson Rice describes how her father groomed her to take the helm of Johnson Publishing Company. Encouraged by her father to pursue a graduate degree, Rice demurs, feeling her work at the company is sufficient. John H.

Johnson tells her that in securing an MBA, no one will say she was appointed merely because of her family ties, but because she also had the credentials to prove it.

Video Oral History Interview with Linda Johnson Rice, Section A2004_232_001_004, TRT: 0:15:47 ?

Linda Johnson Rice details her tenure at Johnson Publishing Company, some of the company forays into other media ventures and her hopes for the future of the company.