

Finding Aid to The HistoryMakers® Video Oral History with Toni Fay

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Fay, Toni Georgette, 1947-
Title:	The HistoryMakers® Video Oral History Interview with Toni Fay,
Dates:	August 1, 2012
Bulk Dates:	2012
Physical Description:	8 uncompressed MOV digital video files (3:35:02).
Abstract:	Communications executive Toni Fay (1947 -) was vice president of Time Warner, Inc. Fay was interviewed by The HistoryMakers® on August 1, 2012, in Englewood, New Jersey. This collection is comprised of the original video footage of the interview.
Identification:	A2012_162
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Communications executive Toni Fay was born on April 25, 1947 to George E. and Allie C. (Smith) Fay. Fay received her B.A. degree from Duquesne University in 1968. She obtained her M.S.W. degree, four years later, from the University of Pittsburgh. She also received her M.Ed. degree from the University of Pittsburgh in 1973. Fay began her professional career in 1968 when she was hired as a caseworker for the New York City Department of Welfare. She was then named the director of social services for the Pittsburgh Drug Abuse Center in 1972. Fay was also appointed regional commissioner of the Governor's Council on Drugs & Alcohol for the state of Pennsylvania, serving in that capacity from 1973 to 1976. In 1977, she was named director of planning and development for the National

Council of Negro Women. She was then hired as an executive vice president of D. Parke Gibson Associates, a public relations firm.

In 1982, Fay was named manager of community relations for Time-Warner, Inc. in New York. After only a year with the media conglomerate, she was promoted to the position of director of corporate community relations and affirmative action. She would go on to serve in that role for ten years before being appointed Time Warner's vice president and corporation officer. After eight years as vice president, Fay launched her own management consultant firm TGF Associates in Englewood, New Jersey.

In addition to her corporate career, Fay was a member of the transition team for former U.S. President William Clinton in 1992. She was also appointed by President Clinton to the boards of the National Institute for Literacy and the Corporation for National and Community Service.

Fay has served on a number of boards for civic, social and educational entities, including that of the Congressional Black Caucus Foundation, UNICEF, the Franklin and Eleanor Roosevelt Institute and Library, the Apollo Theatre Foundation, the NAACP Legal Defense and Education Fund, Bethune Cookman College, the Coro Foundation, the Federation of Protestant Welfare Agencies, the U.S. Capitol Historical Society and the Quincy Jones Listen Up Foundation, among many others. Toni Fay was interviewed by the *The HistoryMakers* on August 1, 2012.

Scope and Content

This life oral history interview with Toni Fay was conducted by Larry Crowe on August 1, 2012, in Englewood, New Jersey, and was recorded on 8 uncompressed MOV digital video files. Communications executive Toni Fay (1947 -) was vice president of Time Warner, Inc.

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:

Fay, Toni Georgette, 1947-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Fay, Toni Georgette, 1947---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

Occupations:

Communications Executive

HistoryMakers® Category:

BusinessMakers

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 Toni Fay, August 1, 2012. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 2/5/2020 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 Toni Fay, Section
A2012_162_001_001, TRT: 1:30:07 2012/08/01

Toni Fay was born on April 25, 1947 in New York, New York. Fay's mother, Allie Smith Fay, was born in 1922 in New York, New York. She attended Hunter College and worked with the New York Department of Welfare and Board of Education. Her parents, Lucille Walker and James Smith, met at the Haines Normal and Industrial Institute in Augusta, Georgia and migrated to New York City. Fay's maternal grandmother was an active Garveyite and member of the NAACP. Fay's maternal grandfather owned a cleaners in Newark, New Jersey—his business was one of few to survive the 1967 Newark riots. Fay's father, George Fay, was born in Boston, Massachusetts in 1920 and raised in Harlem, New York. Fay describes her father's personality, his childhood in Harlem and, her memories of an eccentric aunt in Greenwich Village, New York. George Fay established an African American high school football league in the Bronx and received an athletic scholarship from South Carolina State University in Orangeburg, South Carolina.

Video Oral History Interview with Toni Fay, Section
A2012_162_001_002, TRT: 2:29:38 2012/08/01

Toni Fay describes her childhood home and her likeness to her parents, Allie Smith and George Fay. Fay's parents grew up together in Harlem, New York and were married in 1946. She describes her father's role in the establishment of an African American high school football league that he started as a student in the Bronx. He earned an athletic scholarship to South Carolina State University in Orangeburg, South Carolina and was drafted, however, into the U.S. Army. He served with the 369th Infantry Regiment in Japan, France, and North Africa in World War II. Fay describes the discrimination her father experienced in the service. She describes her earliest

childhood memories and the sights, sounds, and smells of her childhood in Harlem. She attended P.S. 169 and Stitt Junior High School until the family relocated to Teaneck, New Jersey. Fay experienced racial discrimination in Teaneck and describes how she beat her neighbor and NFL player Roosevelt “Rosey” Brown at ping pong.

Video Oral History Interview with Toni Fay, Section
A2012_162_001_003, TRT: 3:29:40 2012/08/01

Toni Fay describes her junior high school experiences in New York City and in Teaneck, New Jersey. Fay was involved in the band at Stitt Junior High School in New York. She considered attending the High School of Music & Art, but her family relocated to Teaneck, New Jersey in 1959, coincidentally near the family of the Isley Brothers. Fay experienced racial discrimination in Teaneck schools and was almost held back from the eighth grade. Her mother, Allie Smith Fay, organized activities to mitigate Fay’s discomfoting experiences in Teaneck. She attended Camp Minisink, an all-black summer camp in Harlem and made appearances on Sunday morning public television. Fay’s father, George Fay, also established a football league in Teaneck called ‘Ivy League Football.’ Fay attended the March on Washington in 1963 and boycotted companies that supported segregation. She graduated from Teaneck Senior High School in 1964 and attended Duquesne University in Pittsburgh, Pennsylvania.

Video Oral History Interview with Toni Fay, Section
A2012_162_001_004, TRT: 4:29:34 2012/08/01

Toni Fay attended Duquesne University in Pittsburgh, Pennsylvania from 1964 to 1968 and majored in sociology. At the time, there had been only one black faculty member, HistoryMaker Ronald Davenport, who was then an instructor in the law school. Fay pledged Alpha Kappa Alpha Sorority and earned her B.A. degree in 1968. She returned home in 1970, when she enrolled in graduate school at the University of Pittsburgh to study for her M.S.W. degree. Fay worked with drug addicts using the methadone maintenance method—the use of methadone as a treatment for opioid addiction. She was hired as head of the Pennsylvania Governor’s Council on Drug and Alcohol Abuse, where she stayed until 1976.

She remembers meeting politician C. Delores Tucker—who later boycotted Time-Warner in protest of rap music—as head of the council. In 1977, she moved to San Francisco, California, where she was hired as head of the San Francisco Drug Abuse Agency. Fay, however, stayed there only one year before returning to the East Coast.

Video Oral History Interview with Toni Fay, Section
A2012_162_001_005, TRT: 5:30:32 2012/08/01

Toni Fay returned to the East Coast from San Francisco, California in 1977. That same year, HistoryMaker Dorothy Height hired Fay as Director of Planning and Development for the National Council of Negro Women (NCNW). Fay describes her interview with Height. She oversaw initiatives at the NCNW, including women's opportunity employment programs and partnerships with the National Medical Association. She was also named Executive Vice President for the D. Parke Gibson Association public relations firm. Fay was hired at Time Inc. in 1983 and met with resistance from long-time employees. She received support, however, from William J. Trent, Jr., an executive at Time Inc. and the former director of the United Negro College Fund. Fay headed public literacy efforts at Time Inc. and was also involved with the Black Leadership Family—a group composed mostly of civil rights leaders—that met biannually for a retreat, where she made connections with Betty Shabazz, Coretta Scott King, and others.

Video Oral History Interview with Toni Fay, Section
A2012_162_001_006, TRT: 6:29:32 2012/08/01

Toni Fay talks about the literacy program she developed while at Time Inc. It was so successful that it was used as a model for business partnering with schools. In 1990, Time Inc. merged with Warner Communications Inc. Following the merger, Fay developed the photography book 'Songs of My People,' and was named secretary of HistoryMaker Quincy Jones' Listen Up Foundation. Fay published Time Warner's first social responsibility report and was elected by the board of directors to become an officer of the company, making her Time Warner's first African American officer. Her work on other social projects included 'Americanos: Latino Life in the United

States' and 'Half-Past Autumn,' a retrospective commemorating HistoryMaker Gordon Parks. Fay was also active on the Business Policy Review Council and describes the organization as well as its demise. Fay's final responsibilities at Time Warner included the revitalization of the Apollo Theater in Harlem, New York; she retired in 2001.

Video Oral History Interview with Toni Fay, Section
A2012_162_001_007, TRT: 7:31:36 2012/08/01

Toni Fay describes her contribution to the 1999 revitalization of the Apollo Theater in Harlem, New York and the difficulties she experienced with the board which included HistoryMakers U.S. Congressman Charles Rangel and actor Ossie Davis. In 1992, Fay was assigned to the Office of Personnel Practices on President Bill Clinton's transition team. She also served on the Clinton Administration's National Institute for Literacy as well as the Corporation for National Service. Her board activities while at Time Warner included the Congressional Black Caucus Foundation, UNICEF, the NAACP Legal Defense Fund, Bethune Cookman College, having served longest on the NAACP Legal Defense Fund. Fay describes her hopes and concerns for the African American community and how she would like to be remembered. She describes her life and legacy and concludes by narrating her photographs.

Video Oral History Interview with Toni Fay, Section
A2012_162_001_008, TRT: 8:04:23 2012/08/01

Toni Fay narrates her photographs.