

# Finding Aid to The HistoryMakers® Video Oral History with Gayle Greer

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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>	Greer, Gayle, 1941-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Gayle Greer,
<b>Dates:</b>	February 2, 2013
<b>Bulk Dates:</b>	2013
<b>Physical Description:</b>	7 uncompressed MOV digital video files (3:25:11).
<b>Abstract:</b>	Media executive Gayle Greer (1941 - ) , co-founder of the National Association of Minorities in Cable and Telecommunications, served as vice president of Time Warner Communications and group vice president of Time Warner Cable for over twenty years. Greer was interviewed by The HistoryMakers® on February 2, 2013, in Round Rock, Texas. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2013_038
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Cable television executive Gayle Greer was born in Tulsa, Oklahoma in 1942. After graduating from Tulsa City High School, Greer briefly attended Fisk University and Oklahoma State University before enrolling at the University of Houston. Greer graduated from the University of Houston with her B.A. degree in political science and sociology in 1966, and her M.A. degree in social work in 1968.

Upon graduation, Greer spent ten years working as a case manager, and briefly served as Director of the Fort Wayne, Indiana chapter of the National Urban League. Her career in cable television began when she was hired by American Television and Communications (now a division of Time Warner, Inc.). She held several executive positions during her twenty-year career there, including senior vice president of Time Warner Communications and group vice president of Time Warner Cable. In this capacity, Greer oversaw thirty-five cable systems with over thirty-five hundred customers in thirty-three states. She also managed the integration of telephony and cable operations in several cable divisions. Greer's career in cable television and internet services made her one of the country's most prominent business executives. After retiring from Time Warner Entertainment (then a division of AOL/Time Warner) in 1998, Greer went on to become co-founder of GS2.Net, a broadband services provider, and served as chairwoman until 2001. In 2005, Greer was appointed a member of the Board of Directors of ELEC Communications Corporations, and then became an independent director of Pervasip Corp.

Greer co-founded the National Association of Minorities in Cable and Telecommunications in 1980, and later served on the board of directors of ING North America Financial Services Company, eLEC Communications, Inc. and One World Theater in Austin. From 1990 until 1992, Greer served as chair of the Mile High United Way board of trustees, and chaired its allocations committee from 1988 to 1990. Greer is the recipient of several awards and recognitions, including Time Warner's Andrew Heiskell Community Services Award, the National Cable Television Association's Vanguard Award for Leadership, and the L. Patrick Mellon Mentorship Award. For her achievements, Greer was featured in the *Denver Business Journal's* "Who's Who in Telecommunications."

Gayle Greer was interviewed by *The HistoryMakers* on February 1, 2013.

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## Scope and Content

This life oral history interview with Gayle Greer was conducted by Larry Crowe on February 2, 2013, in Round Rock, Texas, and was recorded on 7 uncompressed MOV digital video files. Media executive Gayle Greer (1941 - ), co-founder of the National Association of Minorities in Cable and Telecommunications, served as vice president of Time Warner Communications and group vice president of Time Warner Cable for over twenty years.

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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:

Greer, Gayle, 1941-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

### Subjects:

African Americans--Interviews

Greer, Gayle, 1941---Interviews

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African American executives--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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Time Warner, Inc.

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## **Occupations:**

Media Executive

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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 Gayle Greer, February 2, 2013. 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).

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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 Gayle Greer, Section  
A2013\_038\_001\_001, TRT: 1:28:59 2013/02/02

Gayle Greer describes her career, as well as her family background. Her mother, Gloria Morgan, was born on January 30, 1911, in Okmulgee, Oklahoma. Morgan's mother died shortly after she was born, and her father left her to be raised by her aunts in Chicago, Illinois, at the age of five. Greer's father, Archie Morgan, was born on October 4, 1904 in Okmulgee, Oklahoma. Shortly after his birth, his mother, Mary Ingram, took a job as a maid for a white family in Tulsa, Oklahoma. Thus, Morgan was raised in the maid's quarters he shared with his mother. Gayle Greer explains that Mary Ingram and Archie Morgan witnessed the Tulsa Race Riot of 1921, and shares her grandmother's recollections of the riot and the investigation of the riot led by Oklahoma State Representative Don Ross. Greer describes how her father and his friends navigated Tulsa, Oklahoma's highly racist environment, and she closes by talking about Tulsa's black business district.

African American families.

African American business enterprises--Oklahoma--Tulsa.

Race riots--Oklahoma--Tulsa--1920-1930.

Racism--Oklahoma--Tulsa.

African American fathers.

Video Oral History Interview with Gayle Greer, Section  
A2013\_038\_001\_002, TRT: 2:29:46 2013/02/02

Gayle Greer describes her parents and childhood. Greer's father, Archie Morgan, enrolled in Salina Teachers College in Salina, Kansas, in the early 1920s. It was here that he met his wife, Gloria Morgan. The two married a month after meeting, and had four girls: Gloria, Mary, Gayle, and Myrna. Though Archie Morgan began his career as a teacher, he became a prominent school principal and community and church leader in Tulsa, Oklahoma. Greer credits her view of social advocacy to her father. She also describes the sights and smells of her childhood, including the smell of charcoal and the common sight of funerals. Due to Archie Morgan's occupation and standing within the community, the Morgan family was considered bourgeois. Greer describes herself as a troublemaker that would often engage in activities that were more social than academic. Greer attended George Washington Carver Junior High School, where her father was principal, and Booker T. Washington High School, where she graduated from in 1959.

African American parents.

African Americans--Education, Higher--Kansas--Salina.

Childhood and youth--Activities--Oklahoma--Tulsa.

African American leadership--Oklahoma--Tulsa.

African Americans--Education.

Video Oral History Interview with Gayle Greer, Section  
A2013\_038\_001\_003, TRT: 3:30:34 2013/02/02

Gayle Greer describes her experiences in school. She attended Booker T. Washington High School, where she was a cheerleader and a member of the student council. Greer was pressured to excel in school since her father, Archie Morgan, was a community leader. Greer explains that her parents emphasized higher education, so not going to college was not an option for Greer. She graduated from high school in 1959 and enrolled at Fisk University in

Nashville, Tennessee, where she was thrust into the university's activist culture. Greer describes participating in the sit-in movement. Concerned with Fisk University's atmosphere, Archie Morgan made Greer transfer to Oklahoma State University in 1960, where she met and married Fritz Greer. The couple moved to Houston, Texas, in 1961, where Greer continued to pursue her degree at Texas Southern University. Greer ultimately graduated from the University of Houston in 1962. Greer also comments on the rise and fall of Tulsa's black community in the mid-1950s.

African Americans--Education, Secondary--Activities--Oklahoma--Tulsa.

Fisk University.

Student protesters.

Oklahoma State University.

University of Houston.

African American neighborhoods--Oklahoma--Tulsa.

Video Oral History Interview with Gayle Greer, Section  
A2013\_038\_001\_004, TRT: 4:29:41 2013/02/02

Gayle Greer graduated from the University of Houston with her B.S. Degree in political science and sociology in 1969. Greer was inspired to become a community activist while pursuing her M.S.W. Degree at the University of Houston. She talks about the community organizers who influenced her, as well her organizing activities. Greer graduated with her M.S.W. in 1971 and was hired by the Houston Urban League, where she helped to combat unfair cable franchising practices. She left this position in 1974 and spent a year organizing in Washington, D.C. In 1975 Greer became Executive Director of the Fort Wayne Urban League in Fort Wayne, Indiana, where she led a well-supported battle against the school board's closure of inner-city schools. In 1979, Greer was offered a job to work at American Television and Communications Corporation by executive David Kinley.

University of Houston.

Community activists--Oklahoma--Tulsa.

National Urban League.

Time Warner Cable.

Video Oral History Interview with Gayle Greer, Section  
A2013\_038\_001\_005, TRT: 5:28:43 2013/02/02

Gayle Greer accepted a position with the American Television and Communications Corporation in 1978. Greer's community organizing skills were invaluable to her role with ATC, as she worked directly with communities to negotiate cable franchising packages. Greer also had a keen interest in ensuring that minority business and organizations were aware of, and involved in, the franchising process. Though she was based in Denver, Colorado, Greer traveled between Cincinnati, Ohio, and New Orleans, Louisiana, to develop her first cable franchising partnerships. Greer describes the "institutional network" packages the ATC offered to minority businesses and organizations, as well as minorities who shaped the cable industry. Greer also talks about the cable industry's role in employing minorities, and the Walter Kaitz Foundation's impact on minorities in the industry. Greer closes the tape by talking about public access television.

Time Warner Cable.

African American business enterprises.

Diversity in the workplace.

Public-access television.

Telecommunication.

Video Oral History Interview with Gayle Greer, Section  
A2013\_038\_001\_006, TRT: 6:28:33 2013/02/02

Gayle Greer helped found the National Association for Minorities in Cable and Telecommunications in 1980. Greer describes the motivations behind forming the organization, and the support and pushback she received as the organization was being developed. Some feared that the organization promoted further division within the field, while others simply had no desire to associate with a minority organization. In 1984, Greer became Vice President of American Television and Communications Corporation's National Division. That same year, the Cable Communications Act of 1984 was passed. Greer

describes the bill's impact on the cable industry, and the evolution of minority executives in the industry. Greer received the National Cable Television Association's Vanguard Award for Leadership in 1986, which solidified her standing as a person of influence in the industry. Greer describes how she achieved such influence, as well as cable television mergers that have helped to shape her career.

Time Warner Cable.

United States. Cable Communications Policy Act of 1984.

Telecommunication--Minority executives.

African American leadership.

National Cable Television Association--Awards.

Video Oral History Interview with Gayle Greer, Section  
A2013\_038\_001\_007, TRT: 7:28:55 2013/02/02

Gayle Greer retired from Time Warner Entertainment, formerly the American Television and Communications Corporation, in 1998. In 1998, she founded GS2.net and DonorNet with Steve Stokesberry. After failing to raise enough capital, the duo closed GS2.net. They then focused their efforts on DonorNet, but ultimately sold the company in 2001. In 2002, Greer moved to Round Rock, Texas, where her second husband died suddenly. She became active in the community, working with a domestic violence organization and serving on the board of United Way of Greater Austin. Greer also served on the board of eLEC Communications and ING Financial Services. Greer reflects on her concerns for the future of the African American community, how she would like to be remembered, and her legacy. She concludes the interview by narrating her photographs.

Death.

Business enterprises.

Photographs.

Digital media.