

Finding Aid to The HistoryMakers® Video Oral History with Alfred Edmond, Jr.

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Edmond, Alfred Adam, Jr., 1960-
Title:	The HistoryMakers® Video Oral History Interview with Alfred Edmond, Jr.,
Dates:	July 14, 2013
Bulk Dates:	2013
Physical Description:	9 uncompressed MOV digital video files (4:14:09).
Abstract:	Magazine editor Alfred Edmond, Jr. (1960 -) is known for his work as an editor at Black Enterprise magazine, leading the magazine's digital efforts and offering expert analysis on a wide range of financial topics. Edmond was interviewed by The HistoryMakers® on July 14, 2013, in New York, New York. This collection is comprised of the original video footage of the interview.
Identification:	A2013_206
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Journalist and commentator Alfred Adam Edmond Jr. was born on March 8, 1960 in Long Branch, New Jersey to Alfred and Virginia Edmond. He graduated from Rutgers University in 1983 with a B.A. degree in studio art and a minor in economics. Having served as editor of a campus newspaper, Edmond worked during the next three years at black-owned newspapers in New York – first, in 1983, as managing editor of *Big Red News*, in Brooklyn, and then as associate editor at the *New York Daily Challenge*, in 1985. In 1986, he moved to magazines as senior editor at *Modern Black Men (MBM)*. A year later, he joined publisher Earl Graves at *Black Enterprise* magazine.

Edmond, an associate editor, obtained an exclusive interview with financier Reginald F. Lewis, who was about to execute his company's \$985 million acquisition of Beatrice International Food Company. Edmond was then sought as a quotable expert on financial matters outside of his own publication. By 1995, Edmond rose to the post of executive editor at *Black Enterprise*. Beginning in 1997, Edmond gave much of his attention to *Black Enterprise.com*, the magazine's Web site, working to expand the publication's digital reach.

Appointed editor-in-chief at *Black Enterprise* in 2000, he led the magazine's Black Wealth Initiative, an effort to focus African Americans on the task of wealth building. In 2006, Edmond launched his "Off My Chest" blog column, taking on any subject that caught his attention, from culture to politics to personal finance. He continued his great interest in *Black Enterprise.com* becoming its editor-in-chief in 2008 and assuming the role of multimedia editor-at-large in 2010. He has also expanded his work as a motivational speaker, and in 2012 entered into a deal with Windsor Neckwear to launch a line of bow ties.

Edmond was interviewed by TheHistoryMakers on July 14, 2013.

Scope and Content

This life oral history interview with Alfred Edmond, Jr. was conducted by Larry Crowe on July 14, 2013, in New York, New York, and was recorded on 9 uncompressed MOV digital video files. Magazine editor Alfred Edmond, Jr. (1960 -) is known for his work as an editor at Black Enterprise magazine, leading the magazine's digital efforts and offering expert analysis on a wide range of financial topics.

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:

Edmond, Alfred Adam, Jr., 1960-

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews

Edmond, Alfred Adam, Jr., 1960- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Magazine Editor

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 Alfred Edmond, Jr., July 14, 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 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 Alfred Edmond, Jr., Section A2013_206_001_001, TRT: 1:23:30 ?

Video Oral History Interview with Alfred Edmond, Jr., Section A2013_206_001_002, TRT: 2:30:17 ?

Video Oral History Interview with Alfred Edmond, Jr., Section A2013_206_001_003, TRT: 3:29:21 ?

Video Oral History Interview with Alfred Edmond, Jr., Section A2013_206_001_004, TRT: 4:29:18 ?

Video Oral History Interview with Alfred Edmond, Jr., Section A2013_206_001_005, TRT:
5:29:52 ?

Video Oral History Interview with Alfred Edmond, Jr., Section A2013_206_001_006, TRT:
6:29:23 ?

Video Oral History Interview with Alfred Edmond, Jr., Section A2013_206_001_007, TRT:
7:29:20 ?

Video Oral History Interview with Alfred Edmond, Jr., Section A2013_206_001_008, TRT:
8:28:22 ?

Video Oral History Interview with Alfred Edmond, Jr., Section A2013_206_001_009, TRT:
9:24:46 ?