

Finding Aid to The HistoryMakers® Video Oral History with Yvette Moyo

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Moyo, Yvette Jackson, 1953-
Title:	The HistoryMakers® Video Oral History Interview with Yvette Moyo,
Dates:	August 19, 2013
Bulk Dates:	2013
Physical Description:	6 uncompressed MOV digital video files (2:35:42).
Abstract:	Author Yvette Moyo (1953 -) , founder of the annual Father's Day celebration Real Men Cook, is featured in the book about the brand she built, Real Men Cook: More Than 100 Easy Recipes Celebrating Tradition and Family and co-author of Real Women Cook: Building Healthy Communities with Recipes that Stir the Soul. Moyo was interviewed by The HistoryMakers® on August 19, 2013, in Chicago, Illinois. This collection is comprised of the original video footage of the interview.
Identification:	A2013_245
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Marketing and nonprofit executive Yvette Moyo was born on December 8, 1953 in Chicago, Illinois to Rudolph and Pauline Jackson. Moyo grew up in Chicago and attended South Shore High School. She graduated from Eastern Illinois University in 1974 with her B.A. degree in Afro-American Studies.

Upon graduation, Moyo was hired at the National Publication Sales Agency to work with the original Blackbook as a door-to-door saleswoman. She was

promoted to account executive with the *Blackbook* and *Dollars & Sense* magazine, and eventually to the position of senior vice president of sales and marketing. Moyo remained at *Dollars & Sense* magazine handling branding, national events, and advertising until 1988 when she married Karega Kofi Moyo. They then co-founded the marketing firm, Resource Associates International, Ltd. (RAI) and launched Real Men Cook for Charity, an annual Father's Day celebration in 1990. In 1992, Moyo launched the Marketing Opportunities in Business & Entertainment (MOBE) advanced marketing symposium series. In November of 2001, MOBE worked co-hosted a White House briefing on African American Business and Technology. Following the success of Real Men Cook for Charities in the 1990s, their Father's Day events were held in thirteen cities and featured on network TV and in major national publications. These events generated over one \$1 million for various nonprofits. Co-founder of the year-round nonprofit organization Real Men Charities, Inc. in 2003, Moyo served as Executive Director until 2013.

Moyo is the co-creator of two books: *Real Men Cook: More Than 100 Easy Recipes Celebrating Tradition and Family*, published by Kofi Moyo in 2005; and *Real Women Cook: Building Healthy Communities with Recipes that Stir the Soul*, co-authored with Sharon Morgan in 2012. In 2008, Real Men Cook was honored and showcased on the show "Emeril Live!" and featured on the Al Roker Show in a segment called "Do Good Food." Moyo was personally honored in 1988 as one of the "100 Women to Watch" in *Today's Chicago Woman*. She has also been the recipient of multiple awards, including the Public Relations Advertising and Marketing Excellence Award, the Woman in Entertainment Pioneer Award, the 50 Women of Excellence Award, Trailblazer/Women in the Fatherhood Movement Award presented by Congressman Danny Davis, YMCA's Black Achievers Award, and the Black Women's Hall of Fame Kizzy Award. Moyo is divorced and has one biological son and eight "adopted" children: Angela Saunders Hodge, Kweli, Ki-Afi, Kilolo Shalomeet, Yosheyah, Gavriel, Kush, and Kevani Zelpha (deceased) Moyo.

Yvette Moyo was interviewed by *The HistoryMakers* on August 22, 2013.

Scope and Content

This life oral history interview with Yvette Moyo was conducted by Denise Gines on August 19, 2013, in Chicago, Illinois, and was recorded on 6 uncompressed MOV digital video files. Author Yvette Moyo (1953 -), founder of the annual Father's Day celebration Real Men Cook, is featured in the book about the brand

she built, *Real Men Cook: More Than 100 Easy Recipes Celebrating Tradition and Family* and co-author of *Real Women Cook: Building Healthy Communities with Recipes that Stir the Soul*.

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:

Moyo, Yvette Jackson, 1953-

Gines, Denise (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews

Moyo, Yvette Jackson, 1953---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Author

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 Yvette Moyo, August 19, 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).

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 Yvette Moyo, Section
A2013_245_001_001, TRT: 1:27:47 2013/08/19

Yvette Moyo was born on December 8, 1953 in Chicago, Illinois to Pauline and Rudolph Jackson. In Chicago, her mother attended DuSable High School and Peters Business College. Her maternal grandparents, Izzetta and Paul Clay, were members of the A.M.E. church and actively participated in the Civil Rights Movement during the 1960s. Moyo's grandmother sold memberships to the NAACP, and her grandfather supported Operation Breadbasket. Moyo's grandfather was also an entrepreneur who owned grocery stores and real estate. Meeting through mutual friends, her parents fell in love and remained married for fifty-six years. Moyo grew up in Chicago's Park Manor neighborhood surrounded by immediate family. She had three siblings, and she knew several paternal aunts and uncles. As a teenager, Moyo had a closer relationship with her mother than her father. She describes her earliest childhood memory, her religious upbringing, and playing outside with childhood neighbors throughout the 1960s.

Video Oral History Interview with Yvette Moyo, Section

A2013_245_001_002, TRT: 2:28:28 2013/08/19

Yvette Moyo shares memories of her childhood in the Chicago, Illinois neighborhood of Park Manor. During the late 1950s and early 1960s, Moyo often walked to Baldwin Ice Cream, a black-owned business, with her family. In Chicago, she began her education at Deneen Elementary School before transferring to Bryn Mawr Elementary School in the sixth grade. During the late 1960s, Moyo's family moved to Chicago's South Shore neighborhood, where they were the first black family on their block. Moyo remembers adjusting her behavior to her new neighborhood and school environment. The racial composition of Bryn Mawr Elementary School began to change during the mid to late 1960s as more African American students enrolled in the school. Moyo attended South Shore High School in Chicago, Illinois where she discovered her affinity for music and ran for class treasurer. She graduated in 1971. She describes her brother's involvement in the Civil Rights Movement as well as her grandparents' activism in Operation PUSH.

Video Oral History Interview with Yvette Moyo, Section

A2013_245_001_003, TRT: 3:29:47 2013/08/19

Yvette Moyo describes protesting at the 1968 Democratic National Convention in Chicago, Illinois to fight for the rights of African Americans in the city. During the protest, Moyo was separated from her brother after the police detonated tear gas, but the two were later reunited. Moyo continued her political activities after enrolling at Eastern Illinois University in Charleston, Illinois in 1971 where she founded a black newspaper and served as the president of the Black Student Union. She also led the campaign to elect the first black homecoming queen. In 1974, she graduated with a B.A. degree in Afro-American Studies. She then returned to Chicago, Illinois where she worked for the Model Cities program and the City of Chicago before becoming a sales associate for the Blackbook Corporation. In the 1980s, Moyo became director of sales and marketing of Dollars & Sense magazine. She identifies her interest in Afro-American history and culture as the force behind her professional work.

Video Oral History Interview with Yvette Moyo, Section
A2013_245_001_004, TRT: 4:28:47 2013/08/19

Yvette Moyo describes her eleven year career with Dollars & Sense magazine. Originally hired as a sales associate, she rose to become senior vice president by the age of thirty. In 1988, Moyo married Karega Kofi Moyo with whom she founded the marketing firm Resource Associates international. The company originally hosted comedy and music showcases at the Regal Theater in Chicago, Illinois featuring new talents like Adele Givens and George Willborn. In 1990, the Moyos licensed Real Men Cook and transformed the show into an annual Father's Day celebration. Notable Chicago personalities and HistoryMakers Monroe Anderson and Darryl Dennard participated the first two years. Real Men Cook sought to reorient the conversations about African American fathers. Moyo describes the creation of an African American brotherhood as the show's greatest achievement. One of her sons, Rael Jackson, became president of Real Men Cook in 2013. Moyo believes the show contributed a new Father's Day tradition to American culture.

Video Oral History Interview with Yvette Moyo, Section
A2013_245_001_005, TRT: 5:28:17 2013/08/19

Yvette Moyo founded Marketing Opportunities in Business & Entertainment (MOBE) in 1992 to bridge the gap between the entertainment and corporate sectors and to support the creation of black-owned businesses. Several years later, Moyo developed MOBE IT, which allowed partners to benefit from new Internet resources and created an online community of African American media professionals, including HistoryMaker Lee Bailey. Moyo continues to talk about Real Men Cook, which flourished throughout the 1990s with the help of national media coverage and a small line of grocery products. In 2012, Moyo co-authored with Sharon Morgan 'Real Women Cook: Building Healthy Communities with Recipes that Stir the Soul,' which grew out of nutrition programs Moyo led in Chicago Public Schools. A vegetarian, she advocates healthy eating through partnerships with community organizations such as Eat to Live in the Englewood neighborhood of Chicago, Illinois. Moyo

reflects on her successes and failures as a businesswoman.

Video Oral History Interview with Yvette Moyo, Section
A2013_245_001_006, TRT: 6:12:36 2013/08/19

Yvette Moyo expresses a desire to travel more and to forge a better personal relationship with her son, Rael Jackson. She admires his commitment to the Real Men Cook brand. Moyo hopes the African American community will turn to its cultural heritage as a source of pride and empowerment, and she advises the future generations to persevere in pursuing their dreams. She believes future marketers must reorient the conversation about African American life from stories of violence to ones of possibility. Moyo wishes to be remembered for her own dedication to her business ventures and her ability to bring joy into the lives of others. She concludes by considering her identity as a HistoryMaker.