

# Finding Aid to The HistoryMakers® Video Oral History with Pluria Marshall, Sr.

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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>	Marshall, Pluria W., Sr., 1937-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Pluria Marshall, Sr.,
<b>Dates:</b>	December 6, 2013
<b>Bulk Dates:</b>	2013
<b>Physical Description:</b>	9 uncompressed MOV digital video files (4:15:08).
<b>Abstract:</b>	Community activist and media activist Pluria Marshall, Sr. (1937 - ) founded Operation Breadbasket of Texas and the National Black Media Coalition. He also co-founded the National Association of Black Journalists (NABJ). Marshall was interviewed by The HistoryMakers® on December 6, 2013, in Washington, District of Columbia. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2013_345
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Media advocate Pluria W. Marshall, Sr. was born on October 19, 1937 in Houston, Texas. After graduating from high school, Marshall enlisted in the U.S. Air Force. He served from 1956 to 1960 and was honorably discharged as an Airman, First Class. Marshall went on to graduate from Texas Southern University with his B.A. degree in photography.

In 1969, Marshall was instrumental in the creation of Operation Breadbasket of Texas. His civil rights work evolved both in scope and mission when he established the National Black Media Coalition (NBMC) in 1973. The organization's mission was to increase the presence of African American media professionals. He later served as national organizer, treasurer and chairman of NBMC. In 1975, Marshall also helped in founding the National Association of Black Journalists (NABJ). Throughout his career, Marshall worked for and also served as the official photographer for NABJ, the National Association of Radio and Television Announcers (NATRA), and mainstream publications including the *Jet* and *Ebony* magazines.

Marshall is a member of the Texas State Advertising Commission and was appointed to the U.S. Commission on Civil Rights. In 1973, Marshall was the recipient of Community Service Awards from the National Association of Marketing Developers (NAMD) as well as the Houston Chapter of Omega Psi Phi Fraternity, Inc. Marshall was also honored in 1974 with the Outstanding Ex-Student Award from Texas Southern University and the Marketeer of the Year Award from the Houston Chapter of NAMD.

Marshall is married to Carmen Corbin. He has five children: Pluria Marshall, Jr., Mishka Marshall, Jason Marshall, Natalie Marshall Hughes and Christopher Marshall.

Pluria W. Marshall, Sr. was interviewed by *The HistoryMakers* on December 6, 2013.

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## Scope and Content

This life oral history interview with Pluria Marshall, Sr. was conducted by Larry Crowe on December 6, 2013, in Washington, District of Columbia, and was recorded on 9 uncompressed MOV digital video files. Community activist and media activist Pluria Marshall, Sr. (1937 - ) founded Operation Breadbasket of Texas and the National Black Media Coalition. He also co-founded the National Association of Black Journalists (NABJ).

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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:

Marshall, Pluria W., Sr., 1937-

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

### Subjects:

African Americans--Interviews

Marshall, Pluria W., Sr., 1937---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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## Occupations:

Photojournalist

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Political Activist

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Political Activist

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## HistoryMakers® Category:

CivicMakers|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 Pluria Marshall, Sr., December 6, 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).

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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 Pluria Marshall, Sr., Section A2013\_345\_001\_001, TRT: 1:29:00 ?

Video Oral History Interview with Pluria Marshall, Sr., Section A2013\_345\_001\_002, TRT: 2:28:56 ?

Video Oral History Interview with Pluria Marshall, Sr., Section A2013\_345\_001\_003, TRT:  
3:27:14 ?

Video Oral History Interview with Pluria Marshall, Sr., Section A2013\_345\_001\_004, TRT:  
4:29:48 ?

Video Oral History Interview with Pluria Marshall, Sr., Section A2013\_345\_001\_005, TRT:  
5:25:36 ?

Video Oral History Interview with Pluria Marshall, Sr., Section A2013\_345\_001\_006, TRT:  
6:33:26 ?

Video Oral History Interview with Pluria Marshall, Sr., Section A2013\_345\_001\_007, TRT:  
7:25:34 ?

Video Oral History Interview with Pluria Marshall, Sr., Section A2013\_345\_001\_008, TRT:  
8:29:42 ?

Video Oral History Interview with Pluria Marshall, Sr., Section A2013\_345\_001\_009, TRT:  
9:25:52 ?