

# Finding Aid to The HistoryMakers® Video Oral History with Robert Bogle

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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>	Bogle, Robert W.
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Robert Bogle,
<b>Dates:</b>	June 13, 2014
<b>Bulk Dates:</b>	2014
<b>Physical Description:</b>	3 uncompressed MOV digital video files (1:26:28).
<b>Abstract:</b>	Newspaper publishing chief executive Robert Bogle ( - ) is the president and chief executive officer of The Philadelphia Tribune. He also served as president of the National Newspaper Publishers Association from 1991 to 1995. Bogle was interviewed by The HistoryMakers® on June 13, 2014, in Philadelphia, Pennsylvania. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2014_151
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Newspaper chief executive Robert Bogle was born to John Bogle, a vice president and advertising director at *The Philadelphia Tribune*, and Roslyn Woods Bogle, an advocate and activist throughout the Philadelphia, Pennsylvania area. In 1973, he graduated from Cheyney State College with his B.A. degree in urban studies and attended the University of Pennsylvania's Wharton School of Business and Finance to study marketing and economics.

Bogle was first hired at *The Philadelphia Tribune* in 1970, and was named

advertising director in 1973. He served in that position until 1977, when he became director of marketing. From 1981 to 1989, Bogle worked as executive vice president and treasurer for the *Tribune* and was then promoted to president and chief executive officer. In 1991, Bogle was appointed president of the National Newspaper Publishers Association (NNPA), where he served two terms. Among his achievements as president of the NNPA were the dedication of the new national headquarters in Washington, D.C., the introduction of the NNPA's national wire service, and the establishment of new and enhanced relationships with major national advertisers, including Toys R Us, Procter & Gamble, U.S. Air, K-Mart, and Walt Disney World Company.

Bogle has served on the boards of U.S. Airways Group, the Philadelphia Orchestra, the Pennsylvania Newspaper Association, United Way of America, the Zoological Society of Philadelphia, the Workforce Investment Board, and the African American Chamber of Commerce. In addition, in 2009, Philadelphia Mayor Michael A. Nutter appointed Bogle to the Independence Blue Cross board of directors.

Bogle is chairman of the Hospitals and Higher Education Facilities Authority of Philadelphia and serves as a commissioner of the Delaware River Port Authority. He has served as chairman of the council of trustees of Cheyney University and is an advisor to the United Negro College Fund, a member of the executive committee of the Boy Scouts of America, and a life member of Kappa Alpha Psi Fraternity. He is also a founding member and president of the African American News and Information Consortium, a group of premier Black newspapers in some of the largest markets in the United States of America.

In 1993, Bogle was named one of *Ebony* magazine's 100 most influential black Americans. In 1995, 1997 and 1999, the NNPA honored Bogle with the Russwurm Award, the highest honor to the "Best Newspaper in America." Bogle received an honorary doctorate of humane letters degree from Drexel University in 2000.

Robert Bogle was interviewed by *The HistoryMakers* on June 11, 2014.

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## Scope and Content

This life oral history interview with Robert Bogle was conducted by Larry Crowe on June 13, 2014, in Philadelphia, Pennsylvania, and was recorded on 3 uncompressed MOV digital video files. Newspaper publishing chief executive Robert Bogle ( - ) is the president and chief executive officer of The Philadelphia

Tribune. He also served as president of the National Newspaper Publishers Association from 1991 to 1995.

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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:

Bogle, Robert W.

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

## **Subjects:**

African Americans--Interviews  
Bogle, Robert W.--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:**

Newspaper Publishing Chief 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 Robert Bogle, June 13, 2014. 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 Robert Bogle, Section  
A2014\_151\_001\_001, TRT: 1:29:57 2014/06/13

Robert Bogle was born in Philadelphia, Pennsylvania. His mother, Roslyn Woods Bogle, was born in Lynchburg, Virginia in 1914. Bogle's maternal grandfather, whose black mother was raped by a white man, was light-skinned enough to pass for white, but chose to live with his black family. He eventually became president of Virginia Seminary in Lynchburg. Bogle's mother was valedictorian of her high school class in Lynchburg. Bogle's father, John Dudley Bogle, was born in Washington, D.C. in 1908. He met Bogle's mother while he was a student at Virginia Seminary. After the couple married, Bogle's mother did not work until after her husband's death. Bogle's parents believed strongly in education and though they spoke about discrimination against black people, they emphasized character as the basis for judging others. He recounts life lessons from his mother and describes his nine siblings, including HistoryMaker Donald Bogle and a sister who was the first African American mayor of Yeadon, Pennsylvania.

Video Oral History Interview with Robert Bogle, Section  
A2014\_151\_001\_002, TRT: 2:28:22 2014/06/13

Robert Bogle has nine siblings. One of his brothers is

HistoryMaker Donald Bogle, a noted film critic and historian. Bogle remembers his family's weekly ritual of eating Sunday breakfast while his mother talked on the phone with her sister. Until he was about twelve years old, his family lived in Darby, Pennsylvania, where he attended the integrated Bridge Avenue Elementary School which did not have any black teachers. Bogle's family belonged to First Baptist Church of Pennsylvania and Union Memorial Methodist Church. His father worked for the Afro American newspaper and beginning in the 1940s, at the Philadelphia Tribune, through which Bogle was able to meet African Americans like Thurgood Marshall and Robert N.C. Nix. Bogle's father ingrained in him many life lessons, including instilling in Bogle the understanding that he had to do something with his life; after high school he had three options attend college, get a job or join the military.

Video Oral History Interview with Robert Bogle, Section  
A2014\_151\_001\_003, TRT: 3:28:09 2014/06/13

Robert Bogle claims Philadelphia, Pennsylvania as the birthplace of African American culture in the United States and describes Philadelphia's South, as the heart of the city's African American community. As children, Bogle and his siblings were newsboys for the Philadelphia Tribune. When he was about twelve years old, his family moved to Yeadon, Pennsylvania, a community of African American professionals. He attended Yeadon High School where his counselors discouraged him from taking college preparatory courses and applying to college. Bogle attended Cheyney State University where he studied sociology. After taking time off from school, he added an emphasis in urban studies to his major. Bogle was active in student government, serving as vice president of his class. In 1970, he was offered a job at the Philadelphia Tribune by E. Washington Rhodes, with whom his father worked, and where he worked as a salesman. Bogle earned his B.A. degree from Cheyney in 1975.