

Finding Aid to The HistoryMakers® Video Oral History with Dr. Glenn W. Cherry

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Cherry, Glenn W., 1958-
Title:	The HistoryMakers® Video Oral History Interview with Dr. Glenn W. Cherry,
Dates:	September 12, 2014
Bulk Dates:	2014
Physical Description:	8 uncompressed MOV digital video files (3:50:15).
Abstract:	Media company chief executive and veterinarian Dr. Glenn W. Cherry (1958 -) was the president and chief executive officer of Tama Broadcasting, Inc. He worked as a veterinarian for several years, and was a political appointee in the Clinton Administration with the U.S. Department of Agriculture. Cherry was interviewed by The HistoryMakers® on September 12, 2014, in Tampa, Florida. This collection is comprised of the original video footage of the interview.
Identification:	A2014_233
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Media company executive and veterinarian Glenn W. Cherry was born in Daytona Beach, Florida to Julia T. Cherry and Charles W. Cherry, Sr. His father founded the *Florida Courier* and *Daytona Times*, for which Cherry began selling advertising for in 1978. Cherry earned his B.S. degree in biology from Morehouse College in 1980 and his D.V.M. degree from Tuskegee University in 1984. He then served as a United States Air Force Captain from 1984 to 1988, as Chief of Public Health Service in the Netherlands and Turkey. Cherry was honorably

discharged from reserve duty in 1991.

After his military service, Cherry worked in veterinary medicine as confidential assistant to the administrator of the Animal and Plant Health Inspection Service at the U.S. Department of Agriculture, state veterinarian for the Maryland Racing Commission, supervisory veterinarian at the National Institutes of Health, and as biologist at the U.S. Consumer Product Safety Commission. From 1994 to 1998, Cherry worked in the Clinton Administration in the White House Office of Presidential Personnel as an executive search manager. Cherry has also served as chairman and chief executive officer of Global Health Professionals, Inc., a Florida-based non-profit organization.

In 1989, Cherry, along with his father and brother, purchased the WPUL-AM 1590 radio station in Daytona Beach, Florida. Cherry went on to purchase WCSZ-AM in Greenville-Spartanburg, South Carolina in 1996, and then WTMP-AM 1150 in Tampa, Florida in 1997, where he served as general manager until 2007.

In 2000, Cherry and his brother founded Tama Broadcasting, Inc., Florida's largest privately held African American media group, and he served as its president and chief executive officer as well as a board director. Under Cherry's leadership, Tama Broadcasting acquired Dade City, Florida's WMGG-FM 96.1 in 2002 and changed its call letters to WTMP-FM. The company also expanded into the Jacksonville, Florida market with WHJX-FM, WSJF-FM, WJSJ-FM, and WOKF-FM. In 2004, acquisitions were made in the Savannah, Georgia market with WSSJ-FM, WMZD-FM, and WSGA-FM.

Cherry is married to Dr. Valerie Rawls Cherry. They have one son, Jamal.

Glenn Cherry was interviewed by *The HistoryMakers* on September 12, 2014.

Scope and Content

This life oral history interview with Dr. Glenn W. Cherry was conducted by Larry Crowe on September 12, 2014, in Tampa, Florida, and was recorded on 8 uncompressed MOV digital video files. Media company chief executive and veterinarian Dr. Glenn W. Cherry (1958 -) was the president and chief executive officer of Tama Broadcasting, Inc. He worked as a veterinarian for several years, and was a political appointee in the Clinton Administration with the U.S. Department of Agriculture.

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:

Cherry, Glenn W., 1958-

Crowe, Larry (Interviewer)

Champagne, Curt (Videographer)

Subjects:

African Americans--Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Veterinarian

Media Company Chief Executive

HistoryMakers® Category:

MedicalMakers|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 Dr. Glenn W. Cherry, September 12, 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).

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 Dr. Glenn W. Cherry, Section A2014_233_001_001, TRT: 1:30:07 2014/09/12

Dr. Glenn W. Cherry was born on June 2, 1958 in Daytona Beach, Florida to Charles W. Cherry, Sr. and Julia Troutman Cherry. His maternal grandmother, Emma Harris Troutman, was born in 1888 in Leslie, Georgia, where she worked as a domestic laborer and married Willis Troutman. The couple had two children, Bobbie Troutman and Cherry's mother, who was born in 1927. She graduated from A.S. Staley High School, and attended Morris Brown College on a basketball scholarship. There, she majored in home economics, and later became a math and science teacher. Cherry's father was born in 1928 in Americus, Georgia to Grady Cherry and Janie Barlow Atkins. Shortly after his birth, his parents moved to New York City, and he was raised by his aunt Leila Barlow in Americus. He met Cherry's mother in high school, and went on to attend Morehouse College, where he studied accounting, and befriended Benjamin Mays and Reverend Dr. Martin Luther King, Jr. After graduating, he enlisted in the U.S. Army and served in the Korean War.

Video Oral History Interview with Dr. Glenn W. Cherry, Section A2014_233_001_002, TRT: 2:29:51 2014/09/12

Dr. Glenn W. Cherry's parents, Julia Troutman Cherry and Charles W. Cherry Sr., married in 1953, after his father's

return from military duty in the Korean War. At that time, Cherry's father began teaching business at Claflin University in Orangeburg, South Carolina. A few years later, the couple moved to Daytona Beach, Florida, where Cherry's father worked as the business manager at Bethune-Cookman College, and founded Mormen Realty. During this time, Cherry's father was active in the Civil Rights Movement, first as a member of the Citizens Coordinating Committee and then in the NAACP as the bails bondsman for Central Florida. Due to his father's activism, the family was continuously harassed by white supremacists. Cherry and his two siblings, Charles W. Cherry II and Cassandra Cherry Kittles, were raised in Daytona Beach, where they attended Campbell Street Elementary School. In 1966, they were transferred to St. Paul Catholic School to avoid being bussed to a heavily dominated Ku Klux Klan area.

Video Oral History Interview with Dr. Glenn W. Cherry, Section A2014_233_001_003, TRT: 3:29:39 2014/09/12

Dr. Glenn W. Cherry attended St. Paul's Catholic School, where he encountered a community of white civil rights supporters. During this time, Cherry also saw the outrage within the African American community following Reverend Dr. Martin Luther King, Jr.'s death. Cherry's father, Charles W. Cherry, Sr., remained active in the movement, and the family endured constant harassment and threats. For safety, they kept guard dogs, whose loyalty inspired Cherry's initial desire to become a veterinarian. Cherry also hunted with his friends, although he stopped when he became distraught by the idea of killing an animal. Even though his mother, Julia Troutman Cherry, supported his study of science and math, Cherry was discouraged by the local white veterinarians. However, reading an Ebony article on the Tuskegee Institute School of Veterinary Medicine renewed his interest. He attended Campbell Junior High School and Seabreeze High School, where he excelled as a basketball player, and was active in student government.

Video Oral History Interview with Dr. Glenn W. Cherry, Section A2014_233_001_004, TRT: 4:28:32 2014/09/12

Dr. Glenn W. Cherry earned a partial basketball

scholarship offer from Tulane University, which he declined in favor of a full academic scholarship to attend Morehouse College in Atlanta, Georgia. He enrolled in 1976 as a pre-med major, and joined Omega Psi Phi Fraternity. During this time, he met the university's president, Hugh Gloster, and former president Benjamin Mays. His academic influences included chemist Henry C. McBay, biologist Frederick E. Mapp and French professor Irene Dobbs Jackson, the mother of Atlanta Mayor Maynard Jackson. In 1978, Cherry's father, Charles W. Cherry, Sr., founded the Daytona Times. The entire family helped to produce the newspaper, and Cherry became its salesman. To prepare for veterinary school, he completed animal science classes at the University of Florida in Gainesville, Florida in the summer of 1979. In 1980, he participated in a summer program at the Tuskegee Institute School of Veterinary Medicine before being admitted the following fall.

Video Oral History Interview with Dr. Glenn W. Cherry, Section A2014_233_001_005, TRT: 5:30:01 2014/09/12

Dr. Glenn W. Cherry attended the Tuskegee Institute School of Veterinary Medicine to become an equine veterinarian. There, he was mentored by Dean Ellis M. Hall, Sr. and professors Ruby Perry, Eugene W. Adams, Jerry A. Clinkscales, William O. Jones and Cuthbert Padmore. To gain experience with animals, Cherry spent his summers as a zookeeper at the Audobon Zoo in New Orleans, Louisiana, and in mentorships with equine veterinarians like Donald Scott Traphagen in South Florida. Following graduation, he worked briefly in Oklahoma; but, frustrated by persistent racial barriers, joined the U.S. Air Force as a public health officer. Starting in 1984, he was stationed at Soesterberg Air Base in the Netherlands and Izmir Air Station in Turkey. In 1987, he married Valerie Rawls Cherry, and returned to the United States in 1988, where he began working for the Maryland Racing Commission. Later that year, his family acquired their first radio station, WPUL Radio, in South Daytona Beach, Florida.

Video Oral History Interview with Dr. Glenn W. Cherry, Section A2014_233_001_006, TRT: 6:29:42 2014/09/12

Dr. Glenn W. Cherry attended the Tuskegee Institute School of Veterinary Medicine to become an equine veterinarian. There, he was mentored by Dean Ellis M. Hall, Sr. and professors Ruby Perry, Eugene W. Adams, Jerry A. Clinkscales, William O. Jones and Cuthbert Padmore. To gain experience with animals, Cherry spent his summers as a zookeeper at the Audobon Zoo in New Orleans, Louisiana, and in mentorships with equine veterinarians like Donald Scott Traphagen in South Florida. Following graduation, he worked briefly in Oklahoma; but, frustrated by persistent racial barriers, joined the U.S. Air Force as a public health officer. Starting in 1984, he was stationed at Soesterberg Air Base in the Netherlands and Izmir Air Station in Turkey. In 1987, he married Valerie Rawls Cherry, and returned to the United States in 1988, where he began working for the Maryland Racing Commission. Later that year, his family acquired their first radio station, WPUL Radio, in South Daytona Beach, Florida.

Video Oral History Interview with Dr. Glenn W. Cherry, Section A2014_233_001_007, TRT: 7:36:34 2014/09/12

Dr. Glenn W. Cherry improved WTMP Radio's listenership in the community of Tampa, Florida, working alongside administrators Lawrence Hires, Louis Muhammed and Larry Steele, and radio hosts Derrick Jennings and Nikki Nicole. Cherry and his brother founded Tama Broadcasting in 2000, in order to expand into new markets. At first, they faced prejudice from lenders, but with support from BIA Capital Corporation and Black Enterprise/Greenwich Street Corporate Growth Partners, they purchased eight additional radio stations. Tama Broadcasting suffered major financial losses during the 2004 and 2005 hurricane seasons. To alleviate their debt, they entered a loan contract with D.B. Zwirn Special Opportunities Fund, LP, a hedge fund which targeted minority-owned broadcasting companies. In 2008, Tama Broadcasting was acquired by D.B. Zwirn Special Opportunities Fund, LP, and the Cherry family shifted their focus to managing the Florida Courier, Daytona Times, and their first two radio stations, WPUL Radio and WCSZ Radio.

Video Oral History Interview with Dr. Glenn W. Cherry, Section
A2014_233_001_008, TRT: 8:15:49 2014/09/12

Dr. Glenn W. Cherry describes his hopes and concerns for the African American community. He also reflects upon his family's legacy, and talks about the accomplishments of his son Jamal Cherry. Cherry concludes the interview by describing how he would like to be remembered.