

Finding Aid to The HistoryMakers® Video Oral History with McGhee Williams Osse

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Osse, McGhee Williams, 1952-
Title:	The HistoryMakers® Video Oral History Interview with McGhee Williams Osse,
Dates:	February 19, 2018
Bulk Dates:	2018
Physical Description:	8 uncompressed MOV digital video files (4:00:03).
Abstract:	Advertising executive McGhee Williams Osse (1952 -) serves as the co-CEO of Burrell Communications Group since 2004, one of the nation's largest African American advertising agencies. Williams Osse was interviewed by The HistoryMakers® on February 19, 2018, in Chicago, Illinois. This collection is comprised of the original video footage of the interview.
Identification:	A2018_016
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Advertising executive McGhee Williams Osse was born on November 10th in Columbus, Georgia to Sallie Mae Gamble McGhee and Nelson McGhee. After earning her B.A. degree in English at Spelman College and completing post-graduate coursework in advertising at the University of South Carolina. Osse worked as a traffic manager for WSB-Radio Atlanta and was later hired as a copy-editor and layout artist at Sears; and she went on to work as a field marketing manager for KFC, and a marketing manager at General Mills Restaurant Group, and a marketing director for RTM, Inc.

In 1986, Osse joined Burrell Communications Group, a black owned advertising agency and ultimately became general manager of the Atlanta office, working with clients like Coca-Cola, Georgia Power, and Bell South Yellow Pages. In 1996, Osse became an equity partner at Burrell Communications in Chicago, where she led the company's entry into digital and interactive marketing. Osse also started Burrell's Yurban marketing initiative which became the industry's gold-standard in reaching youth and young adult during the early days of Hip Hop. Following the retirement of founder Thomas J. Burrell in 2004, Osse and Fay Ferguson became co-CEOs of Burrell Communications. Under Osse's leadership, Burrell Communications launched several successful campaigns for Procter and Gamble, Verizon and American Airlines. In 2015, presidential candidate Hilary Clinton hired Burrell Communications to handle the advertising for her campaign – marking the agency's official launch of a political practice.

Osse has served on several boards, including the American Association of Advertising Agencies (4A's) Regional Board of Directors; Ad Council Chicago Leadership Committee; and the Mosaic Council Executive Committee (American Advertising Federation). She has also been actively involved with the Partnership for A Drug-Free America, the Clear Channel Community Board of Advisors, the Foundation for Sarcoidosis Research, and Medical Wings International.

Osse received numerous awards and accolades for her career in advertising, including the Chicago Minorities in Business Leadership Award in 2007, Ebony's outstanding women in marketing and communication award and the 'advertising legend' award from the ADCOLOR industry coalition. She was also honored by the National Alliance of Market Developers and the Black United Fund of Illinois. Under her leadership, Burrell Communications was named Black Enterprises Advertising Agency of the Year as well as awarded the Minority Marketing and Communications Firm of the Year Award in 2015.

McGhee Williams Osse was interviewed by *The HistoryMakers* on February 19, 2018.

Scope and Content

This life oral history interview with McGhee Williams Osse was conducted by Larry Crowe on February 19, 2018, in Chicago, Illinois, and was recorded on 8 uncompressed MOV digital video files. Advertising executive McGhee Williams Osse (1952 -) serves as the co-CEO of Burrell Communications Group since 2004, one of the nation's largest African American advertising agencies.

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:

Osse, McGhee Williams, 1952-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews
Osse, McGhee Williams, 1952- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Advertising Executive

Advertising Chief Executive

HistoryMakers® Category:

BusinessMakers|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 McGhee Williams Osse, February 19, 2018. 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 McGhee Williams Osse, Section A2018_016_001_001, TRT: 1:28:09 ?

Video Oral History Interview with McGhee Williams Osse, Section A2018_016_001_002, TRT: 2:29:03 ?

Video Oral History Interview with McGhee Williams Osse, Section A2018_016_001_003, TRT: 3:29:05 ?

Video Oral History Interview with McGhee Williams Osse, Section A2018_016_001_004, TRT: 4:29:44 ?

Video Oral History Interview with McGhee Williams Osse, Section A2018_016_001_005, TRT: 5:29:11 ?

Video Oral History Interview with McGhee Williams Osse, Section A2018_016_001_006, TRT: 6:30:55 ?

Video Oral History Interview with McGhee Williams Osse, Section A2018_016_001_007, TRT: 7:29:08 ?

Video Oral History Interview with McGhee Williams Osse, Section A2018_016_001_008, TRT: 8:34:48 ?