

# Finding Aid to The HistoryMakers® Video Oral History with Andre Harrell

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## Overview of the Collection

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| <b>Repository:</b>           | The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616<br>info@thehistorymakers.com www.thehistorymakers.com   |
| <b>Creator:</b>              | Harrell, Andre  |
| <b>Title:</b>                | The HistoryMakers® Video Oral History Interview with Andre Harrell,   |
| <b>Dates:</b>                | February 28, 2018 and November 21, 2019   |
| <b>Bulk Dates:</b>           | 2018 and 2019   |
| <b>Physical Description:</b> | 6 uncompressed MOV digital video files (2:07:53).   |
| <b>Abstract:</b>             | Producer and record executive Andre Harrell (1960 - ) founded Uptown Records, and served as the president and chief executive officer of Motown Records, before becoming the vice chairman of Revolt TV Network. Harrell was interviewed by The HistoryMakers® on February 28, 2018 and November 21, 2019, in Los Angeles, California. This collection is comprised of the original video footage of the interview. |
| <b>Identification:</b>       | A2018_029   |
| <b>Language:</b>             | The interview and records are in English.   |

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## Biographical Note by The HistoryMakers®

Producer and record executive Andre Harrell was born on September 26, 1960 in Harlem, New York. Harrell attended Eastern Academy and Junior High School 123. After graduating from Charles Evans Hughes High School in 1978, Harrell attended Baruch College. He later transferred to Lehman College, where he majored in communications and business management.

In 1976, Harrell and high school friend, Alonzo Brown, formed the hip hop duo, Dr. Jeckyll and Mr. Hyde; and in 1980, they signed with Tayster and Rojac Records in Harlem. They released several hit songs including “Genius Rap,” “Fast Life,” and “AM/PM” as well as the 1984 album, *The Champagne of Rap*. Harrell left Lehman College during his junior year to work as an account executive at the gospel station WWRL. A year later, he joined the local radio station WINS. In 1983, Harrell began working for Russell Simmons at RUSH Management, and within two years, he became the vice president and general manager, helping to launch the careers of Run-DMC, LL Cool J, and Whodini. In 1986, Harrell founded his own record label, Uptown Records, where he worked with Heavy D. & The Boyz, Al B. Sure, Notorious B.I.G., Guy, Jodeci, McGruff, Sean Combs, Lost Boyz, and The Gyrلز. He also worked with Mary J. Blige, releasing her debut album, *What’s the 411?*, with Uptown in 1992. That same year, Harrell accepted a multimedia deal with MCA Music Entertainment Group. He also served as the executive producer of Fox’s hit crime television show, *New York Undercover*, which aired from 1994 to 1998, and as executive producer of several films, including *Strictly Business* in 1991, and *Honey* in 2003. Harrell became the chief executive officer of Motown Records in 1995, where he oversaw the careers of Stevie Wonder, Diana Ross, and Queen Latifah. Harrell also founded Nu Records, and served as an executive producer on Robin Thicke’s and Pharrell William’s 2013 hit song “Blurred Lines.” In 2013, Harrell became the vice chairman of Sean Combs’ multimedia company, Revolt TV Network.

In 2009, Harrell received a Cultural Excellence Award from the National Action Network. He was also the recipient of BET’s Culture Creators Award in 2016.

Andre Harrell was interviewed by *The HistoryMakers* on February 23, 2018 and November 21, 2019.

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## Scope and Content

This life oral history interview with Andre Harrell was conducted by Harriette Cole on February 28, 2018 and November 21, 2019, in Los Angeles, California, and was recorded on 6 uncompressed MOV digital video files. Producer and record executive Andre Harrell (1960 - ) founded Uptown Records, and served as the president and chief executive officer of Motown Records, before becoming the vice chairman of Revolt TV Network.

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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:

Harrell, Andre

Cole, Harriette (Interviewer)

Stearns, Scott (Videographer)

### Subjects:

African Americans--Interviews

Harrell, Andre--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:

Record Executive

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## HistoryMakers® Category:

MusicMakers

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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 Andre Harrell, February 28, 2018 and November 21, 2019. 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 Andre Harrell, Section A2018\_029\_001\_001, TRT: 1:29:09 ?

Video Oral History Interview with Andre Harrell, Section A2018\_029\_001\_002, TRT: 2:28:59 ?

Video Oral History Interview with Andre Harrell, Section A2018\_029\_001\_003, TRT: 3:27:14 ?

Video Oral History Interview with Andre Harrell, Section A2018\_029\_001\_004, TRT: 4:02:04 ?

Video Oral History Interview with Andre Harrell, Section A2018\_029\_002\_005, TRT: 5:31:08 ?

Video Oral History Interview with Andre Harrell, Section A2018\_029\_002\_006, TRT: 6:09:19 ?