

Finding Aid to The HistoryMakers® Video Oral History with Frank Mercado-Valdes

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Mercado-Valdes, Frank, 1962-
Title:	The HistoryMakers® Video Oral History Interview with Frank Mercado-Valdes,
Dates:	April 30, 2018
Bulk Dates:	2018
Physical Description:	10 uncompressed MOV digital video files (4:41:28).
Abstract:	Broadcast executive Frank Mercado-Valdes (1962-) launched The African Heritage Network, a syndication and production company. Mercado-Valdes was interviewed by The HistoryMakers® on April 30, 2018, in New York, New York. This collection is comprised of the original video footage of the interview.
Identification:	A2018_075
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Broadcast executive Frank Mercado-Valdes was born on May 18, 1962 in New York City to Frank Mercado and Linda Valdes. At the age of fifteen, Mercado-Valdes became the Florida Junior Olympic boxing champion, and won the state's Golden Gloves Lightweight Championship in 1979. He graduated from Coral Gables Senior High School in 1980, and received his A.A. degree in political science from Miami-Dade Community College in 1983. Mercado-Valdes went on to earn his B.S. degree in political science from the University of Miami in 1985.

In 1985, Mercado-Valdes founded the first Miss Collegiate Black American Pageant, held at the Miami Marine Stadium. He was then hired as the media coordinator for the 1988 Bush-Quayle presidential campaign. In 1990, he secured a deal with Universal Studios to televise the Miss Collegiate Black America Pageant. He also launched the African Heritage Network, a television syndication and production company, which bought the syndication rights to films like *Cotton Comes to Harlem*, *Porgy and Bess*, and *Shaft*. In 1993, The African Heritage Network introduced the "Movie of the Month" series, hosted by actors Ossie Davis and Ruby Dee. Mercado-Valdes went on to serve as an executive producer of *Stomp!*, a nationally televised stepping competition and performance program. In 1994, The African Heritage Network served as an executive producer for *A Tribute to Alex Haley*, a program highlighting the accomplishments of the *Roots* author. In 1996, Mercado-Valdes secured the weekend syndication rights of the popular police drama *New York Undercover*, making The African Heritage Network the first minority-owned company to purchase a major network series for syndication. In 1997, Mercado-Valdes also purchased the rights to Kensington Publishing Group's Arabesque Books, the first and only African American romance book line. In 2002, Mercado-Valdes developed the television shows *The Source: All Access*, based on the popular hip-hop magazine *The Source*, and *N'Gear*, a behind-the-scenes look at urban fashions, designers, and models. Later that year, The African Heritage Network was renamed to The Heritage Networks, and Mercado-Valdes developed the television program *Livin' Large*, a hip-hop version of *Lifestyles of the Rich and Famous*. In 2003, Mercado-Valdes secured syndication and production rights for *Showtime at the Apollo*. He resigned from The Heritage Network in 2004, and served as the chief strategic officer for Soul of the South Television from 2011 to 2014. Mercado-Valdes became the managing director of Fair Market Value Consultants and the executive director of San

Juan Hill Partners in 2016.

Frank Mercado-Valdes was interviewed by *The HistoryMakers* on April 30, 2018.

Scope and Content

This life oral history interview with Frank Mercado-Valdes was conducted by Harriette Cole on April 30, 2018, in New York, New York, and was recorded on 10 uncompressed MOV digital video files. Broadcast executive Frank Mercado-Valdes (1962-) launched The African Heritage Network, a syndication and production company.

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:

Mercado-Valdes, Frank, 1962-

Cole, Harriette (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews

Mercado-Valdes, Frank, 1962- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Television Executive

HistoryMakers® Category:

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 Frank Mercado-Valdes, April 30, 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 Frank Mercado-Valdes, Section A2018_075_001_001, TRT: 1:28:45 ?

Video Oral History Interview with Frank Mercado-Valdes, Section A2018_075_001_002, TRT: 2:27:26 ?

Video Oral History Interview with Frank Mercado-Valdes, Section A2018_075_001_003, TRT: 3:28:24 ?

Video Oral History Interview with Frank Mercado-Valdes, Section A2018_075_001_004, TRT: 4:29:13 ?

Video Oral History Interview with Frank Mercado-Valdes, Section A2018_075_001_005, TRT: 5:28:06 ?

Video Oral History Interview with Frank Mercado-Valdes, Section A2018_075_001_006, TRT: 6:29:00 ?

Video Oral History Interview with Frank Mercado-Valdes, Section A2018_075_001_007, TRT: 7:28:15 ?

Video Oral History Interview with Frank Mercado-Valdes, Section A2018_075_001_008, TRT: 8:37:03 ?

Video Oral History Interview with Frank Mercado-Valdes, Section A2018_075_001_009, TRT: 9:28:23 ?

Video Oral History Interview with Frank Mercado-Valdes, Section A2018_075_001_010, TRT: 10:16:53 ?