

# Finding Aid to The HistoryMakers® Video Oral History with J. Robert Harris

---

## 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>	Harris, J. Robert
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with J. Robert Harris,
<b>Dates:</b>	June 27, 2018
<b>Bulk Dates:</b>	2018
<b>Physical Description:</b>	9 uncompressed MOV digital video files (3:58:24).
<b>Abstract:</b>	Marketing chief executive J. Robert Harris (1944 - ) founded JRH Marketing Services, the research and consulting firm in 1975. Since 1966, Harris has also been active in the international wilderness trek community. Harris was interviewed by The HistoryMakers® on June 27, 2018, in New York, New York. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2018_112
<b>Language:</b>	The interview and records are in English.

---

## Biographical Note by The HistoryMakers®

Marketing chief executive J. Robert Harris was born on April 1, 1944 in Lake Charles, Calcasieu Parish, Louisiana to homemaker Ruth Boutte Harris and truck driver James Harris. Growing up in the Pomonok housing project in Queens, New York, he attended St. Nicholas of Tolentine elementary school and Bishop Loughlin Memorial High School. Upon graduating in 1961, he entered Queens College, where he earned his B.A. degree in psychology in 1966. He also completed coursework in Spanish at New York University in 1972.

Harris worked as a market research supervisor at National Broadcasting Company/NBC before being hired in 1969 as a research manager at General Foods Corporation in White Plains, New York, where he headed the decaffeinated coffee group. From 1972 to 1975, he was employed as the international research director at PepsiCo, in Purchase, New York where he traveled to over thirty countries designing and conducting consumer research projects. In 1975, in collaboration with his brother Lloyd Harris who served as managing partner, Harris founded JRH Marketing Services to provide consulting and research services to a wide range of clients that included the U.S. Army, Anheuser-Busch and JPMorgan Chase as well as the fast food, soft drink, beer and wine, spirits and the automotive sectors, the financial industry and the government. Additionally, Harris worked as a seminar leader for Ennis Associates from 1983 to 1995. In addition, Harris was a founding member and past president of the Qualitative Research Consultants Association, former chairman of the Research Industry Coalition and an elected member of the Market Research Council. In honor of his accomplishments in the field of market research, Harris was awarded the 2004 Qualitative Research Consultants Association President's Award, and elected to the Market Research Council's Market Research Hall of Fame.

Since 1966, Harris has been active in the wilderness trek community, and his travels are described in his book *Way Out There: Adventures of a Wilderness Trekker*. He was elected to the esteemed Explorers Club in 1993. Harris has also been featured in *Ebony* magazine on the "Most Successful Blacks" list, and in *Who's Who Among Black Americans* book series.

Harris has two children: Evan Harris and April Harris.

J. Robert Harris was interviewed by *The HistoryMakers* on June 27, 2018.

---

## Scope and Content

This life oral history interview with J. Robert Harris was conducted by Harriette Cole on June 27, 2018, in New York, New York, and was recorded on 9 uncompressed MOV digital video files. Marketing chief executive J. Robert Harris (1944 - ) founded JRH Marketing Services, the research and consulting firm in 1975. Since 1966, Harris has also been active in the international wilderness trek community.

---

## 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:

Harris, J. Robert

Cole, Harriette (Interviewer)

Stearns, Scott (Videographer)

### Subjects:

African Americans--Interviews

Harris, J. Robert--Interviews

---

## Organizations:

HistoryMakers® (Video oral history collection)

---

The HistoryMakers® African American Video Oral History Collection

---

## Occupations:

Marketing Chief Executive

---

## HistoryMakers® Category:

BusinessMakers

---

## 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 J. Robert Harris, June 27, 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 J. Robert Harris, Section A2018\_112\_001\_001, TRT: 1:32:34 ?

Video Oral History Interview with J. Robert Harris, Section A2018\_112\_001\_002, TRT: 2:28:45 ?

Video Oral History Interview with J. Robert Harris, Section A2018\_112\_001\_003, TRT: 3:30:15 ?

- Video Oral History Interview with J. Robert Harris, Section A2018\_112\_001\_004, TRT: 4:32:34 ?
- Video Oral History Interview with J. Robert Harris, Section A2018\_112\_001\_005, TRT: 5:39:00 ?
- Video Oral History Interview with J. Robert Harris, Section A2018\_112\_001\_006, TRT: 6:31:51 ?
- Video Oral History Interview with J. Robert Harris, Section A2018\_112\_001\_007, TRT: 7:29:04 ?
- Video Oral History Interview with J. Robert Harris, Section A2018\_112\_001\_008, TRT: 8:08:17 ?
- Video Oral History Interview with J. Robert Harris, Section A2018\_112\_001\_009, TRT: 9:06:04 ?