

Finding Aid to The HistoryMakers® Video Oral History with Earl "Butch" Graves, Jr.

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Graves, Earl Gilbert, Jr., 1962-
Title:	The HistoryMakers® Video Oral History Interview with Earl "Butch" Graves, Jr.,
Dates:	February 21, 2014 and July 2, 2014
Bulk Dates:	2014
Physical Description:	13 uncompressed MOV digital video files (6:40:41).
Abstract:	Publishing chief executive Earl "Butch" Graves, Jr. (1962 -) was president and chief executive officer of Black Enterprise. Graves was interviewed by The HistoryMakers® on February 21, 2014 and July 2, 2014, in Chicago, Illinois and New York, New York. This collection is comprised of the original video footage of the interview.
Identification:	A2014_028
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Publishing executive Earl "Butch" Graves, Jr. was born on January 5, 1962, in Brooklyn, New York to Barbara and Earl Graves, Sr., founder of *Black Enterprise* magazine. Graves graduated from Scarsdale High School in 1980. He went on to attend Yale University, where he was captain of the basketball team and became the school's all-time leading scorer and the second leading scorer in Ivy League history. In 1984, Graves graduated from Yale University with his B.A. degree in economics, and was drafted into the National Basketball Association in the third round by the Philadelphia 76ers.

After a brief professional career in the NBA, where he played for the Milwaukee Bucks and Cleveland Cavaliers, Graves enrolled in Harvard Business School and graduated in 1988 with his M.B.A degree. Upon graduation, Graves joined *Black Enterprise* as Vice President of Advertising and Marketing. In 1991, he was promoted to Senior Vice President of Advertising and Marketing, and was named Executive Vice President and Chief Operating Officer in 1995. In 1998, Graves was appointed President and Chief Operating Officer of *Black Enterprise* and, in January of 2006, was named President and Chief Executive Officer, where he is responsible for the strategic positioning and overall profitability of the corporation, which includes magazine publishing, television production, digital media, and business and lifestyle events.

In 2000, Graves co-founded the Black Enterprise/Greenwich Street Corporate Growth Fund. He also serves as a managing director of the Pinnacle Minority Supplier Development Fund. Graves serves on the board of directors of AutoZone, Bermuda Tourism Authority, and is a trustee for The Committee For Economic Development. In addition to serving on numerous non-profit boards, Graves is a national advocate for the importance of education and athletics, and has served as an AAU (Amateur Athletic Union) Head Basketball Coach for more than ten years.

In 2002, Graves was inducted into the American Advertising Federation (AAF) Hall of Achievement; and in 2009, he was honored with the NCAA Silver Anniversary Award. He was also awarded the Jack Avrett Volunteer Spirit Award from the Boy Scouts of America in 2006.

Earl Graves, Jr. was interviewed by *The HistoryMakers* on February 21, 2014.

Scope and Content

This life oral history interview with Earl "Butch" Graves, Jr. was conducted by Julieanna L. Richardson on February 21, 2014 and July 2, 2014, in Chicago, Illinois and New York, New York, and was recorded on 13 uncompressed MOV digital video files. Publishing chief executive Earl "Butch" Graves, Jr. (1962 -) was president and chief executive officer of Black Enterprise.

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:

Graves, Earl Gilbert, Jr., 1962-

Richardson, Julieanna L. (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Graves, Earl Gilbert, Jr., 1962---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Publishing Chief 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 Earl "Butch" Graves, Jr., February 21, 2014 and July 2, 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 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 Earl "Butch" Graves, Jr., Section A2014_028_001_001, TRT: 1:29:59 ?

Video Oral History Interview with Earl "Butch" Graves, Jr., Section A2014_028_001_002, TRT: 2:40:26 ?

Video Oral History Interview with Earl "Butch" Graves, Jr., Section A2014_028_001_003, TRT:

3:28:15 ?

Video Oral History Interview with Earl "Butch" Graves, Jr., Section A2014_028_001_004, TRT:
4:33:23 ?

Video Oral History Interview with Earl "Butch" Graves, Jr., Section A2014_028_001_005, TRT:
5:15:39 ?

Video Oral History Interview with Earl "Butch" Graves, Jr., Section A2014_028_002_006, TRT:
6:40:39 ?

Video Oral History Interview with Earl "Butch" Graves, Jr., Section A2014_028_002_007, TRT:
7:28:51 ?

Video Oral History Interview with Earl "Butch" Graves, Jr., Section A2014_028_002_008, TRT:
8:30:22 ?

Video Oral History Interview with Earl "Butch" Graves, Jr., Section A2014_028_002_009, TRT:
9:30:56 ?

Video Oral History Interview with Earl "Butch" Graves, Jr., Section A2014_028_002_010, TRT:
10:29:02 ?

Video Oral History Interview with Earl "Butch" Graves, Jr., Section A2014_028_002_011, TRT:
11:32:00 ?

Video Oral History Interview with Earl "Butch" Graves, Jr., Section A2014_028_002_012, TRT:
12:39:19 ?

Video Oral History Interview with Earl "Butch" Graves, Jr., Section A2014_028_002_013, TRT:
13:21:50 ?