

Biographical Description for The HistoryMakers® Video Oral History with Danny Bakewell, Sr.

PERSON

Bakewell, Danny Sr., 1946-

Alternative Names: Danny Bakewell, Sr.;

Life Dates: October 17, 1946-

Place of Birth: New Orleans, Louisiana, USA

Work: Los Angeles, CA

Occupations: Broadcast Entrepreneur

Biographical Note

Broadcast Entrepreneur Danny Bakewell, Sr. was born in 1946 in New Orleans, Louisiana. Also raised in New Orleans, he graduated from St. Augustine High School in 1965, and went on to attend the University of Arizona.

At the age of twenty-one, he moved to Los Angeles, California, where he was hired as a community organizer with the Neighborhood Adult Participation Project. During this time, he also worked as the director of new careers at the University of California, Los Angeles before becoming involved with the Black Congress. In the early 1970s, Bakewell was named president and chief executive officer of the Brotherhood Crusade, a Los Angeles-based civil rights and community development organization, where he served until 2006. During his long tenure, he raised over \$60 million for community initiatives. He also co-founded the National Black United Fund in 1974.

In 1982, Bakewell became chairman and chief executive officer of The Bakewell Company, one of the largest African American-owned development companies in the United States. In 1986, Bakewell was named president of the Cranston Securities Company, a national investment banking firm. Then, in 2004, he purchased the Los Angeles Sentinel, the oldest and largest African American newspaper on the West Coast. Soon after, in 2007, Bakewell purchased the New Orleans radio station WBOK and in 2009, he was elected chairman of the National Newspaper Publishers Association.

Bakewell also established the Brotherhood Crusade Business Development and Capital Fund, the African American Unity Center, and the Taste of Soul of Los Angeles. In memory of his daughter, Sabriya, who lost her life to leukemia, Bakewell founded the SABRIYA's Castle of Fun Foundation for hospitalized children. The Foundation has

established over 200 units in hospitals around the country.

Bakewell's numerous awards include the Trumpet Award from the Trumpet Foundation, the JFK Profiles in Courage Award by the Democratic Party, the U.S. Congressional Black Caucus Adam Clayton Powell Award, the Roy Wilkins Award, and the Martin Luther King Drum Major Award, among others. He has also been honored by the NAACP and the Southern Christian Leadership Conference, and was inducted into the International Civil Rights Walk of Fame. In addition, the Los Angeles Unified School District honored Bakewell by naming a school after him.

Bakewell lives in California with his wife, Alina. He has two children: Danny, Jr. and Brandi.

Danny Bakewell was interviewed by The HistoryMakers on July 29, 2014.

Related Entries

St. Augustine High School [STUDENTOF]
[from ? to ?]

University of Arizona School of Law [STUDENTOF]
[from ? to ?]

University of California, Los Angeles [EMPLOYEEOF]
[from ? to ?]

Director of New Careers

Neighborhood Adult Participation Project [EMPLOYEEOF]
[from 1967 to ?]

Community Organizer

The National Black United Fund [EMPLOYEEOF]
[from 1974 to ?]

Co-Founder

The Bakewell Company [EMPLOYEEOF]
[from 1982 to ?]

Founder, Chairman & CEO

Cranston Securities Company [EMPLOYEEOF]
[from 1986 to ?]

President

The Los Angeles Sentinel [EMPLOYEEOF]
[from 2004 to ?]

Publisher

WBOK Radio Station [EMPLOYEEOF]
[from 2007 to ?]

Owner

The Brotherhood Crusade [EMPLOYEEOf]
[from 1970 to 2006]

President, CEO

The Los Angeles Black Congress [MEMBEROf]
[from ? to ?]

Member

The Brotherhood Crusade Business Development and Capital Fund [MEMBEROf]
[from ? to ?]

Founder

African American Unity Center [MEMBEROf]
[from ? to ?]

Founder

Taste of Soul Los Angeles [MEMBEROf]
[from ? to ?]

Founder

SABRIYA's Castle of Fun Foundation [MEMBEROf]
[from ? to ?]

Founder

The National Newspaper Publishers Association [MEMBEROf]
[from 2009 to ?]

Chairman