

Finding Aid to The HistoryMakers® Video Oral History with Danny Bakewell, Sr.

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Bakewell, Danny Sr., 1946-
Title:	The HistoryMakers® Video Oral History Interview with Danny Bakewell, Sr.,
Dates:	July 30, 2014 and November 10, 2014
Bulk Dates:	2014
Physical Description:	11 uncompressed MOV digital video files (5:09:22).
Abstract:	Broadcast entrepreneur Danny Bakewell, Sr. (1946 -) was the founder and owner of The Bakewell Company, which included among its holdings the New Orleans radio station WBOK and the Los Angeles Sentinel newspaper. He was also president and chief executive officer of the Brotherhood Crusade for over thirty years. Bakewell was interviewed by The HistoryMakers® on July 30, 2014 and November 10, 2014, in Los Angeles, California. This collection is comprised of the original video footage of the interview.
Identification:	A2014_169
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

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.

Scope and Content

This life oral history interview with Danny Bakewell, Sr. was conducted by Larry Crowe on July 30, 2014 and November 10, 2014, in Los Angeles, California, and was recorded on 11 uncompressed MOV digital video files. Broadcast entrepreneur Danny Bakewell, Sr. (1946 -) was the founder and owner of The Bakewell Company, which included among its holdings the New Orleans radio station WBOK and the Los Angeles Sentinel newspaper. He was also president and chief executive officer of the Brotherhood Crusade for over thirty years.

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:

Bakewell, Danny Sr., 1946-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews
Bakewell, Danny Sr., 1946---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Broadcast Entrepreneur

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 Danny Bakewell, Sr., July 30, 2014 and November 10, 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 Danny Bakewell, Sr., Section A2014_169_001_001, TRT: 1:31:03 ?

Video Oral History Interview with Danny Bakewell, Sr., Section A2014_169_001_002, TRT: 2:29:53 ?

Video Oral History Interview with Danny Bakewell, Sr., Section A2014_169_001_003, TRT: 3:29:21 ?

Video Oral History Interview with Danny Bakewell, Sr., Section A2014_169_001_004, TRT: 4:33:16 ?

Video Oral History Interview with Danny Bakewell, Sr., Section A2014_169_002_005, TRT: 5:28:45 ?

Video Oral History Interview with Danny Bakewell, Sr., Section A2014_169_002_006, TRT: 6:28:51 ?

Video Oral History Interview with Danny Bakewell, Sr., Section A2014_169_002_007, TRT: 7:28:46 ?

Video Oral History Interview with Danny Bakewell, Sr., Section A2014_169_002_008, TRT: 8:29:31 ?

Video Oral History Interview with Danny Bakewell, Sr., Section A2014_169_002_009, TRT: 9:30:58 ?

Video Oral History Interview with Danny Bakewell, Sr., Section A2014_169_002_010, TRT: 10:33:23 ?

Video Oral History Interview with Danny Bakewell, Sr., Section A2014_169_002_011, TRT: 11:05:35 ?