

Finding Aid to The HistoryMakers® Video Oral History with Candace Bond McKeever

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	McKeever, Candace Bond, 1965-
Title:	The HistoryMakers® Video Oral History Interview with Candace Bond McKeever,
Dates:	February 6, 2019
Bulk Dates:	2019
Physical Description:	8 uncompressed MOV digital video files (3:44:03).
Abstract:	Marketing executive Candace Bond McKeever (1965 -) served as named vice president and general manager of entertainment for Essence magazine and became chief executive officer of AESA Inc. and, in 2011, chief executive officer of Strategic Solutions Group, Inc. McKeever was interviewed by The HistoryMakers® on February 6, 2019, in Los Angeles, California. This collection is comprised of the original video footage of the interview.
Identification:	A2019_010
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Marketing executive Candace Bond McKeever was born on June 27, 1965 in St. Louis, Missouri to Anita Lyons Bond and Dr. Leslie F. Bond, Sr. After graduating from Villa Duchesne and Oak Hill School in Frontenac, Missouri in 1983, she received her B.A. degree in government from Harvard University in 1987, and her M.B.A. degree from Harvard Business School in 1992. In 2016, Bond McKeever also graduated from the University of Southern California Marshall School of Business in the Ross Program in Real Estate and Real Estate Development.

In 1992, Bond McKeever became vice president of special markets and catalog development for Motown Records, where she was responsible for initiating formal catalog development efforts. Bond McKeever left Motown in 1997, and later served as vice president and general manager of entertainment for *Essence* magazine, where she oversaw the development of all branded business and marketing initiatives in the areas of film, television, DVD, music, radio and live entertainment. In this capacity, she also served as executive producer of the Essence Music Festival and the executive in charge of production of the Essence Awards. In 2003, Bond McKeever left *Essence* and became managing partner of Infusion Media Partners LLC. In 2010, she served as president of Initiative Consulting Group, Inc., which was acquired the following year by AESA Inc. and she was named chief executive officer. In 2011, she became chief executive officer of Strategic Solutions Group, Inc.

Bond McKeever served as co-chair of the Academy of Television Arts and Sciences Diversity Committee and as trustee for the Presidential Inaugural Committee for Obama for America. In 2010, she was appointed by President Barack Obama to serve on the President's Advisory Committee on the Arts for the John F. Kennedy Center for the Performing Arts. Bond McKeever is also a member of the board of trustees for The Ford Theater, the Martin Luther King, Jr. Community Hospital, and the Children's Institute, Inc. She served on the board of the Los Angeles County Office of Education, the Charles R. Drew University of Medicine and Science and as vice chair and secretary of the Martin Luther King Health and Wellness Community Development Corporation.

Candace Bond McKeever was interviewed by *The HistoryMakers* on February 6, 2019.

Scope and Content

This life oral history interview with Candace Bond McKeever was conducted by Harriette Cole on February 6, 2019, in Los Angeles, California, and was recorded on 8 uncompressed MOV digital video files. Marketing executive Candace Bond McKeever (1965 -) served as named vice president and general manager of entertainment for Essence magazine and became chief executive officer of AESA Inc. and, in 2011, chief executive officer of Strategic Solutions Group, Inc.

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:

McKeever, Candace Bond, 1965-

Cole, Harriette (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews

McKeever, Candace Bond, 1965- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Association Executive

HistoryMakers® Category:

CivicMakers

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 Candace Bond McKeever, February 6, 2019. 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 Candace Bond McKeever, Section A2019_010_001_001, TRT: 1:23:47 ?

Video Oral History Interview with Candace Bond McKeever, Section A2019_010_001_002, TRT: 2:31:48 ?

Video Oral History Interview with Candace Bond McKeever, Section A2019_010_001_003, TRT: 3:29:48 ?

Video Oral History Interview with Candace Bond McKeever, Section A2019_010_001_004, TRT: 4:30:29 ?

Video Oral History Interview with Candace Bond McKeever, Section A2019_010_001_005, TRT: 5:33:55 ?

Video Oral History Interview with Candace Bond McKeever, Section A2019_010_001_006, TRT: 6:29:25 ?

Video Oral History Interview with Candace Bond McKeever, Section A2019_010_001_007, TRT: 7:30:56 ?

Video Oral History Interview with Candace Bond McKeever, Section A2019_010_001_008, TRT: 8:13:55 ?