

Finding Aid to The HistoryMakers® Video Oral History with Freddie Lucas

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Lucas, Freddie, 1936-
Title:	The HistoryMakers® Video Oral History Interview with Freddie Lucas,
Dates:	May 25, 2004
Bulk Dates:	2004
Physical Description:	4 Betacame SP videocassettes (1:57:43).
Abstract:	Business consultant and lobbyist Freddie Lucas (1936 -) was the first African American lobbyist at J.C. Penney Corporation, and then worked as a consultant for General Motors. After working at GM for nearly twenty years, she and her husband started their own consulting firm, Lodestar, LLC. Lucas was interviewed by The HistoryMakers® on May 25, 2004, in Washington, District of Columbia. This collection is comprised of the original video footage of the interview.
Identification:	A2004_058
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Freddie Hill Lucas was born on January 4, 1936, in Lynchburg, Virginia. Lucas spent most of her childhood years growing up on the campus of Morgan State University in Baltimore, Maryland, where both of her parents were professors. Her father, Talmadge Hill, was the coach of Morgan's basketball team and a health instructor and her mother, Frances Hill, was a music professor. In 1952, she earned her high school diploma from Frederick Douglass High School, where she was a member of the volleyball and basketball teams and a member of the National Honor Society.

Lucas earned a bachelor's of science degree from Morgan State College in 1956. Upon graduation she was awarded a Fulbright Scholarship and studied at the University of Oslo in Norway, where she earned a diploma in physical education. In 1958, she received her MS degree from Pennsylvania State University and later went on to earn her Ph.D. from the University of Iowa in 1964.

From 1958 to 1962, she worked as a physical education teacher at Maryland State College, now known as the University of Maryland Eastern Shore, where she met her husband, Africare co-founder, C. Payne Lucas. She also worked as an assistant professor at Southern University in 1964. From 1968 until 1976, Lucas worked for J.C. Penny Company where she began her career in the public relations department. She later went on to work in the company's urban affairs section and eventually became the company's first female and African American lobbyist. In 1976, Lucas joined the staff of General Motors Corporation as its senior Washington representative. After working at GM for nearly twenty years, she and her husband started their own consulting firm, Lodestar, LLC. Lucas is a member of the NAACP, the Industrial Relations Research Association, American League of Lobbyists, National Association of Manufacturers, the Consumer Credit Council and the Women's Advertising Club of America.

She and her husband, C. Payne Lucas, have three grown children and one grandchild.

Scope and Content

This life oral history interview with Freddie Lucas was conducted by Racine Tucker Hamilton on May 25, 2004, in Washington, District of Columbia, and was recorded on 4 Betacame SP videocassettes. Business consultant and lobbyist Freddie Lucas (1936 -) was the first African American lobbyist at J.C. Penney Corporation, and then worked as a consultant for General Motors. After working at GM for nearly twenty years, she and her husband started their own consulting firm, Lodestar, LLC.

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:

Lucas, Freddie, 1936-

Hamilton, Racine Tucker (Interviewer)

Lane, Edgar Carey (Videographer)

Subjects:

African Americans--Interviews

Lucas, Freddie, 1936---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Lobbyist

HistoryMakers® Category:

PoliticalMakers

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 Freddie Lucas, May 25, 2004. 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 Freddie Lucas, Section A2004_058_001_001, TRT: 0:30:29 ?

Dr. Freddie Hill Lucas, the first black woman lobbyist for JC Penney's, describes her idyllic childhood on the campus of then-Morgan State College. The child of two professors, she recalls her early associations with figures on campus and other important childhood events. She also offers a detailed account of her family background.

Video Oral History Interview with Freddie Lucas, Section A2004_058_001_002, TRT: 0:31:03 ?

Dr. Freddie Hill Lucas, the first black woman lobbyist for JC Penney's, describes her idyllic childhood on the campus of then-Morgan State College. The child of two professors, she recalls her early associations with figures on campus and other important childhood events. She also offers a detailed account of her family background.

Video Oral History Interview with Freddie Lucas, Section A2004_058_001_003, TRT: 0:31:07 ?

Dr. Freddie Hill Lucas, educator and first black woman lobbyist for JC Penney's, describes her experience studying in Norway on a Fulbright scholarship. Lucas also discusses her early academic career at University of Maryland Eastern Shore, and her subsequent trip to Africa. Lucas then explains her career change to the JC Penney's Company, where she began in public relations and then worked her way to being a corporate lobbyist.

Video Oral History Interview with Freddie Lucas, Section A2004_058_001_004, TRT: 0:25:04 ?

Dr. Freddie Hill Lucas briefly describes her corporate life as a lobbyist for JC Penney's and General Motors. She also shares how she wants to be remembered and what legacy she hopes to leave. Lucas also details the accomplishments of her children, in particular one daughter who is disabled and wasn't expected to live for a month after her birth.