

Finding Aid to The HistoryMakers® Video Oral History with James Andrews

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Andrews, James, 1970-
Title:	The HistoryMakers® Video Oral History Interview with James Andrews,
Dates:	March 18, 2012
Bulk Dates:	2012
Physical Description:	7 uncompressed MOV digital video files (3:10:39).
Abstract:	Media company entrepreneur James Andrews (1970 -) one of the nation's leading experts in social media, has launched two digital media companies, working with celebrities clients such as Jane Fonda and Chaka Khan. Andrews was interviewed by The HistoryMakers® on March 18, 2012, in Atlanta, Georgia. This collection is comprised of the original video footage of the interview.
Identification:	A2012_096
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Media entrepreneur James Andrews was born on May 12, 1970 in San Jose, California. Andrews graduated from Palo Alto High School in Palo Alto, California in 1988. After attending Ventura College, Andrews transferred to University of California, Los Angeles (UCLA) from 1990 and 1992. After leaving UCLA, Andrews worked for Immortal Records, a defunct independent record label based in Los Angeles. In 1994, Andrews was hired as senior director of marketing for Columbia Records, developing the careers of established musical acts.

He was the executive vice president of marketing for the Ecko Unlimited clothing company before being named executive vice president for Urban Box Office in 1999. A year later, Andrews founded his own marketing company *BrandInfluence*. After working for global digital media company Isobar Global and global communications firm Ketchum, Andrews went on to co-found *Everywhere* and found *Social People* in 2009 and 2010, respectively. With Social People, Andrews' clients include the National Academy of Recording Arts and Sciences' 53rd Grammy Awards. He also launched Famous People LLP, a celebrity representation division that manages digital and social media assets on behalf of clients. Through Famous People LLP he worked with celebrities such as Jane Fonda and Chaka Khan. Additionally, Andrews served as a regular contributor to CNN and has appeared on the CNBC cable news network. He has been featured in *Black Enterprise* and *Fast Company* magazines.

He is married to his wife Sherrelle and has two children. Andrews resides in Atlanta Georgia.

James Andrews was interviewed by *The HistoryMakers* on March 18, 2012.

Scope and Content

This life oral history interview with James Andrews was conducted by Larry Crowe on March 18, 2012, in Atlanta, Georgia, and was recorded on 7 uncompressed MOV digital video files. Media company entrepreneur James Andrews (1970 -) one of the nation's leading experts in social media, has launched two digital media companies, working with celebrities clients such as Jane Fonda and Chaka Khan.

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:

Andrews, James, 1970-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews
Andrews, James, 1970- --Interviews

African American executives--Interviews.

African American businesspeople--interviews.

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Media Company 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 James Andrews, March 18, 2012. 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 James Andrews, Section A2012_096_001_001, TRT: 1:29:29 ?
James Andrews was born on May 12, 1970, in San Jose, California. His mother, Patricia Bostick, was born on November 24, 1945, in Grotto, Italy to a German father and an Italian mother. Andrews talks about how his great-grandfather was put in a concentration camp under the Nazi regime. His grandfather, however, was fortunate enough to escape to Italy, where he met Andrews' grandmother.

When his mother was five, her family immigrated to the United States and settled in Santa Maria, California. Andrews' father, James Andrews, was from Saint Thomas, Virgin Islands. Andrews speculates that his mother and father met at San Jose University, where they both became deeply involved with the Black Panther Movement.

African American families--Emigration and immigration.

World War II--Concentration camps.

San Jose State University.

African American parents.

Black Panther Party.

Video Oral History Interview with James Andrews, Section A2012_096_001_002, TRT: 2:28:31 ?

James Andrews recalls being placed in a foster home after accidentally burning down his house at age seven. He describes himself in his youth as a 'latchkey' kid who roamed the streets of Berkley, California while witnessing hedonistic lifestyles to which children are not often exposed. He attended Thousand Oaks Elementary until the fourth grade, when he moved with his mother to Alameda, California, where he attended Donald Lumm Elementary. Andrews details his passion for basketball and describes how his coaches at Donald Lumm Elementary positively impacted his childhood development. He also discusses becoming fascinated with music, vinyl records, and the Bay Area music scene at age eleven.

Childhood and youth--Activities--California.

African Americans--Education, Elementary--California.

Basketball.

Role models.

Music.

Video Oral History Interview with James Andrews, Section A2012_096_001_003, TRT: 3:29:33 ?

James Andrews describes moving to Palo Alto, California to live with his aunt, Michela Bostick, after his relationship with his mother was strained. He describes his aunt as a second mother, whose care for him saved him from a life of destruction. Andrews attended high school in Palo Alto. He would hang out on Stanford University's campus, playing basketball and sneaking into lectures. Despite his intellectual curiosity, he was drawn to selling drugs and partying, which caused his grades to suffer. He managed to graduate from high school in 1988 and decided to attend the Utah Valley Community College, where he quickly realized that he lacked the athletic skill to play basketball at the collegiate level.

African American families--California.

African Americans--Education, Secondary--California.

Stanford University.

Utah Valley Community College.

Video Oral History Interview with James Andrews, Section A2012_096_001_004, TRT: 4:30:43 ?

James Andrews transferred to Ventura College in 1989, where he played basketball. While in Ventura, he strengthened his relationship with a high school friend, David Warwick, which helped to launch his career. In 1990, he transferred to UCLA where he studied history. He details the intensity surrounding the Los Angeles riots and his disappointment over the form of protest. While at UCLA, Andrews interned at Columbia Records. In 1992, he left UCLA and took a job as Senior Director of Marketing at Immortal Records.

Ventura College (Ventura, Calif.).
University of California, Los Angeles.
Riots--California--Los Angeles.
Columbia Records, Inc.
Marketing executives--Music.

Video Oral History Interview with James Andrews, Section A2012_096_001_005, TRT: 5:30:14 ?
James Andrews talks about producing his first record for Immortal Records. The record, 'B Ball's Best Kept Secret', was a financial failure, but the networking required for its production set up the platform for him to launch his marketing career. In 1994, Andrews was hired as Senior Director of Marketing for the Black Music Division at Columbia Records, where he worked under his mentor LeBaron Taylor. While at Columbia Records, he marketed acts like Destiny's Child, Maxwell, and The Fugees. Andrews also talks about the impact that new media technology had upon the music industry. After leaving Columbia Records, Andrews was hired as Vice President of Marketing for the Ecko Unlimited clothing company.
Marketing--Music.
Columbia Records, Inc.
Taylor, H. LeBaron, 1935-2000.
Music trade--Mass Media.
Music publishers.

Video Oral History Interview with James Andrews, Section A2012_096_001_006, TRT: 6:30:35 ?
Andrews left Ecko and was hired as Executive Vice President by Urban Box Office in 1999. A year later, Urban Box Office went bankrupt, which resulted in Andrews losing both his job and the rights to his newsletter, 'Soul Purpose'. Subsequently, he founded a management and consulting firm called Brand Influence, but his extensive travel put a severe strain on his family. After experiencing financial ruin and nearly divorcing, Andrews moved his family to Atlanta, Georgia, where he and his wife received marriage counseling and converted to Christianity. In 2007, Andrews was hired at Isobar, a digital media firm, and then to a global communications firm called Ketchum. In 2009, Andrews co-founded the social media strategy startup, 'Everywhere'. In 2010, he left 'Everywhere' and founded two more social media strategy startups: 'Social People' and 'Famous People'. Andrews also talks about his relationship with Jane Fonda.
African American business enterprises.
African Americans--Religion--Georgia--Atlanta.
Social media.
Fonda, Jane, 1937-
Relocation (Housing)--Georgia.
Bankruptcy.

Video Oral History Interview with James Andrews, Section A2012_096_001_007, TRT: 7:11:34 ?
James Andrews describes the burgeoning entrepreneurial atmosphere in Atlanta. He also talks about his family's lifestyle and reflects upon his legacy.
African American business enterprises--Georgia--Atlanta.
African American families.