

# Finding Aid to The HistoryMakers® Video Oral History with Douglas Holloway

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## Overview of the Collection

<b>Repository:</b>	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
<b>Creator:</b>	Holloway, Douglas V., 1954-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Douglas Holloway,
<b>Dates:</b>	December 13, 2013
<b>Bulk Dates:</b>	2013
<b>Physical Description:</b>	9 uncompressed MOV digital video files (4:10:46).
<b>Abstract:</b>	Television executive Douglas Holloway (1954 - ) is the president of Ion Media Networks, Inc. and was an early pioneer of cable television. Holloway was interviewed by The HistoryMakers® on December 13, 2013, in New York, New York. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2013_322
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Television executive Douglas V. Holloway was born in 1954 in Pittsburgh, Pennsylvania. He grew up in the inner-city Pittsburgh neighborhood of Homewood. In 1964, Holloway was part of the early busing of black youth into white neighborhoods to integrate Pittsburgh schools. In 1972, he entered Northeastern University in Boston, Massachusetts as a journalism major. Then, in 1974, Holloway transferred to Emerson College, and graduated from there in 1975 with his B.S. degree in mass communications and television production. In 1978, he received his M.B.A. from Columbia University with an emphasis in marketing and finance.

Holloway was first hired in a marketing position with General Foods (later Kraft Foods). He soon moved into the television and communications world, and joined the financial strategic planning team at CBS in 1980. While there, Holloway became interested in the new field of cable television, and helped to develop the CBS Cable project. From 1982 to 1983, he served as the National Accounts Manager for Time, Inc.'s *TV-Cable Week Magazine*. He began working at USA Networks in 1983 and developed their affiliate relations program, becoming the president of the department in 1998. When NBC purchased USA Networks in 2004, Holloway was named president of cable investments and managed the joint venture companies of NBC, including AETN, Shop NBC, Peacock Productions, Weather Plus, and National Geographic International. From 2009 to 2011, he served as a corporate advisor to American Express and America One/One World Sports; and, in 2011, he became the president of multichannel distribution at ION Media Networks, Inc.

Holloway received the National Cable Television Association's Vanguard Award for Marketing in 1997. He has also received the Lifetime Achievement Award from the National Association for Multi-Ethnicity in Communications, and was named one of *Black Enterprise's* Top Ten Most Powerful Blacks in Hollywood in 2007. Holloway was named as one of Crain's 40 Under 40, and has received both Columbia University's Alumni Heritage Award and Emerson College's Distinguished Alumni Award. In addition, he has been a trustee of Emerson College since 2002, is a member of the New York chapter of the Boule, and is a member of the Westchester Clubmen Foundation. Douglas V. Holloway was interviewed by *The HistoryMakers* on December 13,

2013.

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## Scope and Content

This life oral history interview with Douglas Holloway was conducted by Julieanna L. Richardson on December 13, 2013, in New York, New York, and was recorded on 9 uncompressed MOV digital video files. Television executive Douglas Holloway (1954 - ) is the president of Ion Media Networks, Inc. and was an early pioneer of cable television.

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## 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®.

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## 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.

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## Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

### Persons:

Holloway, Douglas V., 1954-

Richardson, Julieanna L. (Interviewer)

Hickey, Matthew (Videographer)

### Subjects:

African Americans--Interviews

Holloway, Douglas V., 1954---Interviews

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## Organizations:

HistoryMakers® (Video oral history collection)

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## The HistoryMakers® African American Video Oral History Collection

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### Occupations:

Television Executive

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### HistoryMakers® Category:

MediaMakers

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## 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 Douglas Holloway, December 13, 2013. 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).

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## 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.

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## Detailed Description of the Collection

### Series I: Original Interview Footage

Video Oral History Interview with Douglas Holloway, Section A2013\_322\_001\_001, TRT: 1:30:36 ?

Douglas Holloway was born on July 3, 1954 in Pittsburgh, Pennsylvania. His mother, Hattie Keyes, was born in 1921 and raised on the north side of Pittsburgh, Pennsylvania. Keyes worked as a nurse at the Veterans Affairs Hospital. Holloway's father, Arnold Decatur Holloway, was born in Durham,

North Carolina in 1917. Holloway describes his parents' relationship and how they met. Holloway was raised with his mother and her extended family in the Homewood neighborhood of Pittsburgh. He describes the sights, sounds and smells of the neighborhood and how its racial demographics changed throughout his childhood. In 1964, his family bought a summer house in Cockerton, Pennsylvania. Holloway developed an interest in television when he was featured on the children's television show 'Romper Room.' Holloway attended Belmar Elementary School; in 1964, he was bused to Sterrett Classical Academy in Point Breeze, Pennsylvania; he graduated from Taylor Allerdice High School in the Squirrel Hill neighborhood of Pittsburgh.

Video Oral History Interview with Douglas Holloway, Section A2013\_322\_001\_002, TRT: 2:30:27  
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Douglas Holloway maternal great-grandmother was the daughter of a former slave and a white man. When Holloway was seven years old, he got a paper route selling the Pittsburgh Courier and Jet. Holloway was bullied because he a good student at Belmar Elementary School in Pittsburgh, Pennsylvania. In fifth grade, his mother elected to have him bused out of his neighborhood to Sterrett Classical Academy, a predominantly white elementary school in the Point Breeze neighborhood of Pittsburgh. He recalls that black students were not allowed to interact with white students during lunchtime. In his Homewood neighborhood in Pittsburgh, Holloway was isolated from his peers. He remembers numbers runners, watching the race riots in Pittsburgh in 1968 and skiing with his cousin. One of Holloway's uncles was active in the Civil Rights movement and he talks about the range of political opinions within his family. Holloway knew many of the people who inspired the characters in August Wilson's 1983 play, 'Fences.'

Video Oral History Interview with Douglas Holloway, Section A2013\_322\_001\_003, TRT: 3:33:13  
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Douglas Holloway danced, played the piano, and was a soloist in the Homewood AME Zion Methodist Church choir and the Sterrett Classical Academy junior high school choir. He was bused to Taylor Allerdice High School in Squirrel Hill, where the white students' hostility towards black students led to fights at the school. However, it was a black peer who resented him attending a white school that threatened him at gunpoint. Holloway entered the undergraduate co-op program at Northeastern University in Boston, Massachusetts in 1971. He majored in journalism and struggled his first year. In 1972, he transferred to Emerson College because of its well-regarded television program. Holloway was friends with African American students at colleges throughout the Boston region, such as HistoryMaker Peter Bynoe who was attending Harvard University in Cambridge, and he remembers an incident at Faneuil Hall in Boston when a vendor refused to sell his friend fresh fruit. He earned his B.S. in mass communications in 1975.

Video Oral History Interview with Douglas Holloway, Section A2013\_322\_001\_004, TRT: 4:29:06  
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Douglas Holloway describes the racially-motivated violence he experienced as a student at Emerson College in Boston, Massachusetts. During college, he volunteered with the Boston Black Repertory Theatre, where he met HistoryMaker Peter Bynoe who encouraged him to study the financial aspects of businesses. Holloway met television executive Eugene Lothery while working as a news writer for WEEI Radio in Boston, and decided to enter the broadcast and cable industry. He was hired as an FCC Licensing course instructor at the Rev. Dr. Leon Sullivan's Opportunities Industrialization Center in Pittsburgh,

Pennsylvania. In 1976, Holloway was accepted into the MBA program at Columbia University in New York City. He talks about his work as a graduate student, including producing a multimedia bicentennial special on blacks in Pittsburgh and reprogramming the WRVR jazz radio station out of the New York City Riverside church. Holloway earned his MBA in 1978 and was hired in consumer marketing at General Foods.

Video Oral History Interview with Douglas Holloway, Section A2013\_322\_001\_005, TRT: 5:32:07 ?

Douglas Holloway missed his interview in 1978 with NBC Associates' Program due to a snowstorm, so instead he took an offer at General Foods. He left General Foods in 1980 for a position in the finance department at CBS. He was later transferred into the affiliate relations department as a salesman. He describes his tenure at the CBS Network, its atmosphere, and the climate surrounding the broadcasting industry of the early 1980s. Holloway talks about the emergence of cable and the development of interactive cable systems at CBS. Holloway left the CBS Network in 1982, and joined TV Cable Week Magazine at Time, Inc. publishing. He talks about the introduction of broadcast and print weekly television guides, and the collapse of TV Cable Week, due to the conflict between Time's publishing and video companies. Holloway joined the affiliate relations department of the USA network in 1982, and was appointed Vice President of Affiliate Relations by 1998.

Video Oral History Interview with Douglas Holloway, Section A2013\_322\_001\_006, TRT: 6:31:59 ?

Douglas Holloway was named vice president of affiliate relations at USA Network in 1987. He lists other executives who were also in the running for the position. When USA Network's number one competitor, TNT, launched in 1988 Jones Intercable dropped USA in 1.3 million homes. USA petitioned for redistribution and filed a suit against Jones. Holloway pioneered target marketing to different ethnic groups while at USA and talks about the success of the network's original programming. The USA Network launched the SyFy channel, formerly the SciFi Channel, in 1992. Holloway talks about its initial development, and explains how the Cable Act of 1994 froze new networks launches and threatened the initial growth of the project. He describes the lift of the cable freeze and the transformation of cable systems to include higher priced packages. He also describes how he entertains and charms his clients and remembers declining a job offer from Ted Turner prior to accepting a job at USA.

Video Oral History Interview with Douglas Holloway, Section A2013\_322\_001\_007, TRT: 7:29:44 ?

Douglas Holloway talks about African American executives in cable and television in the early 1990s, including HistoryMakers Johnathan A. Rodgers and Gayle Greer. He talks about the development of original programming at the USA network, competition with broadcast networks in viewership and market share, and the sale of USA to Vivendi Universal Entertainment in 1980. Businessman Barry Diller assumed control of USA, replacing founder Kay Koplovitz, and changed name of the company to, USA Network, Inc. Holloway describes Diller's management of USA and his experiences at USA during Diller's tenure, including being harassed by a new executive after the merger. In 2004, Vivendi Universal Entertainment was sold to NBC. Holloway explains why he left NBCUniversal in 2009. He then explains how he became president of multichannel distribution at ION Media Networks, Inc in 2011.

Video Oral History Interview with Douglas Holloway, Section A2013\_322\_001\_008, TRT: 8:29:26

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Douglas Holloway explains how he was appointed president of multichannel distribution at ION Media Networks, Inc in 2011. Holloway talks about the competition between cable channels and systems, and describes the cable channels and systems of the future. Holloway was one of the founders of National Association of Minorities in Cable (NAMIC), now the National Association for Multi-Ethnicity in Communications. He talks about how the organization has evolved. Holloway also talks about the lower earnings of minority executives in television. When he was an executive at USA Holloway never received any phantom stock options. He explains the discrepancies between the earnings of executives in public versus private companies. Holloway describes his concerns about discrimination in contemporary American society, in the media, and in the telecommunications industry. He describes screening programming at USA and talks briefly about the leadership of USA network founder Kay Koplovitz.

Video Oral History Interview with Douglas Holloway, Section A2013\_322\_001\_009, TRT: 9:04:08  
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Douglas Holloway describes what he would like his legacy to be and how he would like to be remembered. He also shares what he would like his sons to know about him and how he would title his hypothetical memoir.