

# Finding Aid to The HistoryMakers® Video Oral History with Donald A. Coleman

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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>	Coleman, Donald A., 1952-
<b>Title:</b>	The HistoryMakers® Video Oral History Interview with Donald A. Coleman,
<b>Dates:</b>	April 6, 2005
<b>Bulk Dates:</b>	2005
<b>Physical Description:</b>	3 Betacame SP videocassettes (1:29:30).
<b>Abstract:</b>	Advertising chief executive Donald A. Coleman (1952 - ) was drafted by the National Football League's New Orleans Saints in 1974, and was later traded to the New York Jets. Coleman retired from football in 1977. In 1988, he founded Don Coleman Advertising, Incorporated. In 2002, Coleman united his firm with Hispanic agency, Montemayor y Asociados and an Asian agency, Innovasia Communications to form GlobalHue, of which he is chairman and CEO. Coleman was interviewed by The HistoryMakers® on April 6, 2005, in Southfield, Michigan. This collection is comprised of the original video footage of the interview.
<b>Identification:</b>	A2005_098
<b>Language:</b>	The interview and records are in English.

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## Biographical Note by The HistoryMakers®

Advertising chief executive Donald Alvin Coleman was born on January 11, 1952 in Toledo, Ohio to Augustus and Dorothy O. Bowers Coleman. He attended Monroe Elementary School, Lincoln Elementary School and Robinson Junior High School, and graduated from St. Johns Jesuit High School in 1970. After completing his B.A. degree in journalism at the University of Michigan, Coleman was drafted to play linebacker for the National Football League's New Orleans Saints in 1974. Traded to the New York Jets, Coleman, on injured reserve, earned his M.B.A. degree in marketing from Hofstra University. Retiring from the NFL in 1977 because of knee injuries, Coleman began a career in advertising.

Working at Campbell-Ewald Advertising in Warren, Michigan, Coleman became a Vice President in the early 1980s. Coleman then joined Chicago-based Burrell Advertising where he learned about target marketing. In 1988, he founded Don Coleman Associates (which later became Don Coleman Advertising), a company which has consistently ranked as one of the nation's largest black owned advertising agencies. In 2002, Coleman joined forces with Hispanic agency Montemayor y Asociados and Asian agency Innovasia Communications to form GlobalHue Advertising. As President and Chief Executive Officer of GlobalHue, Coleman runs the largest minority-owned full service marketing communications agency in the nation. GlobalHue was awarded AdWeek's "Multicultural Agency of the Decade" in 2009. GlobalHue's clients include DaimlerChrysler Corporation, Verizon Wireless, American Airlines, and the United States Navy.

A member of the Adcraft Club of Detroit, the University of Michigan Athletic Department's Board of Control and the National Football League Players Association, Coleman also Co-Chairs the Charles H. Wright Museum of African American History's Capital Campaign. Coleman lives near Detroit with his wife Jo and their daughter.

Donald Coleman was interviewed by *The HistoryMakers* on April 6, 2005.

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## Scope and Content

This life oral history interview with Donald A. Coleman was conducted by Larry Crowe on April 6, 2005, in Southfield, Michigan, and was recorded on 3 Betacame SP videocassettes. Advertising chief executive Donald A. Coleman (1952 - ) was drafted by the National Football League's New Orleans Saints in 1974, and was later traded to the New York Jets. Coleman retired from football in 1977. In 1988, he founded Don Coleman Advertising, Incorporated. In 2002, Coleman united his firm with Hispanic agency, Montemayor y Asociados and an Asian agency, Innovasia Communications to form GlobalHue, of which he is chairman and CEO.

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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:

Coleman, Donald A., 1952-

Crowe, Larry (Interviewer)

Stearns, Scott (Videographer)

### Subjects:

African Americans--Interviews

Coleman, Donald A., 1952---Interviews

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African American advertising executives--Interviews.

## Organizations:

HistoryMakers® (Video oral history collection)

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The HistoryMakers® African American Video Oral History Collection

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## Occupations:

Advertising Chief 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 Donald A. Coleman, April 6, 2005. 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 Donald A. Coleman, Section A2005\_098\_001\_001, TRT:

0:29:30 ?

Donald A. Coleman was born on January 11, 1952 in Toledo, Ohio. His mother, Dorothy Bowers Coleman, was born in 1922 in Oakland, Tennessee. His maternal great-great grandfather was an entrepreneur who acquired then lost 500 acres of land during the Great Depression. Coleman's maternal family included a number of educators in the Fayette County black school system, although his mother eventually worked in real estate. His father, Augustus Coleman, was born in Somerville, Tennessee. His paternal grandfather opened and operated a racetrack. Coleman's parents met at a dance and married. His father settled in Toledo, Ohio after going north to look for work. Coleman's mother joined him later. His father spent many years working for United Airlines beginning in 1950. Coleman recalls growing up in Toledo near the family of HistoryMaker Michael B. Coleman, how family values were impressed up on children, and differences in his and his cousins' family structures. Coleman attended Methodist churches as a child.

African American families--Ohio--Toledo.

African American neighborhoods--Ohio--Toledo.

African American children--Ohio--Toledo.

Video Oral History Interview with Donald A. Coleman, Section A2005\_098\_001\_002, TRT: 0:29:40 ?

Donald A. Coleman grew up in Toledo, Ohio playing sports, including youth football. His mother was a jazz lover and his father was a skilled carpenter despite his limited education. Coleman idolized football player Jim Brown, liked cars, and was also a star student. He attended Monroe Elementary and Lincoln Elementary School, then Robinson Junior High School in Toledo. He wanted to attend the local public high school, but his parents enrolled him at the reopened St. John's Jesuit High School and Academy, a predominantly white and Catholic school. While there, Coleman's grades suffered initially but by the time he graduated, he was in the top fifteen of his class. He also volunteered at a home for developmentally disabled children in nearby Maumee. Coleman continued playing football; in high school, he became a running back and an All-City and All-State player. He was scouted for college teams across the country and ultimately had to choose between Stanford University and the University of Michigan.

African American families--Ohio.

African Americans--Religion--Ohio.

Athletes--Education.

African American high school students--Ohio.

Private schools--Ohio.

Video Oral History Interview with Donald A. Coleman, Section A2005\_098\_001\_003, TRT: 0:30:20 ?

Donald A. Coleman and his mother remained in Toledo, Ohio for the completion of his final year at St. John's Jesuit High School after United Airlines transferred his father to Daly City, California. Although his father encouraged him to attend nearby Stanford University, Coleman chose the University of Michigan in Ann Arbor. Coleman entered Michigan in 1970, was coached by Bo Schembelcher and roomed with other football players. Coleman considered transferring schools because he was not given a chance to play with so many talented upperclassmen on the team. He chose to remain when changing positions from running back to linebacker led to playing regularly. In 1972, the team went to the Rose Bowl Game and lost to Stanford by one point. Coleman remembers playing at

Michigan Stadium and tackling Tyrone Willingham. His interest in journalism led to an interest in copywriting and a job offer from Campbell Ewald. He also talks about black ad agencies and the contrast between college athletics in his era and today.

Education, Higher.

College athletes--Michigan.

Advertising executives--Michigan.

Michigan Wolverines (Football team).