

Finding Aid to The HistoryMakers® Video Oral History with Dina Ruth Andrews

Overview of the Collection

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| Repository: | The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com |
| Creator: | Andrews, Dina Ruth, 1959- |
| Title: | The HistoryMakers® Video Oral History Interview with Dina Ruth Andrews, |
| Dates: | February 14, 2006 and February 21, 2006 |
| Bulk Dates: | 2006 |
| Physical Description: | 9 Betacame SP videocassettes (4:09:51). |
| Abstract: | Talent management chief executive Dina Ruth Andrews (1959 -) is President and General Manager of Dina Andrews Management, Inc. and Knew Beginnings Entertainment. Among her notable clients are The Whispers, Lakeside, Shalamar, The Deele, L.A. & Babyface, Paul Jackson, Jr., Pic Conley of Surface, Howard Hewett, Derek Bramble, TLC, Percy Bady and Virtue. Andrews was interviewed by The HistoryMakers® on February 14, 2006 and February 21, 2006, in Atlanta, Georgia and Fairburn, Georgia. This collection is comprised of the original video footage of the interview. |
| Identification: | A2006_015 |
| Language: | The interview and records are in English. |

Biographical Note by The HistoryMakers®

President and General Manager Dina Ruth Andrews of Dina Andrews Management (DAM), Inc. has provided personal management and consulting services to several top ten artistic talents in the music production industry since 1983. Andrews founded Knew Beginnings Entertainment (KBE), a sister company, in 1995 to target the urban inspirational, contemporary Gospel and Christian music markets.

Andrews, a California native, is one of three children born to Mrs. Vera Jackson Andrews of Senatobia, Mississippi. She graduated from William Workman High School in the City of Industry, California in 1975 and attended California State University in Fullerton, California, where she majored in business administration with a minor in communications. In 1978, Andrews was hired at Solar Records/Dick Griffey Productions as an administrative assistant. She became a manager and served in several positions in the company; as the company's music production manager, A & R director, sales coordinator, publishing administrator and international liaison, until, she was dismissed in 1983 and informed that she should pursue her entrepreneurial skills. Andrews was pursued by Jimmy Jam and Terry Lewis, the music production duo behind such talents as Janet Jackson. She helped to manage their careers and assisted them in establishing the multi-million dollar production company, Flyte Tyme Productions. Andrews, then, worked with executive producer Suzanne dePasse & Burl Hechtman with the production of the television show, *Nightlife* at Motown Productions in Hollywood, California from 1985 to 1987. She joined Cole Classic Management as an associate manager from 1988 to 1990, seeking recording, production and publishing deals for clients. Andrews was then commissioned to work as General Manager of the production company, Pebbletone, PT Entertainment from 1992 to 1993. Under Dina Andrews Management, Inc., Andrews has worked with songwriters/producers Derek Bramble (David Bowie and Vanessa Williams), Alton "Wokie" Stewart (Stephanie Mills and Keith Sweat) and Alvin Speights (Madonna, Dallas Austin and Toni

Braxton). From 1994 to 1998, she negotiated the production and publishing deals for Gospel songwriter/producer/recording artist, Percy Bady through Knew Beginnings Entertainment. In 2003, Andrews introduced two divisions of Knew Beginnings: Romans 8 28 4 Us Music Publishing and Knew Records, Inc. Andrews is currently working on a film, *Confidence or Love* and two books. One book chronicles her life story, and the second is a practical look inside the music industry. She has been a voting member of NARAS-Grammy for twenty years, received numerous gold and platinum awards, is active in building Stand 4 Agape Youth Entertainment and serves on several of the Atlanta Bureau of Cultural Affairs Steering Committees.

Andrews resides in Atlanta with her grandmother, Biggie.

Scope and Content

This life oral history interview with Dina Ruth Andrews was conducted by Evelyn Pounds on February 14, 2006 and February 21, 2006, in Atlanta, Georgia and Fairburn, Georgia, and was recorded on 9 Betacame SP videocassettes. Talent management chief executive Dina Ruth Andrews (1959 -) is President and General Manager of Dina Andrews Management, Inc. and Knew Beginnings Entertainment. Among her notable clients are The Whispers, Lakeside, Shalamar, The Deele, L.A. & Babyface, Paul Jackson, Jr., Pic Conley of Surface, Howard Hewett, Derek Bramble, TLC, Percy Bady and Virtue.

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, Dina Ruth, 1959-

Pounds, Evelyn (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews
Andrews, Dina Ruth, 1959- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Talent Management Chief Executive

HistoryMakers® Category:

EntertainmentMakers

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 Dina Ruth Andrews, February 14, 2006 and February 21, 2006. 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 Dina Ruth Andrews, Section A2006_015_001_001, TRT: 0:29:30 ?

Dina Ruth Andrews was born on February 28, 1959 in Los Angeles, California. Her mother, Vera Olivia Jackson Andrews, was born on October 8, 1935 in Senatobia, Mississippi. Andrews' grandmother died while in labor, and Vera Andrews was raised by her grandfather and her aunt, Katheryn Johnson. Johnson, whom Andrews thinks of as a grandmother, was born in 1919. Andrews was raised in South Central Los Angeles, California before moving to Valinda, California. When Andrews was fourteen, she learned that the man who raised her, Eugene Ellis Andrews, was not her biological father. Her biological father, Richard Cook, was from Orange, Texas. Andrews has two brothers, Mark Ellis Andrews and Arthur Casperson. Andrews describes how her mother's death in 1998 steered her away from putting relatives in nursing homes. At the time of the interview, Andrews was living with Katheryn Johnson and her Aunt Dorothy. In 1983, tragedy hit Andrews' family when two of her uncles died and her Aunt Lisa was killed by her husband.

Video Oral History Interview with Dina Ruth Andrews, Section A2006_015_001_002, TRT: 0:30:30 ?

Dina Ruth Andrews remembers the murder of her Aunt Lisa in 1983 and raising Aunt Lisa's three daughters. She recalls her childhood in South Central Los Angeles, California, and the similarities between the Watts riots in 1965 and the Rodney King riots in 1992. Andrews' mother, Vera Olivia Jackson Andrews, worked for the post office, but lost her job after she went blind. Andrews recalls the experience of growing up on food stamps and welfare and being teased for it. She attended Vermont Avenue Elementary School, Manchester Avenue Elementary School, and Bret Harte Preparatory Middle School in Los Angeles, California before moving with her great-aunt to Valinda, California in seventh grade, where she attended Grandview Middle School. She also attended William Workman High School in City of Industry, California. She recalls the deaths of the Reverend Dr. Martin Luther King, Jr. and President John F. Kennedy and the culture shock of enrolling at a white school.

Video Oral History Interview with Dina Ruth Andrews, Section A2006_015_001_003, TRT: 0:31:01 ?

Dina Ruth Andrews reflects upon her mother's blindness and moving to Valinda, California to live with her great-aunt after being involved in a fight. Within six months, her mother and brother also moved to Valinda from South Central Los Angeles, California. In 1975, Andrews graduated from William Workman High School in City of Industry, California and enrolled at California State University in Fullerton, California for two years before transferring to California State University in Los Angeles, California. In 1978, she joined SOLAR Records, where she worked with Dick Griffey, Clyde Wasson, and Cheryle Appling. Andrews shares the history of how Griffey formed SOLAR Records in 1977 and their artists, included The Whispers; Shalamar; Dynasty; Klymaxx; The Deele, and Midnight Star. In 1983, Griffey fired Andrews because she was independently managing HistoryMaker James "Jimmy Jam" Harris, III and Terry Lewis and their career had begun to take off under HistoryMaker Clarence Avant.

Video Oral History Interview with Dina Ruth Andrews, Section A2006_015_001_004, TRT:

0:29:20 ?

Dina Ruth Andrews left SOLAR Records in 1983 and began independently managing HistoryMaker James “Jimmy Jam” Harris, III and Terry Lewis. In 1984, Jimmy Jam and Terry moved back to Minnesota and Andrews moved to Valinda, California to live with her great-aunt, Katheryn Johnson. Andrews did some independent work for Keith Washington; Leon Sylvers, III; and Troy Johnson at Perry/Williams Entertainment before working as Burl Hechtman’s assistant at Motown Productions. In 1985, Andrews, Hechtman, and Suzanne de Passe launched the show “Nightlife,” and Andrews became West Coast Project Manager for Motown Productions. Andrews left Motown in 1987 and joined Cole Classic Management as an associate manager from 1988 to 1990. She also got a deal with Capitol Records, where she managed producer Derek Bramble. From 1992 to 1993, Andrews was the general manager for P.T. Entertainment in Atlanta, Georgia. During this time, she also worked with Alton “Wokie” Stewart and Alvin Speights.

Video Oral History Interview with Dina Ruth Andrews, Section A2006_015_001_005, TRT: 0:28:00 ?

Dina Ruth Andrews talks about working with Burl Hechtman and Suzanne de Passe at Motown Productions on “Nightlife” from 1985 until 1987. After working in television, Andrews returned to music by founding Dina Andrews Management, Inc. In 1994, Andrews began managing gospel songwriters, producers, and recording artists, including Percy Bady and the group Virtue. Andrews reflects on her experience working in the gospel music industry and looking for purpose within the entertainment industry. Andrews also reflects on the three most challenging moments she faced in her life: when she learned her father was not her biological father, when her uncles died and her Aunt Lisa was killed in 1983, and when her mother died and her marriage fell apart in 1998. She reflects on learning from her great-aunt how to overcome obstacles with faith. Andrews also shares her plans for a book and film about her short marriage and divorce titled “Confidence or Love,” about her husband’s criminal history.

Video Oral History Interview with Dina Ruth Andrews, Section A2006_015_002_006, TRT: 0:30:30 ?

Dina Ruth Andrews talks about living in Oklahoma City, Oklahoma and New Mexico from 1996 to 1998, and managing Percy Bady and Virtue. Andrews describes the deal she made for Bady with Vicki Mack Lataillade at GospoCentric Records. In 1998, Andrews divorced her husband and returned to Valinda, California, where her mother was dying. She reflects on her mother’s death and what she learned from her marriage. Andrews talks about Knew Beginnings Entertainment, which she started around 1994 beginning the gospel side of her career. In 1998, Percy Bady left Andrews’ management and Andrews moved to Oklahoma, New Mexico, and Las Vegas as a minister until June 2000, when she returned to Atlanta, Georgia.

Video Oral History Interview with Dina Ruth Andrews, Section A2006_015_002_007, TRT: 0:26:30 ?

Dina Ruth Andrews returned to the music industry in 2000 as a consultant and traveled to Atlanta, Georgia and Boston, Massachusetts before returning to Las Vegas, Nevada, where she learned that her mother’s house was in foreclosure because of her brother. She returned to Los Angeles, California to reclaim the house. Andrews was hired by the clients she had visited in Atlanta and Boston, and she established Axiom Entertainment Group with Leroy Hampton, who she worked with for three years. In 2003, Andrews sold the house in California and

moved to Atlanta, Georgia, where she started Knew Records. Andrews describes the difference between being a manager and being a consultant in the music industry, and the scarcity of black managers and women in the industry, including Benny Medina, Ramon Hervey, Stephanie Mills, Dolores Robinson, Hiram Hicks, Tashia Stafford, Shiba Freeman Haley, and HistoryMaker Michael Mauldin.

Video Oral History Interview with Dina Ruth Andrews, Section A2006_015_002_008, TRT: 0:26:30 ?

Dina Ruth Andrews talks about working with music industry executives Clive Davis, Gerry Griffith, and HistoryMaker Clarence Avant and the manager's role in introducing songwriters and producers to music executives. She also talks about the careers that HistoryMaker James "Jimmy Jam" Harris, III and Terry Lewis had after she managed them. In 2003, Andrews released her first project under Knew Records, and she talks about her experiences launching that label and as a consultant. Andrews describes her plans for the book and film "Confidence or Love," about her marriage and divorce as well as Knew Beginnings Entertainment. She goes on to talk about her desire for more socially conscious urban music, and provides advice for people entering the music business.

Video Oral History Interview with Dina Ruth Andrews, Section A2006_015_002_009, TRT: 0:18:00 ?

Dina Ruth Andrews reflects on how she would like to be remembered and upon her legacy. She concludes the interview by narrating her photographs.