



Smithsonian

National Museum of American History Kenneth E. Behring Center

Byron Lewis Papers

NMAH.AC.1583

Audrey Willius and Vanessa Broussard-Simmons

2023

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
Business Number: Phone: 202-633-3270
Fax Number: Fax: 202-786-2453
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Byron Lewis Papers
Date:	1931-2023
Identifier:	NMAH.AC.1583
Creator:	Lewis, Byron E., Sr., 1931- (Donor)
Extent:	15 Cubic feet (14 boxes, 1 map folder)
Language:	English .
Summary:	Collection documents the life and career of Byron Lewis, founder of UniWorld Group, Incorporated, (UWG), an early African American advertising agency.
Digital Content:	Image(s): Byron Lewis Papers

Administrative Information

Acquisition Information

Collection donated by Byron Lewis and Sylvia Lewis, December 8, 2022.

Separated Materials

National Museum of American History (NMAH), Division of Work and Industry
Advertising Hall of Fame award, accession number 2022.0243
Best of Black Business award, accession number 2022.0243
Giraffe sculpture, accession number 2022.0243
Graphic print, accession number 2022.0243
Hippopotamus sculpture, accession number 2022.0243
Motorcycle sculpture, accession number 2022.0243
Motorcycle sculpture, accession number 2022.0243
Print "Equipoise" by Daniel LaRue Johnson, accession number 2022.0243
Print "Picking Cotton" by Robert Gwathmey, accession number 2022.0243

Related Materials

Materials at the Archives Center, National Museum of American History

NW Ayer & Sons, Incorporated Advertising Agency Records, NMAH.AC.0059
Emmett McBain Afro-American Advertising Poster Collection, NMAH.AC.0192
African American Cosmetic and Food Label Collection, NMAH.AC.0480
Caroline R. Jones Papers, NMAH.AC.0552

Sosa, Bromley, Aguilar, and Associates Records, NMAH.AC.1351

Hector and Norma Orcí Advertising Agency Records, NMAH.AC.1384

Processing Information

Collection processed by Audrey Willius, intern, 2023 and Vanessa Broussard Simmons, archivist, 2023.

Preferred Citation

Byron Lewis Papers, Archives Center, National Museum of American History.

Restrictions

Collection is open for research. Researchers must handle unprotected photographs with gloves. Researchers must use reference copies of audio-visual materials. When no reference copy exists, the Archives Center staff will produce reference copies on an "as needed" basis, as resources allow.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Content Description

Archival materials documenting the life and career of Byron Lewis, founder of UniWorld Group, Incorporated, (UWG), an early African American advertising agency. Materials include photographs, correspondence, drawings, newspaper clippings, magazines (e.g. *Urbanite Magazine* and the *Tuesday Magazine*), radio scripts, and audio and videotapes.

Arrangement

Collection is arranged into twelve series.

Series 1: Personal Papers, 1942-2021, undated

Series 2: Business Records, 1969-2023, undated

Series 3: Correspondence, 1950-2022, undated

Series 4: Projects, 1961-2012, undated

Series 5: Awards, 1980-2013, undated

Series 6: Events, 1972-2022, undated

Series 8: Press, 1971-2019, undated

Series 9: African Burial Ground, 2003-2021, undated

Series 10: Sylvia Wong Lewis, 1981-2017, undated

Series 11: Photographic Materials, 1936-2021, undated

Series 12, Audiovisual Materials, undated

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Advertising agencies
- Audio tapes
- Black people -- History
- Business Advertising
- Consumerism. Consumers--History--20th century
- Consumers--History--20th century
- Film festivals
- Publicity
- advertising

Types of Materials:

- Brochures
- Business cards
- Commercials -- 20th century
- Correspondence
- Magazines (periodicals)
- Photographs
- Videotapes

Names:

- Lewis, Sylvia Wong
- Uniworld Group, Inc. (Bethesda, Md.)

Container Listing

Series 1: Personal Papers, 1942-2021, undated

Scope and Contents: Documents the personal life of Byron Lewis and his leadership of UniWorld Group, Incorporated, the multicultural marketing agency founded by him in 1969. Through report cards and reproductions of high school yearbooks the earliest materials relate to a childhood in New York and higher education at Long Island University (LIU) centered around involvement in vocal and musical arts. Biographical information about his professional career is included in profiles published in popular African American magazines such as Ebony and Jet; resumes, programs, an oral interview, and a press release announcing his retirement. Other documents include family genealogies, greeting cards, a program from his mother's funeral, and materials from his wedding to Sylvia Isabel in 2011. The materials provide significant insight into the life and experiences of Lewis, the challenges he faced as he built a business focused on Black consumers, and the network of Black businesspeople he connected with in New York City and across the United States. Materials are arranged in chronological order.

Box 1, Folder 1	School report cards, 1942, 1947
Box 1, Folder 2	John Adams High School yearbook reprint, 1948
Box 1, Folder 3	John Adams High School yearbook reprint, 1948
Box 1, Folder 4	Long Island University (LIU) speech program, 1951
Box 1, Folder 5	Music festival program at Brooks Memorial Methodist Church, 1952 March 16
Box 1, Folder 6	Long Island University (LIU) commencement program, 1953 June 11
Box 1, Folder 7	Resumes, 1960s, undated
Box 1, Folder 8	Brooks Memorial Church, anniversary program, 1961
Box 1, Folder 9	South Pacific program, 1969 March 22, 23, 29
Box 1, Folder 10	Resumes, 1969-1970, undated
Box 1, Folder 11	New York City Mission Society Cadet, magazine, 1970s, undated
Box 1, Folder 12	Report on urban affairs, urban lending, and affirmative action at Manufactures Hanover, 1977, undated
Box 1, Folder 13	Chicago Defender, article, 1980
Box 1, Folder 14	Byron in performing arts -- jazz club shows, 1985, undated

Box 1, Folder 15	Class magazine, 1985 May
Box 1, Folder 16	Marketing and Decision article, 1986
Box 1, Folder 17	Ebony Man magazine, 1990 June
Box 1, Folder 18	New York Newsday profile, 1994 February 1
Box 1, Folder 19	Black Enterprise Titans of the B. E. 100s, 1999
Box 1, Folder 20	Season of Salutes New York Times article, 2001
Box 1, Folder 21	Success Guide Worldwide, 2002-2003
Box 1, Folder 22	Myrtle Lewis funeral programs, 2004 June 30
Box 1, Folder 23	Who's Who in Black New York City, 2009
Box 2, Folder 1	Father's Day cards, 2010, undated
Box 2, Folder 2	Lewis family genealogical information, 2010-2011, undated
Box 2, Folder 3	Omega Psi Phi Fraternity, Incorporated Member Today, 2011
Box 2, Folder 4	Top Blacks in the Ad World, article, 2011
Box 2, Folder 5	Byron and Sylvia Lewis's wedding schedule and details, 2011 June 8
Box 2, Folder 6	Interview with Byron Lewis, 2011 June 11
Box 2, Folder 7	Wedding cards, 2011, undated
Box 2, Folder 8	Wedding cards, 2011, undated
Box 2, Folder 9	Wedding invitations, 2011, undated
Box 2, Folder 10	New York Times Evening Hours, 2012 January 29
Box 2, Folder 11	Retirement press release, 2012 April 24
Box 2, Folder 12	Who's Who in Black New York proposal, 2012
Box 2, Folder 13	American Advertising Federation Hall of Fame induction remarks, 2013 April 28
Box 2, Folder 14	Tribute to Byron Lewis at Schomburg Center for Research in Black Culture, New York, 2013 April 30

Box 3, Folder 1	New York Times Magazine, 2016 March 27
Box 3, Folder 2	Long Island University magazine articles, 2016, 2021
Box 3, Folder 3	Black Enterprise magazine, 2020
Box 3, Folder 4	New York Times article, 2021 October 22
Box 3, Folder 5	Biographies, undated
Box 3, Folder 6	Christmas and birthday cards, undated
Box 3, Folder 7	Greeting cards, undated
Box 3, Folder 8	Thank you cards, undated

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Series 2: Business Records, 1969-2023, undated

Scope and Contents: Primarily documents the business activities of Uniworld Group, Incorporated through sales reports, articles, meeting notes, investor agreements, booklets, magazine articles, memoranda, and correspondence. Marketing and publicity materials created by the company for clients such as Ebony Magazine; American Telephone & Telegraph, Incorporated (AT&T); Eastman Kodak; Colgate-Palmolive Company; BINGWA; Nutrament; TLC Beatrice International Holdings, Incorporated; Kraft Foods; the United Negro College Fund (UNCF); Metro-Goldwyn-Mayer Studios, Incorporated (MGM) 1971 film Shaft, and the American Black Film Festival are also found among these materials. UniWorld Group, Incorporated, (UWG) employee David Dilgrim's file of print advertisements from campaigns dating from 1997-2008 serves as examples of work during that period. A small amount of material relating to businesspeople and community leaders including Caroline Jones, Black marketing agency owner; Mason B. Starring, original investor in UniWorld Group, Incorporated; Felix Kent, UniWorld Group, Incorporated's (UWG) chief legal counsel; and Jesse Jackson, American civil rights activist, politician, and ordained Baptist minister are also included. In addition, information relating to marketing summits and councils that worked with UniWorld Group, Incorporated (UWG) forms a small part of this group of materials.

The value in this group of materials is in its documentation of the growth of UniWorld Group, Incorporated (UWG) from its creation in 1969 through periods of economic growth and instability. Relevant materials relating to stock buybacks in the late 1980s and the role of investors in the company are also included. Employee experiences are documented in profile articles of the company from publications including the New York Times and Advertising Age. These materials also provide significant insight into the strategies UniWorld Group, Incorporated (UWG) used to increase Black and Hispanic consumer interest and their marketing campaigns through detailed campaign pitches and press relations kits. Materials are arranged in chronological order.

Box 3, Folder 9	Contact and Opportunity magazine sales report, 1969
Box 3, Folder 10	UniWorld Group, Incorporated, (UWG), legal travel papers, 1970-1973
Box 3, Folder 11	Variety magazine article relating to Shaft, 1971
Box 3, Folder 12	UniWorld Group, Incorporated, (UWG), stockholders meeting and reports, 1971, undated
Box 3, Folder 13	UniWorld Group, Incorporated, (UWG), investors agreements, 1972-1991, undated
Box 3, Folder 14	UniWorld Group, Incorporated, (UWG), profile articles, 1976
Box 3, Folder 15	Background materials relating to UniWorld Group, Incorporated, (UWG), 1976-2017, undated
Box 3, Folder 16	Craftsmanship A Tradition in Black America, booklet, 1976, undated
Box 3, Folder 17	Advertising Age article, 1977
Box 3, Folder 18	Jesse Jackson file, 1982

Box 3, Folder 19	Institute for Puerto Rican Policy quarterly report and correspondence, 1983 May 3
Box 3, Folder 20	Communications Excellence to Black Audiences Exhibit Journal, 1983
Box 3, Folder 21	Made in the USA, Ebony magazine, campaign copy, 1985
Box 4, Folder 1	UniWorld Group, Incorporated, (UWG), stock buyback, 1985-1991, undated
Box 4, Folder 2	Jesse Jackson file, 1987
Box 4, Folder 3	Jesse Jackson file, 1988
Box 4, Folder 4	Television specials memos, 1988
Box 4, Folder 5	American Telephone & Telegraph, Incorporated (AT&T) involvement with the Democratic Convention, 1988 August 1
Box 4, Folder 6	UniWorld Group, Incorporated, (UWG), relationship with Eastman Kodak Company memo, 1988 December 8
Box 4, Folder 7	Jesse Jackson file, 1989
Box 4, Folder 8	Jesse Jackson file, 1990
Box 4, Folder 9	Fairfield/Starring stock correspondence, 1990-1993, undated
Box 4, Folder 10	Caroline Jones articles, 1994
Box 4, Folder 11	Colgate-Palmolive Company, public relations kit, 1994
Box 4, Folder 12	Public relations for BINGWA, 1994-1995
Box 4, Folder 13	TLC Beatrice International Holdings, Incorporated, 1994-1997, undated
Box 4, Folder 14	UniWorld Group, Incorporated, (UWG) and New York Daily News, 1994-1995
Box 4, Folder 15	Black Enterprise profile, 1995
Box 4, Folder 16	Nutrament public relations plan, 1995, undated
Box 4, Folder 17	TLC Beatrice International Holdings, Incorporated, public relations, 1995-1997, undated
Box 4, Folder 18	David Dilgrim print file, 1997-2008
Box 4, Folder 19	David Dilgrim's file of UniWorld Group, Incorporated, (UWG) advertising campaigns, 1997-2008

Box 5, Folder 1	Kraft Foods, Incorporated, corporate diversity campaign, 2000, undated
Box 5, Folder 2	UniWorld Group, Incorporated, (UWG), and urban reality profiles, 2000, undated
Box 5, Folder 3	United Negro College Fund (UNCF), communications recap, 2002 April
Box 5, Folder 4	UniWorld Group, Incorporated (UWG), press releases, 2002-2009
Box 5, Folder 5	Felix H. Kent writings and Christmas cards, 2005-2011, undated
Box 5, Folder 6	United States Marine Corps, diversity media relations slides , 2009 April
Box 5, Folder 7	National Black Leadership Commission on AIDS, proposal, 2009 September 3
Box 5, Folder 8	Ebony magazine 40th anniversary advertisements, 2009, undated
Box 5, Folder 9	UniWorld Group, Incorporated, (UWG), sales pitch Powerpoint, 2010 August 9
Box 5, Folder 10	UniWorld Group, Incorporated, (UWG), presentation for Multicultural Advertising Convention, Miami, Florida, 2010 October
Box 5, Folder 11	African America and Beyond: Black and urban Cultural Influence slides and speech notes, 2010, undated
Box 5, Folder 12	Multicultural Marketing Summit, Miami, Florida, 2010, undated
Box 6, Folder 1	UniWorld Group, Incorporated, (UWG), Minority Business Development (MBD) profile, 2012 April 27
Box 6, Folder 2	UniWorld Group, Incorporated, (UWG) past employee Josie Penzes interview, 2019 January 31
Box 6, Folder 3	Shaft retrospective articles, 2020, undated
Box 6, Folder 4	UniWorld Group, Incorporated, (UWG), advertisement photocopies, 2023, undated
Box 6, Folder 5	Byron Lewis speech, undated
Box 6, Folder 6	Cultural Influence Powerpoint, undated
Box 6, Folder 7	Ethnic Media and Multicultural Marketing Pioneers slides, undated
Box 6, Folder 8	D. Parke Gibson Associates, press release, undated
Box 6, Folder 9	Fern E. Gillespie communications, undated
Box 6, Folder 10	UniWorld Group, Incorporated, (UWG), gift bag, undated

Box 6, Folder 11	Jesse Jackson file, undated
Box 6, Folder 12	Mason B. Starring autobiography, undated
Box 6, Folder 13	UniWorld Group, Incorporated, (UWG), notepad, undated
Box 6, Folder 14	UniWorld Group, Incorporated, (UWG), sample stationary, undated
Box 6, Folder 15	UniWorld Group, Incorporated, (UWG), foam core sign, undated
Box 6, Folder 16	UniWorld Group, Incorporated, (UWG), introductory booklet, undated
Box 6, Folder 17	UniWorld Group, Incorporated, (UWG), presentaion booklet, undated
Box 6, Folder 18	UniWorld Group, Incorporated, (UWG), profile book and article, undated
Box 6, Folder 19	UniWorld Group, Incorporated, (UWG), profile slides, undated

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Series 3: Correspondence, 1950-2022, undated

Scope and Contents: Consists of incoming and outgoing communications with family, friends, and business associates relating to the personal affairs and professional activities of Mr. Lewis. Correspondence consists of letters (typed and handwritten), postcards, memos, emails, and magazine or newspaper articles included with the communications. Correspondents include parents Eugene and Myrtle Lewis; George Blagowidow; N. E. Halaby, Pan American World Airways; Mary Smith, Black Filmmakers Hall of Fame; Charlayne Hunter-Gault; Al Winters, American Telephone and Telegraph, Incorporated (AT&T); Jack Holland, Walt Disney Company; Jeff Lamp, National Basketball Association (NBA) Career Development; Jeff Seigel, Entertainment and Sports Programming Network (ESPN); G. William Hunter, National Basketball Players Association; David Steinberg, Long Island University; Marty Markowitz; Dr. Barbara Williams-Skinner; Joset B. Wright, National Minority Supplier Development Council, Incorporated; Dick Martin; Leslie D. Mark; Penelope Green, New York Times; Steven Shanker, and others. Materials document Lewis's time in the Navy; performance reports; advertising deals with UniWorld Group, Incorporated, (UWG); and messages from family and friends about retrospectives on Lewis's career. Materials are arranged in chronological order.

Box 7, Folder 1	Correspondence, 1950-1959
Box 7, Folder 2	Correspondence, 1960-1969
Box 7, Folder 3	Correspondence, 1970-1979
Box 7, Folder 4	Correspondence, 1980-1989
Box 7, Folder 5	Corresponce with Bob Dockery, the Otherside of Victory, 1987
Box 7, Folder 6	Black Filmmakers correspondence, 1988
Box 7, Folder 8	Correspondence, 1990-1999
Box 7, Folder 9	Correspondence, 2000-2009
Box 7, Folder 10	Correspondence, 2010-2019
Box 7, Folder 11	Correspondence, 2020-2022

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Series 4: Projects, 1961-2012, undated

Scope and Contents: Primarily documents projects that Lewis was involved in creating, funding, or providing advertising, marketing, and/or publicity services for. The earliest materials document Lewis's professional work before the creation of UniWorld Group, Incorporated (UWG). These materials consist of copies of *The Urbanite*, a publication co-founded by him, dating from 1961 and *Tuesday Magazine* dating from 1968 to 1969. Scripts for the radio play *Sounds of the City*, a 1974 Black radio soap opera, and records of the program's advertising plan are also included. There are campaign materials for *This Far by Faith*, a documentary about the direct line of communication between the Black church and community, and a script for the *Son of Houdini*. Other materials relate to the syndicated television series *America's Black Forum* and its sale in 2005. Lewis's involvement with the African American film industry is also documented through programs, sales records, incorporation documents, and ephemera. Several files document Lewis's 1995 mission to South Africa, where he was involved in economic and trade relations with South African businesses. These files record both the economic status of South Africa and the end of Apartheid in the nation through articles, magazines, reports, and personal notes. In addition, there are proposals, receipts, advertising materials, tax documents, correspondence, and other materials relating to the nightclub Lewis opened in Harlem, New York called "Harlem After Dark." Materials are arranged in alphabetical order.

Box 7, Folder 13	Aculpulco Black Film Festival, 2000-2003, undated
Box 7, Folder 14	American Black Film Festival, 2011 July 6-9
Box 7, Folder 15	American Black Film Festival, slideshow, undated
Box 7, Folder 16	America's Black Forum, 1997, undated
Box 7, Folder 17	America's Black Forum, sale records, 2005
Box 7, Folder 18	Black America After Dark, incorporation documents, 1993
Box 7, Folder 19	Black Emmy Nominees, dinner, 1991
Box 8, Folder 1	Black Filmmakers Hall of Fame, 16th annual Oscar Micheaux awards, schedule and script, 1989
Box 8, Folder 2	Black Filmmakers Hall of Fame, 16th annual Oscar Micheaux awards, 1989
Box 8, Folder 3	Black Filmmakers Hall of Fame, 16th annual Oscar Micheaux awards, programs and ephemera, 1989
Box 8, Folder 4	Black Filmmakers Hall of Fame, 17th annual Oscar Micheaux awards, 1990, undated
Box 8, Folder 5	Black Filmmakers Hall of Fame, 17th annual Oscar Micheaux awards, 1990
Box 8, Folder 6	Black Filmmakers Hall of Fame, 18th annual Oscar Micheaux awards, 1991

Box 8, Folder 7	Black Filmmakers Hall of Fame, 19th annual Oscar Micheaux awards, 1992-1993
Box 8, Folder 8	Black Filmmakers Hall of Fame, 19th Annual Oscar Micheaux awards, programs information, 1992, undated
Box 8, Folder 9	Black Filmmakers Hall of Fame, 19th annual Oscar Micheaux awards, programs and ephemera, 1992 February 23
Box 8, Folder 10	Black Filmmakers Hall of Fame, Sidney Poitier fellowship funding, 1993
Box 8, Folder 11	Harlem after Dark, materials and ephemera, 1981-1985
Box 8, Folder 12	Harlem after Dark, materials, 1983-1987, undated
Box 9, Folder 1	Her Stories, press and articles, 1995-1996, undated
Box 9, Folder 2	Minority Franchise Association, awards dinner, 2005
Box 9, Folder 3	President Obama Presidential Partners, business cards, 2012
Box 9, Folder 4	Son of Houdini, script optioning, undated
Box 9, Folder 5	Sounds of the City, marketing plan, 1973-1974, undated
Box 9, Folder 6	Sounds of the City, press clippings, 1974-2011, undated
Box 9, Folder 7	Sounds of the City, radio soap script, undated
Box 9, Folder 8	Sounds of the City, scripts and synopsis, 1973, undated
Box 9, Folder 9	South Africa Mission, 1994-1995
Box 9, Folder 10	South Africa Mission, 1995
Box 9, Folder 11	South Africa Mission, 1995, undated
Box 9, Folder 12	This Far by Faith, campaign, 1977, 2012
Box 9, Folder 13	This Far by Faith, press kit, 1976, undated
Box 10, Folder 1	Tuesday magazine, 1968 October
Box 10, Folder 2	Tuesday magazine, 1969 February
Box 10, Folder 3	Tuesday magazine, 1969 March
Box 10, Folder 4	Tuesday magazine, travel marketing articles, 1968-1969, undated

Box 10, Folder 5	The Urbanite, 1961, undated
Box 10, Folder 6	The Urbanite copy, 1961 April
Box 10, Folder 7	The Urbanite copy, 1961 June
Box 10, Folder 8	Universoul Circus, public relations, 1998, undated

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Series 5: Awards, 1980-2013, undated

Scope and Contents: Contain materials including programs and certificates documenting the various honors, celebrations, and recognitions of the work and achievements of Mr. Lewis. The Interracial Council for Business Opportunity, the Communication Excellence to Black Audiences Awards, the Byron Lewis Roast, African American Heritage Celebration, American Foundation for the University of the West Indies Awards, the Byron Lewis Day Proclamation, and the American Advertising Federation Hall of Fame are a few of the programs documented. Materials also include personal notes and schedules from some of the programs and are arranged in chronological order.

Box 10, Folder 9	Interracial Council for Business Opportunity, dinner, 1980
Box 10, Folder 10	Communication Excellence to Black Audience (CEBA) awards, 1983
Box 10, Folder 11	Byron Lewis roast, 2000
Box 10, Folder 12	African American Heritage Celebration Recognition, 2004 February 29
Box 10, Folder 13	American Foundation for the University of the West Indies, awards gala, 2012
Box 10, Folder 14	Byron Lewis Sr. Day, proclamation, 2013
Box 10, Folder 15	American Advertising Federation Hall of Fame, 2013, undated
Box 10, Folder 16	National Museum of African American History and Culture, certificate of appreciation, 2014

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Series 6: Events, 1972-2022, undated

Scope and Contents: Include programs, schedules, notes, photographs, and printed slide shows from a variety of events that Lewis attended. Such events include the National Black Political Convention, the Oakland Film Festival, Omega Psi Phi Fraternity, Incorporated Centennial Celebration, and others. These materials provide insight into the network of creators, businesspeople, artists, and advocates Lewis was connected to and the cultural activism in which he participated. Materials are arranged in chronological order.

Box 10, Folder 17	National Black Political Convention, 1972, undated
Box 10, Folder 18	Oakland Film Festival, 1987-1989, undated
Box 10, Folder 19	Aculpulco Black Film Festival, 1999, undated
Box 10, Folder 20	Gordon Parks Sr. Tribute, 2000 March 20
Box 10, Folder 21	Aculpulco Black Film Festival, 2000 June 5-10, undated
Box 10, Folder 22	100 Black Men, benefit gala, 2001, undated
Box 10, Folder 23	United Negro College Fund (UNCF), television fund, 2005, undated
Box 11, Folder 1	Adcolor Awards, 2008
Box 11, Folder 2	Omega Psi Phi Fraternity, Incorporated, centennial celebration, 2011, undated
Box 11, Folder 3	Harlem for Japan, friendship concert, 2012, undated
Box 11, Folder 4	Auntyland Film Festival, 2022, undated
Box 11, Folder 5	City College, Center for the Arts, New York, undated
Box 11, Folder 6	City College, Center for the Arts, New York, undated
Box 11, Folder 7	Tribute to Byron Lewis, gift bag, undated
Box 11, Folder 8	New York Daily News, Latino awards event, undated

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Series 8: Press, 1971-2019, undated

Scope and Contents: Consists of newspaper clippings and magazine articles from mainstream, special interest, and publications directed towards an African American audience. The materials document the work and accomplishments of Byron Lewis put in the wider context of the African American people, their history, role models, as a consumer market, businesses, and struggles for equality. Other subjects include American advertising trends, popular culture, and the history of race relations in the United States. Materials are arranged in chronological order.

Box 11, Folder 9	Press clippings, 1971-1979
Box 11, Folder 10	List of press clippings, 1971-2015
Box 11, Folder 11	JET magazines, 1975, 1977
Box 11, Folder 12	JET magazines, 1975 July, 1976 November
Box 11, Folder 13	List of magazines, 1976-1990
Box 11, Folder 14	Black Enterprise magazine, 1976 June
Box 11, Folder 14	Madison Avenue profile, 1978 February
Box 11, Folder 15	Madison Avenue magazine, 1978 February
Box 11, Folder 16	Press clippings, 1980-1989
Box 11, Folder 17	Black Enterprise magazine, 1985 December
Box 11, Folder 18	Marketing Media and Decisions, 1986 March
Box 11, Folder 19	Crisis magazine, 1989 October
Box 11, Folder 20	Press clippings, 1990-1999
Box 11, Folder 21	Minority Business Entrepreneur (MBE) magazine, 1990
Box 11, Folder 22	Ebony magazine, 1994 August
Box 11, Folder 23	Class magazine, 1994 October/November
Box 11, Folder 24	JET magazine, 1999 July 19
Box 11, Folder 25	Press clippings, 2000-2009
Box 11, Folder 26	Press clippings, 2010-2019

Box 11, Folder 27 Advertising Hall of Fame, 2013

Box 11, Folder 28 Paramount's Marketers, Try for a New Eddie Murphy, article, undated

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Series 9: African Burial Ground National Monument, 2003-2021, undated

Scope and Contents: Includes material relating to New York's earliest known African-American cemetery which contains the remains of more than 419 Africans buried during the late 17th and 18th centuries. UniWorld Group, Incorporated, (UWG) provided publicity for the National Park Service who manages the site. Materials consist of public relations and communication plans, press releases and clippings, tour guides, sponsorship strategy, site management recommendations, and photographs. Materials are arranged in chronological order.

Box 12, Folder 1	Newspaper articles, 2003
Box 12, Folder 2	Rites of Ancestral Return, folder from the Schomburg Center for Research in Black Culture, 2003
Box 12, Folder 3	Press release for reburial ceremonies at the African Burial Ground, 2003 September 10
Box 12, Folder 4	Rites of Ancestral Return, news clippings, 2003 September-October
Box 12, Folder 5	Rites of Ancestral Return, press clippings report, part one of two, 2003 September-October
Box 12, Folder 6	Rites of Ancestral Return, press clippings report, part two of two, 2003 September-October
Box 12, Folder 7	Rites of Ancestral Return, program and itinerary, 2003 October
Box 12, Folder 8	Press clippings, 2003, undated
Box 12, Folder 9	African Burial Ground National Monument planning, 2003-2007, undated
Box 12, Folder 10	Press information, 2003-2021, undated
Box 12, Folder 11	Public relations plan, 2004, undated
Box 12, Folder 12	Schomburg Center for Research in Black Culture materials, 2004
Box 12, Folder 13	Communications plan, 2004 May-2005 January
Box 13, Folder 1	Press clippings, 2004 June-October
Box 13, Folder 2	Public relations presentation meeting, 2004 November 16
Box 13, Folder 3	Tribute weekend press information, 2005 September 26
Box 13, Folder 4	The Positive Community magazine, 2005 November

Box 13, Folder 5	Africans in the Americas, binder of information, part one of three, 2005
Box 14, Folder 1	Africans in the Americas, binder of information, part two of three, 2005
Box 14, Folder 2	Africans in the Americas, binder of information, part three of three, 2005
Box 14, Folder 3	Celebration of Ancestral Heritage weekend, 2005
Box 14, Folder 4	Tours materials, 2005-2007
Box 14, Folder 5	National Monument presentation to Time Warner, 2006
Box 14, Folder 6	Sponsorship strategy, 2007 January 25
Box 14, Folder 7	Memorial dedication, 2007 October 5
Box 14, Folder 8	Slides, 2007
Box 14, Folder 9	National Park Service management recommendations, undated
Box 14, Folder 10	Photographs from Rites of Ancestral Return, undated

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Series 10: Sylvia Wong Lewis, 1981-2017, undated

Scope and Contents: Contains a small number of materials relating to the personal and professional life of Sylvia Lewis wife of Bryon Lewis. Born in Harlem, New York in 1951 to Alfred Burton Smith and Carmen Wong, Sylvia Elaine Smith grew up in what she has described as a Southern and Caribbean Afro-Asian Creole family. In 1954, the family moved to Brooklyn, New York where Lewis attended St. Matthews Catholic School and George W. Wingate High School before graduating from Smith College. She is the founder, publisher, and editor of Caribbean American News and has worked as an artist, educator, journalist, corporate communications executive, marketing consultant, food writer, and filmmaker. She owns and manages several media platforms, including Narrative Network, Auntyland.com, and 1619Brooklyn.com. The couple wed on June 8, 2011, in New York.

Materials primarily document Lewis's professional career and activities and include newspaper clippings, communications campaigns, award certificates, newsletters, and magazine articles some relating to the Metropolitan Transportation Authority (MTA), Women's Transportation Seminar Gala, and the Conference of Minority Transportation Officers (COMOTO). These materials are arranged in chronological order.

Box 14, Folder 11	News clippings, 1981-2004, undated
Box 14, Folder 12	News clippings, 1985-2004, undated
Box 14, Folder 13	Award certificates, 1986-2013
Box 14, Folder 14	Articles, 1991-2016, undated
Box 14, Folder 15	Metropolitan Transportation Authority (MTA) newsletters and articles, 1998-2001, undated
Box 14, Folder 16	Boston Globe article, 1999
Box 14, Folder 17	Communications campaigns, 2001-2017, undated
Box 14, Folder 18	Women's Transportation Seminar Gala, 2002-2003, undated
Box 14, Folder 19	Conference of Minority Transportation Officers (COMOTO) articles, 2003, undated

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