



The New York Public Library  
Schomburg Center for Research in Black Culture,  
Manuscripts, Archives and Rare Books Division

Guide to the

**Allan W. McMillan public relations files**

ca. 1950-1985 [bulk 1967-ca. 1985]

Sc MG 206

## Summary

**Creator:** McMillan, Allan W., 1900-1991

**Title:** Allan W. McMillan public relations files

**Date:** ca. 1950-1985 [bulk 1967-ca. 1985]

**Size:** 4.9 linear feet (4 record cartons, 1.5 archival boxes, 1 print box)

**Source:** Gift, Marlene McMillan, March 1990

**Abstract:** The Allan W. McMillan Public Relations Files document the public relations work McMillan did on behalf of his clients. The collection consists primarily of information he maintained about his clients, most of whom were in the entertainment business. Nearly all the clients were individuals, but he also represented events sponsored by organizations. Client files include newspaper and magazine clippings of articles and advertisements for the performers, promotional flyers and postcards, itineraries, resumes, correspondence and contracts, press releases, notes about the clients, photograph captions, and a few layouts McMillan prepared.

**Access:** Some collections held by the Manuscripts, Archives and Rare Books Division of the Schomburg Center for Research in Black Culture are held off-site and must be requested in advance. Please check the collection records in **the NYPL's online catalog** for detailed location information. To request access to materials in the Manuscripts, Archives and Rare Books Division, please visit: [http://archives.nypl.org/scm/request\\_access](http://archives.nypl.org/scm/request_access)

**Preferred citation:** [Item], Allan W. McMillan public relations files, Sc MG 206, Schomburg Center for Research in Black Culture, Manuscripts, Archives and Rare Books Division, The New York Public Library

## Creator History

Allan W. McMillan, a longtime columnist for The Amsterdam News and the first black syndicated columnist, made his reputation as an entertainment writer, Broadway columnist and publicist. His column for The Amsterdam News "Allan's Alley," was syndicated in the late 1930's; he wrote a similar gossip column entitled "On Broadway" in the 1970's for the weekly The New York Voice, which billed itself as "New York's fastest growing interracial newspaper."

McMillan headed several public relations firms primarily for black entertainers, with the bulk of his clients being singers and musicians. The companies, all in New York City, were Allan McMillan and Associates, D'Or Recording Company, Jay-R-Jay Magazine and News Publishing Corporation, and T. P. Productions. He was also a personal press representative and president of the New York Business, Civic and Cultural Association as well as editor-in-chief of the International News and Picture Syndicate.

## **Scope and Content Note**

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## **Key Terms**

### **Subjects**

Actors -- United States  
Actresses -- United States  
African American actors  
African American actresses  
African American entertainers  
African American journalists  
African American musicians  
African American singers  
African American women entertainers  
African American women singers  
African Americans and mass media  
African Americans in popular culture  
African Americans in the performing arts  
Black author  
Music publicity  
Musicians -- United States  
Popular music  
Women singers -- United States

### **Names**

McMillan, Allan W., 1900-1991  
Black Music Association