

# MURAL PROJECT

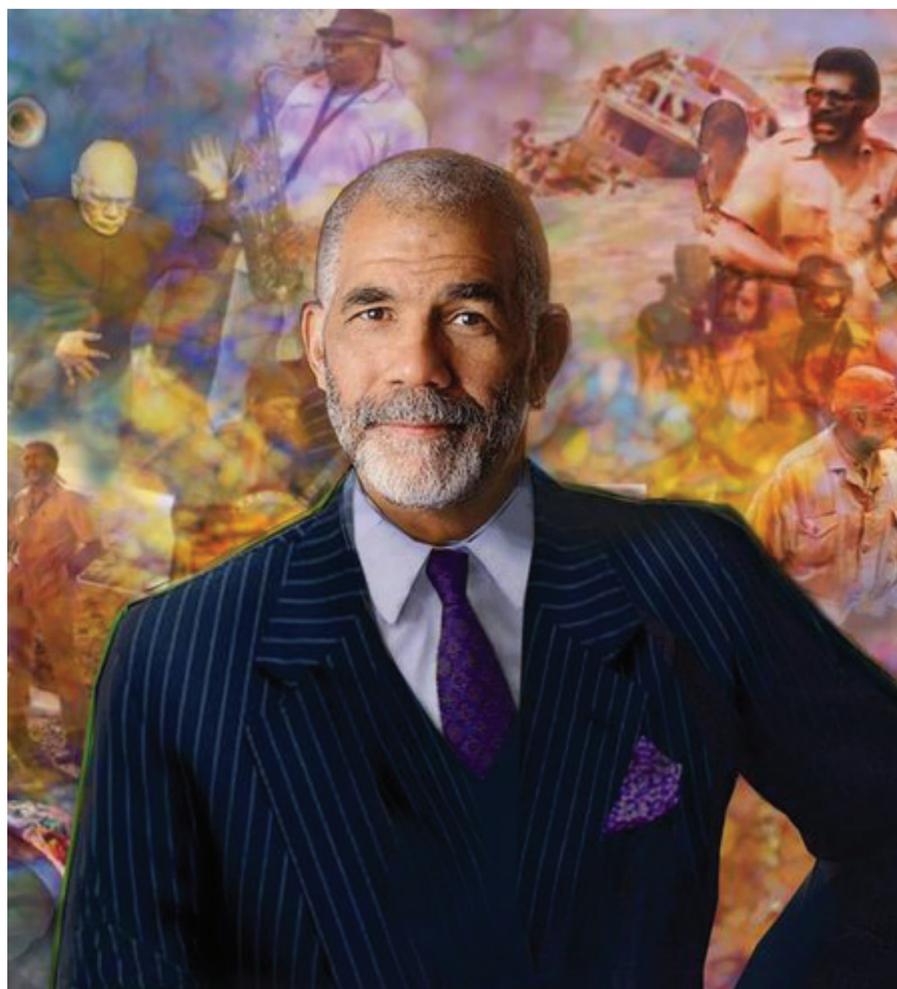
## Introduction

Mural Arts Philadelphia was honored to recognize the life and contributions of Ed Bradley with a mural project in collaboration with the Ed Bradley Family Foundation, CBS Corporation, The Lomax Foundation, Philadelphia Association of Black Journalists, and the many students and community members who have helped make this project possible. With their support, a mural honoring the life and legacy of journalist Ed Bradley now graces a wall in the heart of West Philadelphia. The catalyst for the mural was LeRoy McCarthy, a fellow alumnus of Cheyney University, who introduced Mural Arts to Ed Bradley's widow Patricia Blanchet.

With a portrait of Ed Bradley in his signature pinstriped suit, surrounded by images of the people and events that defined his career and his personal passions, the mural tells the story of an intrepid journalist, a lover of music, and a great friend. References for many of the images came from the archives of Patricia Blanchet, from friends of Ed Bradley, and from CBS. The mural was designed by artist Ernel Martinez, and painted on 5' x 5' panels of polytab cloth which were assembled and affixed to the 70 x 30 foot wall at 949 Belmont Avenue.

Recognized most for his 26 years as a correspondent on CBS News' 60 Minutes, Bradley was a Philadelphia native raised in the same West Philadelphia neighborhood that will be the site of the new mural honoring his legacy. Bradley was the first black television correspondent to cover the White House and the recipient of dozens of prestigious journalism awards. His career took him all over the world, but he remained a proud son of the City of Brotherly Love.

In the spring of 2017 paint days were held with students at St. Ignatius School and Senior Center, Blankenburg School, and the Philadelphia Learning Academy South. In June 2017, students from these schools traveled to New York to visit the CBS New York studios and learn more about broadcasting and Bradley's historic impact on the field – a legacy that will live on through educational programs for students interested in a journalism career. They were able to meet and paint with Leslie Stahl, Bill Whitaker, and other anchors, producers, and staff of 60Minutes.



**ADDRESS OF MURAL:** 998-950 State Route 3005, Philadelphia, PA 19104.  
The mural sits at 949 Belmont Ave. in the neighborhood where Bradley grew up.



At the mural unveiling event my student realized why Ed Bradley is so celebrated. Ed Bradley was a man who built his legacy on 'getting it right.' With that realization I look to my student with much hope for the future of journalism as I see how they take the importance of getting it right on their shoulders as well.

### GETTING IT RIGHT

By Shannon Newby

*When my students and I were invited by the Philadelphia Mural Arts Program to be photojournalist at the unveiling on the Ed Bradley mural, I gave the students my 'professionalism' speech for the umpteenth time. They had heard it enough at this point that they were responding with "we know" before I finished. To their credit, they have always been professional on our outings, but I felt this speech was different, This time aside from being professional I told them they had to 'get it right.'*

*In my first year as a student at the Community College of Philadelphia, my English 101 professor thought that my writing showed potential and suggested that I should write for the school newspaper. So, I looked into it. Actually I swaggered into the Guardian Newspaper office like I was a number draft pick. They needed writers, and I was good at it. They welcomed me in, and started talking to me about journal assignments. That's when I realized that although I had a knack for creative writing, I was not yet a journalist. Journalism is a completely different skill set. Good journalism is challenging. It is heavy lifting with precision. And most of all, it is imperative to 'get it right'. I quickly understood the pressure and work effort needed to report an engaging and accurate news story.*

*In our society there are several professions where the need to "get it right" can mean life and death. In my opinion, doctors, lawyers, teachers, social worker, and journalist fall into this category. I'm not trying to boost my own self importance; I am a teacher and a journalist, but I am also a filmmaker. The first two are important, but If I make a crappy movie the only loss is \$10 dollars and 90 minutes of your time. Incompetently reported news stories have swayed public opinion that have started wars, and sent people to prison. In our current political climate of actual fake news and unflattering truths that people label as "fake news", I am constantly reminding that good journalism is important, and grooming good journalist is crucial for a continued strong free american press.*



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*that art ignites change.*

**Mural Arts Philadelphia**

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# Ed Bradley Day at St. Ignatius

By Kevin A. Brown

Ed Bradley Day underscores the significance of Ed Bradley’s legacy and contribution as a journalist of high integrity. The events of the day also focused on why balanced journalism is important - in today’s world. Students were challenged to consider their level of media literacy... how the media influences their lives, how it impacts the way young people view each other, how they see themselves, and how the media can impact the manner in which they relate to one another. Regardless of where ideologies originate, the media plays a key role in conveying ideas and giving them weight or power. During the event, students engaged with individuals who are excelling in varying careers in multimedia. Each panelist, shared their personal path and how do they use their skills and talents to shine a light on other people’s stories. Vincent Faust shared his professional journey as a columnist for The Philadelphia Tribune; Saj Blackwell discussed her experiences developing and sustaining the 1st Internet Radio Station in Philadelphia owned and operated by an African American Woman. She also worked with the students to demonstrate how to create podcasts using their smart-phones. Occupy Democrats discussed how they cultivated a multi-million dollar internet business and social media youth platform - by sharing memes on Facebook. Representatives from Occupy also worked with the students - to create their own memes – with the goal of empowering the students to use their phones for more than just selfies. Overall, the goal of Ed Bradley Day was to inform young people about Ed Bradley’s contributions. But moreover, the objective was to encourage them to find their voice and their passion. We want them to become savvier about the power of media and how they can begin to control their own narrative. There are deliberate storytelling choices and frames for non-fiction storytelling (in news, documentary, “reality” programming, and advertising). It’s also important to consider whether or not characters or representations of particular groups are complex or seem more like caricatures and stereotypes. Furthermore, the Bradley event, helped the students’ understand and critically examining the decision-making process behind various forms of media. The fundamental question of the day, if identities in the media are constructed, should we accept them at face value? Or can we (should we) question them? And, even change them, and create our own identities?

*Ed Bradley Day took place on May 15th at his alma mater St. Ignatius...Plans are underway to make this an annual event.*



## About the Dedication

By Cathy Harris

The **mural dedication** took place on June 16, 2018. It was a full-fledged neighborhood event with music, refreshments, and testimonials, as well as performances by the Universal African Dance and Drum Ensemble, the St. Thomas Gospel Choir, Urban Guerilla Orchestra, and the Dixie Hummingbirds. Emceed by KYW news anchor Ukee Washington, the lineup of speakers included Councilwoman Jannie Blackwell; Mayor Jim Kenney; Congressman Dwight Evans; former 60 Minutes colleagues and friends Charlayne Hunter-Gault and Steve Kroft. Each speaker shared personal and professional stories about Ed Bradley, describing a man of great accomplishment and personal warmth, loved by everyone who knew him. The dedication culminated in a ribbon cutting by Ed Bradley’s widow Patricia Blanchet, surrounded by family and friends. High school student journalists from Samuel Fels High School Career and Tech program collected reportage and took photos to help create this first edition of this newspaper.

**WE BELIEVE**

ART SHOULD BE FOR THE COMMUNITY

**BY THE COMMUNITY**

TO TRANSFORM PUBLIC SPACES AND INDIVIDUAL LIVES

**ART HAS**  
THE POWER TO HEAL + THE POWER TO UNITE

BUT IT IS NEVER SILENT AND CAN NOT BE IGNORED BECAUSE IT ALWAYS  
**TELLS A STORY**

— AND WHEN TOLD WELL IT CAN LIGHT DARK CORNERS —  
BECAUSE IT GETS BEHIND THE SURFACE TO CHANGE MIND AND ULTIMATELY

**CHANGES EVERYTHING**

**WE BELIEVE ART IGNITES CHANGE**

City of Philadelphia  
MuralArts Program



# ABOUT THE MURALIST

Ernel Martinez was born in Belize and was raised in South Central Los Angeles and Detroit. He holds a BFA from Kutztown University and an MFA from the University of Pennsylvania. Since 2003, Martinez has been producing public art in the city of Philadelphia, and has worked with various nonprofits and social services to provide art to disenfranchised youth. In 2011, Martinez helped to found AMBER Art & Design, a collective of five Philadelphia-based public artists. His practice focuses on creative methods that give urban communities the tools to tell their stories through art making. Martinez uses their stories as a framework to produce social practice artwork that engages and builds dialogue.

## Ernel Martinez

Shannon: How did you get the assignment to do this mural?

do you decide which direction to go in? As far as the vision of how to create it...

Ernel: Ok uh, actually uh, the brother that's... Leroy McCarthy. Leroy came to Philly with the idea. It was his energy and creativity that got the ball rolling. But uh, he approached Mural Arts, and Mural arts asked me if I would be interesting in doing a mural, of course I was, and uh that sort of got things rolling, Man. For the last three years or so we've been working on this mural and today we're here to celebrate.

Ernel: It's a collaborative effort. I had my kind of ideas. His widow played a huge role in helping me conceptualize it and narrow down what we thought would be representative of his life and uh, this is what we came up with.

Shannon: Ok. So, how do you feel it's being received so far?

Ernel: It's been wonderful, Man. Very positive response from the community. His widow loves it, so you know I couldn't be happier about it.

Shannon: Wow. So when you look at something like this, how



PHOTO BY STEVE WEINIK: Martinez has featured prominently in Mural Arts' body of work, having worked as a lead or assistant artist in close to 30 projects across Philadelphia.



## Mayor Kenney (City of Phila)

Shannon: So what do you think Ed Bradley meant to this city? And what do you think the inspiration of this mural will mean to the city?

Mayor Kenney: It meant progress for [poor/all] people. Because, you know a lot of areas of our economy and media were cut off and only white men were welcome and he broke that ceiling. It's really really important for everybody. It's important for Black males, white and Black females, white females... he broke it all open. He was a very talented person, and uh he was iconic in every home in the United States, but especially in Philadelphia.

Shannon: Do you think this mural will be a big impact on this neighborhood? Do you think the kids will see it and...

Mayor Kenney: As I said up there, there's a couple murals in the city that are really inspiring Julius Erving's one, Paul Robeson's one, Roxanne Jones was the first Black, African American, woman State Senator in Pennsylvania. And he's a trailblazer too. It's a wonderful thing. It's beautiful. It looks just like him.

## Jane Golden

Student: What is the impact of the mural?

Jane: I feel the impact of the mural is that it is a beacon and a source of hope. I feel it's a way of holding onto our history of the city and shining a light on the critical and vital importance of Ed Bradley's legacy in today's world.

Student: Do you think Ed Bradley would be pleased with the mural?

Jane: I think Ed Bradley would not only love the mural, he would love this event, he'd love mural arts. He would appreciate that this is a city that sees that combination, that nexus of art and social change.

Student: Thank you so much. Have a good day.

Jane: Thank you.





## Charlayne Hunter-Gault (friend/colleague)

Shannon: So, what is your part here today... the mural?

Charlayne: Ed Bradley was a lifelong friend of ours. My husband Ron's and mine... and he's with me all the time, you know... I wanted him to know that I think about him and I remember all of the wonderful things that he did in our lives and in the lives of other people.

Shannon: You say he would have loved this. Why do you think so?

Charlayne: What?

Shannon: You say he would have loved this. Why do you think so?

Charlayne: Because he loved music, he loved people, he loved gospel, [he'd love the song that's on now] he just would love the gathering... and especially in the neighborhood where he grew up. It's so joyful and he loved joyfully.



## Steve Kroft (fellow correspondent - 60 Minutes)

Student: How is today's event to you?

Steve Kroft: I think it was really special. I think Ed would have really loved it. Um, being back in the neighborhood. The presence of the neighborhood.

Student: Excuse me?

Steve Kroft: The presence in the neighborhood. The fact that it's here. The fact that people can walk by and see it. It'll be an inspiration to a lot of young people, I think.

Student: What do you think Ed Bradley's thoughts would be about the state of journalism today in America?

Steve Kroft: I think he'd be very upset.

Student: Really?! Why?

Steve Kroft: Um... Too much opinion not enough facts. Too much noise on cable television.

Shannon: Agreed.

Steve Kroft: And um just the fact that um I think he'd be really disappointed at online journalism. Facebook. The fact that Facebook can be a means of transmission.

Student: Right... because anybody can say anything anymore and without any accountability

Steve Kroft: Exactly. [Shaking head] Anybody can say anything and there's no accountability...

Student: Ya, that's what I said [chuckling]

Steve Kroft: Free to lie. It blurs the line between fact and fiction.

Student: Do you think this [mural] will impact the kids in this neighborhood? Seeing Ed Bradley... and do you think it will do a thing of positive difference in some of the kids just understanding his journey, and... ?

Steve Kroft: I certainly hope so. I hope it drives a lot of people to go online and look up some of the stories that he did, and watch him in action. Watch what he did... and the contributions that he made.

Student: Thank you Mr. Kroft.

Steve Kroft: Ok. My pleasure.



# Michael Karzis

## Associate Producer (colleague)

Shannon: What made you come out today?

Michael: Cuz I used to work with Ed... at 60 minutes.

Shannon: Ok. Ok. Oh cool beans. What did you do with him there?

Michael: I was his associate producer for about 7 or 8 years.

Shannon: How would you best describe Ed Bradley?

Michael: He was a gentleman. He was um... he was curious. He had a great nose for news. Um he was very, very kind. He was a great listener, obviously, and a great interviewer.

Shannon: So do you think the mural will have a positive impact on the community?

Michael: I hope so.

Shannon: How so?

Michael: Oh, how? Well, I mean if you look at it, his whole professional career, some of the greatest moments... certainly on the broadcast for CBS News is up there... there's him interviewing Mohammad Ali, um there's Ed with Jimmy Carter when he was covering the White House, there's Ed for CBS News, um during his time in Vietnam and Cambodia. I mean these are great moments... [Shannon: historical... ] they should be very inspirational because he was a giant.



# Trudy Haynes (colleague)

Shannon: What did Ed Bradley mean to journalism?

Ms. Haynes: Well, first of all, he's an icon. He was a man of exquisite professionalism. He had the delivery, the decorum, and he was a man you were proud to see on TV.

Shannon: So what does it mean to you to see him being honored with this mural?

Ms. Haynes: Well this is fine. It's the people. The people responded to one of their own.

Shannon: So you yourself are an icon of journalism, especially here in the City of Philadelphia...

Ms. Haynes: Thank you.

Shannon: Do you think this [mural] will have a big impact on the neighborhood? Do you hope through this that the idea of who Ed Bradley was would translate to the people in the neighborhood and think and recognize that?

Ms. Haynes: When you look at a man like that who made an appearance that would make you proud, you have a tendency to emulate it... I hope... [laughter]

Shannon: Thank you!



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## Patricia Blanchet

**Ed Bradley is survived by his wife and she is a major force behind this project.**

Shannon: So what does this mean to you today to finally have this happen?

Patricia: Well you know what? There's been a large village of people who've been working on this for a number of years. I think it's been three years in the making. And first of all, we're ecstatic. We're relieved. It's done. And now we can do even more work around the mural. Our idea was never for it to just be an image on the wall, but for it to be an active catalyst in the community. And to introduce young people to journalism and storytelling and truth-telling. Um, some of the most excellent virtues and characteristics of Ed that's what we hope to impart to the next generation and to let them know that this is an option for them, and that it's an important one, and a valuable one, and one that we need in America today.

Shannon: So, my follow-up question then, what other projects you're working on that stand in conjunction with what you're doing?

Patricia: Well, we've partnered with a couple schools in the area. Um, particularly St. Ignatius, which is the school where Ed went to school. Um, in fact they presented me with his 1st grade report card if you can believe that. And even then he was kind of an exceptional student.

Shannon: Oh really??

Patricia: The only thing he didn't have a good grade in was punctuality. And that's because his mother worked two jobs, and so I think she probably was a little late in bringing him to school a couple times.

Shannon: Ok.

Patricia: So, we'd like to continue our work with St.

Ignatius, and we'd love to bring in local journalists associated with NABJ [National Association of Black Journalists] to work with the kids in the schools to conduct workshops. We'd love to partner the kids, as well, with a local TV station and a local radio station to give them real hands on experience in creating journalism, so that's our plan. And to go into the schools and have a curriculum project, as well, where we're incorporating, not just Ed's story and life lessons, but also the tenets of good journalism and what that can mean. Um, we'd also like it to have an art component because Ed was such a patron of the arts. And so, privilege that as well in the curriculum. So stay tuned.

Shannon: Ok. So people say that Ed would have loved this... would he have loved this whole [idea]?

Patricia: I think he would be surprised completely because Ed was never ever a "Big Man" in his own head. I mean, he knew his value and he knew his worth, but he was never like a star...

Shannon: He wasn't egotistical...

Patricia: ...He was never a star. So, I think he'd be like "What?? I got a mural?? Are you kidding?"

Shannon: Janet Gidden didn't come today? Janette?

Patricia: Oh Janette couldn't come today 'cause she had a whole nother event when we changed the date. But she loves you and loves you guys. She's like those kids are amazing.

Shannon's amazing. She so wants to be part of the editing process, and so, you know...

Shannon: Well, I wanna say this [is] my card... I'm a teacher but I own a media company as well. The thing that you're doing I think it's fantastic, and I would love to be a part of that. So keep me in mind in whatever



Shannon: By all means. Ok. I have your email, you have my information.

Patricia: Thank you so much.

Shannon: Thank you.

Patricia: I can't wait to see this newspaper.

Shannon: Ya, me neither.

Patricia: It's gonna happen. Have faith. If this is on the wall, we can do a newspaper.

Shannon: Thank you guys.



Photo by Steve Weinik

**SIZE OF MURAL:** *The 70-by-30-foot mural looms larger than life, honoring a man whose grace and humility would question its very existence.*

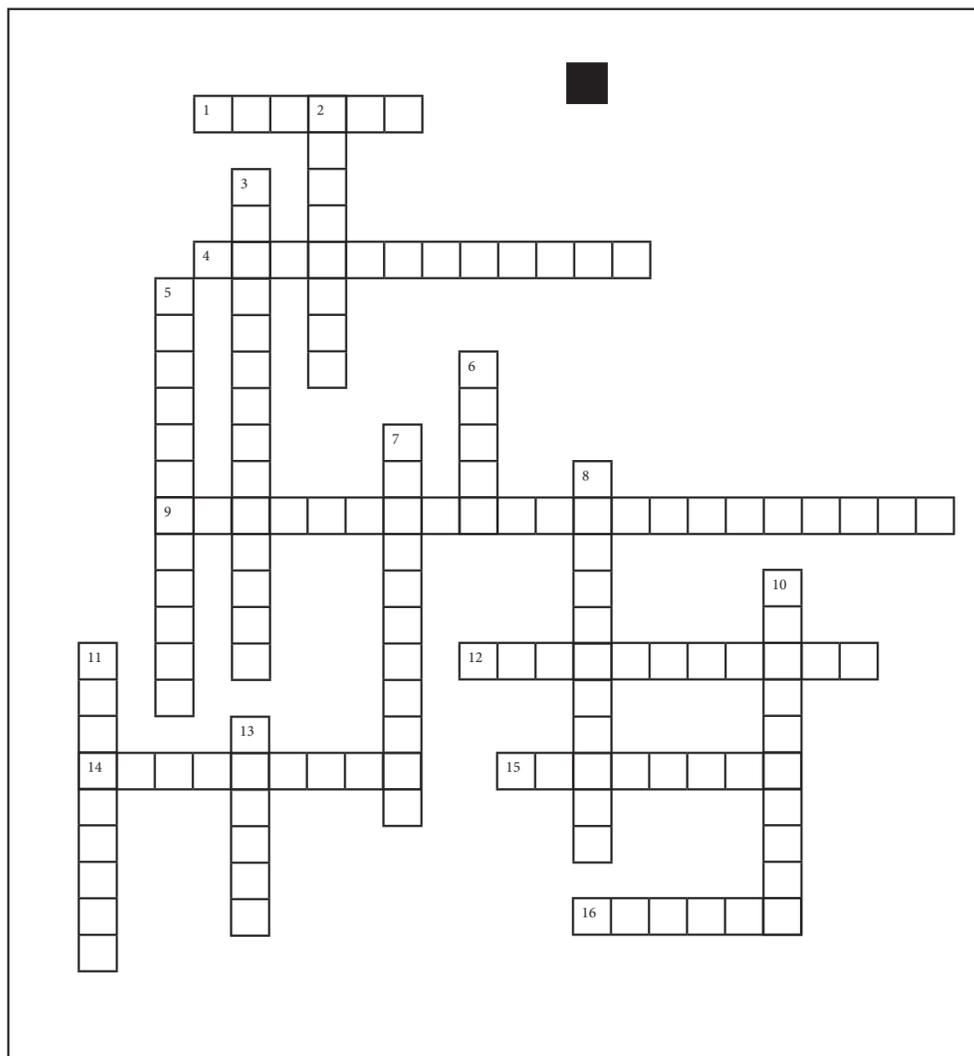
GAMES

# Facts - Answer these questions to fill in the crossword puzzle

- 1: Ed Bradley's friends describe Ed as loving which of the following?
  - A. People
  - B. Reggae
  - C. Travel
  - D. Nature
- 2: What does the Ed Bradley Mural mean to the city of Philadelphia?
  - A. Struggle
  - B. Progress
  - C. Conflict
  - D. Backlash
- 3: According to Shannon, Ed Bradley is celebrated because he is a man who built his legacy on which of the following?
  - A. Getting It Right
  - B. Questioning You
  - C. Feeling Curious
  - D. Having Answers
- 4: What are some of the most excellent virtues and characteristics of Ed - Bradley that could be impart to the next generation?
  - A. Story Telling
  - B. Calumniation
  - C. Misstatement
  - D. Disingenuous
- 5: What other mural(s) does Mayor Kenney find inspiring in the city?
  - A. Roxanne Jones
  - B. Julius Erving
  - C. Paul Robenson
  - D. All from above
- 6: Ed Bradley's parents divorced when he was two years old, after which he was raised by his mother, Gladys, who worked how many jobs to make ends meet?
  - A. 5 Jobs
  - B. 4 Jobs
  - C. 3 Jobs
  - D. 2 Jobs
- 7: The mural isn't just an image on the wall, but an active catalyst for who?
  - A. Communities
  - B. Young People
  - C. Journalists
  - D. For Everyone
- 8: Ed Bradley's Associate Producer mentions that Ed interviewed which name below?
  - A. Bill Bradley
  - B. Jimmy Carter
  - C. Howard Stern
  - D. Pope Francis
- 9: What's the name of the organization that brought the Ed Bradley mural to life?
  - A. Philly Wall Painters Org
  - B. Public 4 Artists Program
  - C. Mural Arts Philadelphia
  - D. Public Murals Nonprofit
- 10: What school in Philadelphia did Ed Bradley attend growing up?
  - A. Mil Creek H.S.
  - B. Haverfort C.
  - C. St Ignatius
  - D. Belmont Sch.

- 11: According to friends, what's one of the best qualities about Eb Bradley?
  - A. Worrysome
  - B. Abashment
  - C. Integrity
  - D. Withholds
- 12: On Ed Bradley's first grade report card, he scored well in everything except:
  - A. U.S.A. History
  - B. Mathematics
  - C. Punctuality
  - D. Gymnastics
- 13: What barrier did Ed Bradley break?
  - A. Canada
  - B. Forest
  - C. Gender
  - D. Racial
- 14: What can the Ed Bradley mural and his iconic legacy inspire others to do or feel?
  - A. Abrasions
  - B. Emulation
  - C. Befouling
  - D. Cataclysm
- 15: Ed Bradley was married to who from 2004-2006?
  - A. Angelica
  - B. Beatrice
  - C. Caitlynn
  - D. Patricia
- 16: How many years did it take to conceptualize the mural design?
  - A. 2 years
  - B. 3 years
  - C. 5 years
  - D. 10 years

# Crossword



- Across**
- 1. People
  - 4. Story Telling
  - 9. Mural Arts Philadelphia
  - 12. Punctuality
  - 14. Emulation
  - 15. Patricia
  - 16. 2 years
- Down**
- 2. Progress
  - 3. Getting It Right
  - 5. All from above
  - 6. 2 jobs
  - 7. For Everyone
  - 8. Jimmy Carter
  - 10. St Ignatius
  - 11. Integrity
  - 13. Racial

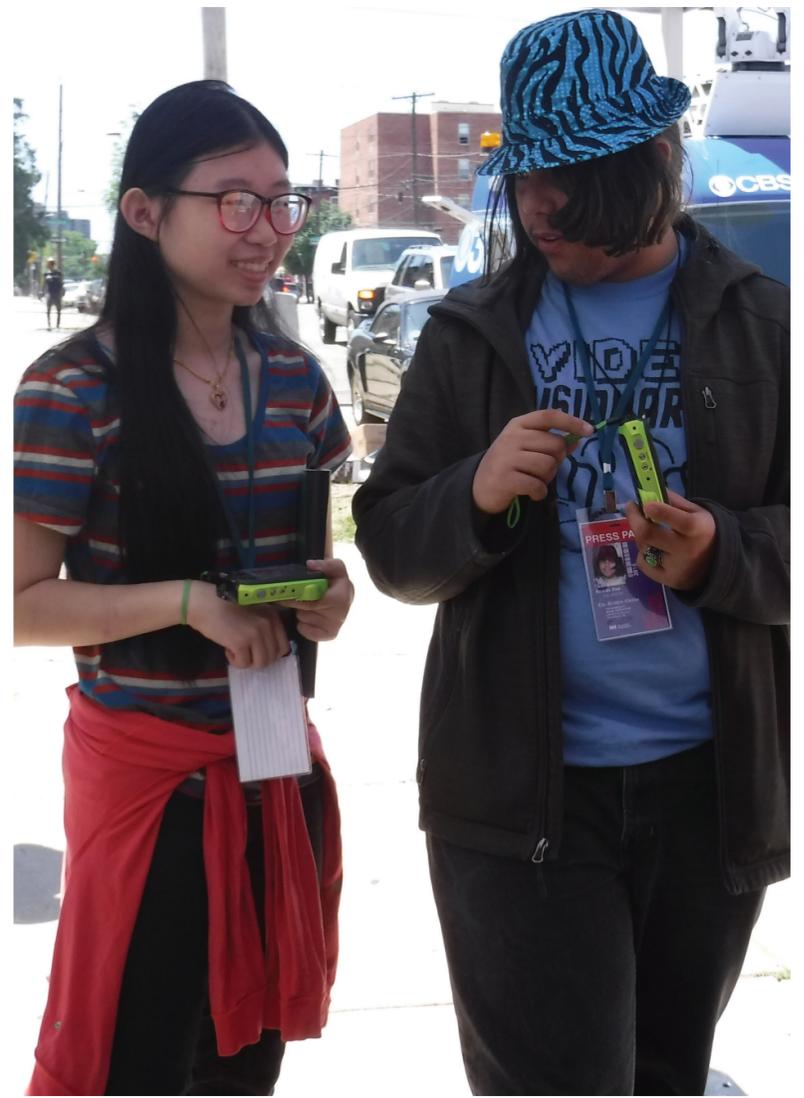




Photo by Steve Weinik