



Saving Film & Television for Future Generations

UCLA Film & Television Archive Launches Tom Bradley Digital Resource

FOR IMMEDIATE RELEASE

LOS ANGELES, CA (June 27, 2019) – A generous grant from The John Randolph Haynes and Dora Haynes Foundation allowed UCLA Film & Television Archive to launch a [new digital portal](#), featuring local news footage of esteemed former Los Angeles Mayor, Thomas (Tom) J. Bradley. Curated from UCLA’s significant collection of historic newsfilm donated by pioneering television local station KTLA, the online Bradley resource offers visitors free streaming viewing access to nearly 80 segments documenting the work of Los Angeles’ longest-tenured Mayor to date, including unedited segments never before seen and stories not seen since their original broadcast.

The grandson of a slave and the son of sharecroppers, former Los Angeles Police Department lieutenant and L.A. City Councilman Tom Bradley rose to prominence upon being elected Mayor of Los Angeles in 1973 as the city's first, and as of mid-2019, only African-American mayor. A towering figure in the history of Los Angeles, Tom Bradley remains an essential research topic when considering the past, present and future of L.A. “The name Tom Bradley remains synonymous with the City of Los Angeles; the rare newsfilm available via the Archive’s new online resource presents viewers with a unique opportunity to step back in time to revisit moments big and small during this iconic leader’s indelible career,” said Mark Quigley, television archivist of UCLA Film & Television Archive. Digitally scanned and preserved from original 16mm reversal film elements, these clips serve to illuminate Bradley as an important local and national statesman—leading L.A. through a period of both unprecedented growth and serious socio-economic challenges.

Visitors to the Archive’s site will be able to make footage viewing selections from categories highlighting Bradley’s leadership in the areas of national and local politics, social issues and crime, and energy and transit. The site also includes television coverage of Bradley serving as a dignitary overseeing and participating in commemorations and public events. To provide additional context to this historic footage, the site features a commissioned essay by media scholar, Mark Shiel, PhD, author of the book *Hollywood Cinema and the Real Los Angeles* (2012).

“The Archive’s new digital resource celebrating the legacy of Mayor Tom Bradley represents another key step in our ongoing efforts to make vital collection materials widely available for research and enjoyment via the Internet,” said Dr. Jan-Christopher Horak, director of UCLA Film & Television Archive.

UCLA Film & Television Archive is the world’s largest university-based moving image media archive. The Archive is committed to the collection, restoration and exhibition of moving images. The new Tom Bradley portal joins a suite of other special resources created by the Archive to provide free online digital access to important collections, including: over 100 previously

uploaded KTLA news segments covering topics such as civil rights and protests; 20 seasons of the landmark LGBTQ news, entertainment and public affairs program, *In the Life*; and a site dedicated to the study of the celebrated “L.A. Rebellion” group of African and African-American filmmakers who attended the UCLA School of Theater, Film and Television in the 1970s and 1980s. For more information, please visit our website at cinema.ucla.edu.

About UCLA Film & Television Archive

The mission of the UCLA Film & Television Archive is to save film and television for future generations.

The Archive is internationally renowned for rescuing, preserving and showcasing moving image media and is dedicated to ensuring that the visual achievements of our time are available for information, education and enjoyment. The sixth-largest moving image repository in the world, and the second largest in the U.S., behind only the Library of Congress, the Archive’s more than 450,000 holdings are stored in a state-of-the-art facility that meets and exceeds all preservation standards, from nitrate film to digital.

A unit of the UCLA School of Theater, Film and Television, the Archive’s Research and Study Center provides free access to its holdings to researchers, writers and educators. Many of the Archive’s projects are screened at prestigious film events around the globe, as well as locally at UCLA’s Billy Wilder Theater.

For more information, please contact Marisa Soto at (310) 206-8588 or msoto@cinema.ucla.edu