

Finding Aid to The HistoryMakers® Video Oral History with Madeleine Moore Burrell

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Moore Burrell, Madeleine, 1940-
Title:	The HistoryMakers® Video Oral History Interview with Madeleine Moore Burrell,
Dates:	April 22, 2014
Bulk Dates:	2014
Physical Description:	8 uncompressed MOV digital video files (4:03:48).
Abstract:	Marketing executive Madeleine Moore Burrell (1940 -) founded the New York-based marketing firm, Moore Creative. She was a founder of the 21st Century Women's Leadership Center, and co-founder of the National Professionals Network, Inc. She served as president of the New York Coalition of 100 Black Women and AARP of New York State, as well as chairman of Public New York. Burrell was interviewed by The HistoryMakers® on April 22, 2014, in Chicago, Illinois. This collection is comprised of the original video footage of the interview.
Identification:	A2014_120
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Marketing executive Madeleine Moore Burrell was born in 1940. She received her B.F.A. degree from New York University and studied industrial design at the Parsons School of Design. She also received her M.F.A. degree in writing from Columbia University.

Moore Burrell's first career spanned ten years as an industrial designer with Henry Dreyfuss Associates and Goretz Industrial Design, where she designed products ranging from John Deere tractors and Datsun dashboards, to American Airlines interiors and the first snowmobile for AMF. She also designed the first plastic hangers in the United States, pay phones for Bell Atlantic, industrial cameras for Polaroid and sewing machines for Singer.

In 1985, Moore Burrell founded and spearheaded Moore Creative, a New York marketing firm with clients that included Anheuser Busch, the Apollo Theater, and the first of several hospital based HMOs that she marketed in the United States. In 1994, Moore Creative was the first African American marketing firm awarded a post-apartheid contract with South Africa, launching the Sister City agreement between New York City and Johannesburg, South Africa. Moore Burrell's clients also included the annual Essence Music Festival in New Orleans, the Essence Awards on FOX TV and *Dawn Magazine*, the Sunday supplement to *The Afro-American newspaper*.

Moore Burrell served as chairman of Public New York, a SoHo based advertising firm, as well as president of Moore Creative @ Austin & Williams, Inc. She served as president of AARP for the State of New York and the founding chapter of The New York Coalition of 100 Black Women; and was a trustee of New York's Central Park Conservancy. In addition, she co-founded The National Professionals Network (NPN), convening leadership conference cruises for over twenty years.

As co- founder of the 21st Century Women's Leadership Center, a cultural collaboration of Black, Hispanic and Asian women's organizations, Moore Burrell developed numerous scholarships, role model and mentoring initiatives for inner-city girls. She is an officer of the Board of Columbia College Chicago and has received an honorary doctorate degree from the City University of New York.

Moore Burrell and her husband, advertising icon and author Tom Burrell, reside in Chicago, Illinois, where they partner in The Brainwashed Resolution Project.

Madeleine Moore Burrell was interviewed by *The HistoryMakers* on April 22, 2014.

Scope and Content

This life oral history interview with Madeleine Moore Burrell was conducted by Julieanna L. Richardson on April 22, 2014, in Chicago, Illinois, and was recorded on 8 uncompressed MOV digital video files. Marketing executive Madeleine Moore Burrell (1940 -) founded the New York-based marketing firm, Moore Creative. She was a founder of the 21st Century Women's Leadership Center, and co-founder of the National Professionals Network, Inc. She served as president of the New York Coalition of 100 Black Women and AARP of New York State, as well as chairman of Public New York.

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:

Moore Burrell, Madeleine, 1940-

Richardson, Julieanna L. (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews
Moore Burrell, Madeleine, 1940---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Marketing Executive

HistoryMakers® Category:

MediaMakers

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 Madeleine Moore Burrell, April 22, 2014. 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 Madeleine Moore Burrell, Section A2014_120_001_001, TRT: 1:29:51 ?

Madeleine Moore Burrell was born on September 10, 1940, in Brooklyn, New York, New York. Her mother, Constance Dickerson Ward Mosely, was born in Brooklyn, and worked for Walter White of the NAACP and later with the Girl Scouts of America. Burrell can trace her maternal family to Richmond, Virginia where her ancestors were slaves of Edwin and John Wilkes Booth, who assassinated President Abraham Lincoln in 1865. Her maternal grandparents, John Dickerson and Charlotte Booth, migrated from Reading, Pennsylvania, where the family owned a farm, to Brooklyn. Burrell's father, Jerome Tubman Ward, was also born in Brooklyn. He and her mother met as teenagers, married but later divorced; he was largely absent from Burrell's life. She was primarily raised by her grandparents in Bedford-Stuyvesant where she remembers the influence of her West Indian neighbors and the many family members her grandparents took in as they migrated North. Burrell explains how colorism in the African American community impacted her.

Video Oral History Interview with Madeleine Moore Burrell, Section A2014_120_001_002, TRT: 2:27:50 ?

Madeleine Moore Burrell grew up in the Bedford-Stuyvesant neighborhood of Brooklyn, New York, New York, where she was raised by her mother and her maternal grandparents. She spent summers at her family's farm in Reading, Pennsylvania and through her church, was active in Girl Scouts and other activities. She had a close group of friends who she spent time with at the library, until her babysitter, HistoryMaker Earl G. Graves, Sr., picked her up. Following preschool at Junior Academy in Brooklyn, Burrell attended P.S. 70 elementary school and Our Lady of Victory, a Catholic school. Her mother then secured a scholarship for her at Northfield League, an all-girls Quaker boarding school in Westtown, Pennsylvania. After two years, Burrell returned home to attend Franklin K. Lane High School in Brooklyn. When she was sixteen years old, her mother died, devastating Burrell's stepfather. Burrell was left with the responsibility of raising her two young siblings. Burrell was reunited with her father during college.

Video Oral History Interview with Madeleine Moore Burrell, Section A2014_120_001_003, TRT: 3:31:37 ?

Madeleine Moore Burrell attended Northfield League in Pennsylvania prior to initiatives to integrate elite boarding schools and lacked mentors to support her during the experience. She struggled with dyslexia throughout her childhood, but succeeded in school because her teachers allowed her to demonstrate her knowledge by drawing. She became a skilled artist, competing in borough-wide art competitions; and earned scholarships to the Art Students League and New York University in Manhattan. Burrell's mother passed away when she was sixteen years old; Burrell was responsible for taking care of her young siblings until her stepfather remarried in the early 1960s. She earned her Bachelors of Fine Arts degree from NYU and studied industrial design at Parsons School of Design. She was then recruited by renowned designer Henry Dreyfuss. Burrell's dyslexia helped her become an expert in symbols and typeface at Henry Dreyfuss Associates. Burrell's maternal grandfather idolized Ethiopian emperor Haile Selassie.

Video Oral History Interview with Madeleine Moore Burrell, Section A2014_120_001_004, TRT: 4:28:30 ?

Madeleine Moore Burrell entered New York University when her stepfather remarried four years after her mother's death. Upon graduating from NYU's Parsons School of Design, she accepted a position in the industrial design industry at Henry Dreyfuss Associates where she worked with Dr. Edwin Land, the inventor of the Polaroid camera. During her ten year career in industrial design Burrell also worked at Goretz Industrial Design, designed plastic hangars to ship clothes without wrinkles and became interested in the role marketing plays in product development and manufacturing. She describes the evolution of the field of industrial design which no longer exists as it did in the 1960s and '70s. Burrell left the industrial design industry to get married; during her marriage, she began marketing health maintenance organizations (HMOs) to women. Burrell divorced and started her company Moore Creative in 1985, and entered into a contract with Essence magazine to market eyewear for African Americans.

Video Oral History Interview with Madeleine Moore Burrell, Section A2014_120_001_005, TRT: 5:28:27 ?

Madeleine Moore Burrell founded her New York based marketing firm, Moore Creative, in 1985. Her list of clients included the Association of Junior Leagues International, the National Urban League, Anheuser Busch, Royal Caribbean Cruises, Ltd. and Club Med. After volunteering to serve on the committee to save the Apollo Theater, Burrell was hired to develop a marketing campaign for the historic venue. Burrell also successfully rebranded Beekman Hospital by renaming it the New York Downtown Hospital and moving the front door to Wall Street. In 1992, Burrell and William Tedford co-founded the National Professionals Network, Inc. (NPN) which brought together African American professionals on cruises around the world, which featured conference programing and musical performances. The cruises attracted many African American powerbrokers including HistoryMakers Bishop T.D. Jakes, Susan Taylor and Khephra Burns.

Video Oral History Interview with Madeleine Moore Burrell, Section A2014_120_001_006, TRT: 6:29:10 ?

Madeleine Moore Burrell's firm, Moore Creative, became the first African American marketing firm to be awarded a contract with South Africa, launching the Sister City agreement between New York City and Johannesburg in 1994. Her firm also handled marketing for the annual New Orleans Essence Music Festival and the Essence Awards for a number of years. In 1996, Burrell was elected president of The New York Coalition of 100 Black Women. As president, she formed coalition between 100 Black Women, 100 Hispanic Women, and Asian Business Women to establish the 21st Century Women's Leadership Center and organize the World of Women Leaders Conference. Following the September 11, 2001 terrorist attacks on New York City, Burrell changed the direction of her company to focus on helping organizations define and market their legacies. In 2005, she was elected president of the New York State AARP. Burrell was introduced to her husband HistoryMaker Thomas J. Burrell by their mutual friend HistoryMaker Susan Taylor.

Video Oral History Interview with Madeleine Moore Burrell, Section A2014_120_001_007, TRT: 7:35:21 ?

Madeleine Moore Burrell retired from Moore Creative and moved from New York, New York to Chicago, Illinois in 2008 to marry HistoryMaker Thomas J. Burrell, after a whirlwind yearlong courtship. Burrell talks about her husband's

book 'Brainwashed: Challenging the Myth of Black Inferiority' and the Resolution Project, which aims to combat negative media portrayals of the African American community. She describes her hopes and concerns for the African American community and reflects upon her personal legacy, the legacy of her generation and her mother's and grandmother's influence on her success.

Video Oral History Interview with Madeleine Moore Burrell, Section A2014_120_001_008, TRT: 8:33:02 ?

Madeleine Moore Burrell narrates her photographs.