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CITY CLERK

City of Seattle

Notice of Appointment

Name: ***Kenan Block***		☒ **Executive Appointment** ☐ **Reappointment** ☐ **Legislative Appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood: *Madison Park*	**Zip Code:** *98112*	**Contact Phone No.:** *206-790-9927*
Appointed to: *Arboretum and Botanical Garden Committee (ABGC)*		**Date of Appointment:** *8/15/2012*
Authority (Ord., Res.): *Ordinance 65130*		**Term of Office** **From:** *8/15/2012* **To:** *12/31/2017*

Background:

Is this a NEW or RE-appointment? NEW

Mr. Block is a resident of Madison Park, member of the Arboretum Foundation, and a frequent visitor to, and user of, the Arboretum. He received a B.S. in Journalism from the University of Colorado and has been a reporter and producer for PBS, The MacNeil-Lehrer News Hour, and MSNBC with Brian Williams. For the past 10 years, he has been a media and communications consultant.

He served 7 years on the board of Conservation Northwest and worked on the Cascade Conservation Partnership which helped purchase and protect over 25,000 acres of valuable habitat in the heart of the Cascades, along the I-90 corridor. Mr. Block, who strongly favored removing the fence at Madison Park, was invited by Seattle Parks to serve on the committee that helped design the new waterfront area after the removal.

Mr. Block worked for over 3 years to help restore the Volunteer Lily Ponds and the "Dinosaur Bone" sculpture in the nearby kids play area. He is now a volunteer with the newly-created Volunteer Park Trust, working with Seattle Parks to create a long-term plan and private fundraising to help Parks fund and revitalize Volunteer Park for future generations. In addition, Mr. Block has been an active board member of Town Hall Seattle for the past 10 years.

Authorizing Signature:	**Name and Title of Officer Making Appointment:** Mayor Mike McGinn

Revised 3/11

Kenan S. Block

Kenan Block, Media & Communications Seattle, Washington
Sole proprietor of a strategic media and communications consulting business.
2002-present
Providing high level strategic communications and media services allowing clients to creatively and effectively focus their message and reach the right audience. Work includes: strategic communication and marketing assessments, creating powerful messaging, media and public speaking coaching, website and social media campaigns and messaging, social and mainstream media outreach, crisis communication, film and video production for an array of platforms. Work one-on-one with clients to identify and leverage existing resources to effectively get their story to key audiences. Additional work includes identifying and assisting clients in public and private partnerships to maximize their policy and financial goals and helping clients with my extensive media, political and civic relationships—locally and nationally—from 25 years in journalism. Clients include: Humanities Washington, Stewardship Partners, Walla Walla Vintners, Discovery Network, Washington Public Stadium Authority, Masi Winery (Verona, Italy), Washington Filmworks (former Washington State Film Commission), Mark Sidran for Attorney General—Campaign Communications Director (2004), The Washington Forest Law Center, Helsell Fetterman, The Fairmont Olympic Hotel, The Seattle Foundation, the Seattle Art Museum, The Cascade Conservation Partnership, Rails to Trails, World Association for Children and Parents (WACAP), The Wild Salmon Center, Tahoma Capital (hedge fund created by the team that managed Microsoft's money).

Pyramid Communications Seattle, Washington
Senior Media and Public Affairs Consultant 1998-2002
Developed and implemented media, public affairs and public relations strategies for a variety of government, political, and nonprofit organizations including The Robert Wood Johnson Foundation, The Cascades Conservation Partnership, Cantwell for Senate, IslandWood, City of Seattle, the Seattle Art Museum, State of the World Forum, Trust for Public Land, the Wilderness Society, The Seattle Foundation, Loomis Forest Fund, Alaska Federation of Natives, The Pacific Science Center, No on Initiative 696, Glaser Family Foundation, Seattle Aquarium Society, United Steelworkers, The Pride Foundation, The Washington Forest Law Center, YWCA and The Fairmont Olympic Hotel. Responsibilities included planning and developing major media campaigns, conceiving and implementing news events, creating press materials, writing and placing op-eds, local and national story pitching and placement, message development, and conducting advanced media training.

MSNBC, The News With Brian Williams Washington, DC
Lead Washington Producer 1996-1998
Worked to develop and launch MSNBC's flagship, primetime nightly news hour. Helped to produce and oversee coverage of breaking Washington news,

including the White House, Congress, and national affairs, teaming with NBC correspondents and producers. Conceived and produced tape and live segments, including in-depth coverage of 1996 presidential and Congressional campaigns, conventions, and elections.

The NewsHour with Jim Lehrer Washington, DC
Producer, Primary Beats: Capitol Hill and National Politics 1986-1996
Reported and produced in-depth taped segments, covered breaking news, produced live shots, and conducted interviews. Special assignments included: White House producer; Field producer 1984, 1988, 1992 and 1996 Presidential campaigns, conventions, and elections; Pentagon reporter/producer during Persian Gulf War; and on-site producer of live, gavel-to-gavel coverage of the Iran-Contra hearings and Bork confirmation hearings.

The MacNeil-Lehrer NewsHour Washington, DC
Political Reporter 1984-1986
Produced in-depth studio interview segments and taped reports on national politics.

KCTS-TV (PBS) Seattle, Washington
Reporter/Producer for "Evening Edition" 1981-1984
Anchored and reported for live "specials" and reported, produced and wrote full length documentaries.

ADDITIONAL BROADCAST NEWS EXPERIENCE: 1976-1981
Reporter and anchor
KGGM-TV (CBS) Albuquerque, New Mexico
KEVN-TV (ABC) Rapid City, South Dakota
KSTF-TV (CBS) Scottsbluff, Nebraska

ADDITIONAL EXPERIENCE:
Researcher/Writer, United States Department of Labor
Administrative Assistant, City of Seattle, Department of Human Resources
Reporter, Colorado Daily and Colorado Engineer
Intern, United States Senator Henry M. Jackson
Intern, Seattle City Council

EDUCATION:
University of Colorado, Boulder, B.S. Journalism (Honors), May 1976

AWARDS AND ACTIVITIES:
President, Congressional Radio/TV Correspondents Association, Executive Committee, 1994-1995
Guest scholar and lecturer, University of Colorado School of Journalism, November 1996
Recipient, Joan Barone Journalism Award, 1995
Recipient, George Foster Peabody Award, 1988
Sholom D. Comay Fellowship (American Jewish Committee), 2003
Board Member, Big Sisters of Greater Washington 1993-1996
Board Member, The Kalakala Foundation 1998-2000
Board Member, Town Hall, Seattle 1999-present
Board Member, Conservation Northwest, 1999-2008

Board Member, Citizens for C-SPAN, 2000-2007
Board Member, American Jewish Committee, Seattle Chapter, 2000-present
Board Member, PONCHO (Patrons of Northwest Civic, Cultural and Charitable Organizations), 2001-2002
Advisory Board Member, Real Change, Seattle, 2004-present
Board Member, Allied Arts Foundation, 2005-present

VOLUNTEER ACTIVITIES:

- Currently a member of the Arboretum Foundation.
- Live in nearby Madison Park and enthusiastic user of the Arboretum, spending hundreds of hours walking, canoeing, and exploring every corner.
- Currently a volunteer with the newly-created Volunteer Park Trust, working to create a long term plan and private fundraising to help Seattle Parks and Recreation fund and revitalize Volunteer Park for generations to come.
- Active Town Hall Seattle board member for the past ten years.
- In 1998, worked for over three years with Seattle Parks' park staff to restore the Volunteer Park lily ponds. With the help of the Parks Foundation, $250,000 was raised to totally restore and landscape both ponds.
- In 2008, worked with Seattle Parks and Seattle Park Foundation to help raise $17,000 in private funds for the total restoration of the Volunteer Park "Dinosaur Bone" sculpture in the kids play area.
- Have a strong environmental commitment and served for seven years on the Conservation Northwest board of directors and was deeply involved in the Loomis Forest campaign that saved 24,000 acres of critical habitat in eastern Washington from logging. Also worked on the Cascade Conservation Partnership which helped purchase and protect over 25,000 of valuable habitat in the heart of the Cascades along the I-90 corridor.
- More recently served as an outspoken advocate for the fence removal at North Madison Park including serving on the citizen committee to help Seattle Parks come up with a landscape and "safety" plan around the fence removal.

Arboretum and Botanical Garden Committee (ABGC)

August 2012

Nine members: Per *Ordinance 65130,* all are seven-year, renewable terms except Arboretum Foundation, which appoints its Board president and Executive Director for the duration of their position with the Foundation.

- *3* Appointed by Mayor
- *3* Appointed by University of Washington
- *2* Appointed by Arboretum Foundation
- 1 Appointed by Washington State Governor

D*	G	Name	Appointed	Term Ends	Term #	Position	Appointed By
	M	**Block, Kenan**	**8/15/12**	**12/31/17**	**1st**		**Mayor**
	M	Collins, Jack	9/1/04	12/31/16	2nd		Mayor
	M	Harris, Donald	5/1/04	12/31/16	2nd		Mayor
	F	Doherty, Theresa	2/1/07	12/31/15	1st		University of Washington
	M	Hoyt, Fred	1/1/2011	12/31/12	1st		University of Washington
	M	Robertson, Iain	2/1/07	12/31/17	2nd		University of Washington
	F	Miller, Paige	5/1/07	N/A	N/A		Arboretum Foundation
	M	Trueblood, Craig	7/1/12	6/30/13	N/A		Arboretum Foundation
	M	Towne, Dave	1/1/06	12/31/12	1st		Washington State Governor

(Roster is sorted by appt authority, term end date and last name.)

***Diversity**

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	3									3
University of Washington	2	1								3
Other Bodies	2	1								3
Total	*7*	*2*								*9*

***Other includes diversity in any of the following: race, gender and/or ability*