

Katie Jennings

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Executive Producer, Educational Media

A strategic communications leader who unites teams around vision and purpose. Distills key messages from complex organizations. Directs and manages media initiatives. Identifies need, targets audiences, plans and executes campaigns, assesses impact. Brings an ear for powerful stories and a passion for connection.

Work Highlights

- **Storytelling** Led the Seattle bureau of a National Science Foundation-funded six-station public media collaborative producing cross-platform content on environmental science. Stories received two Emmy Awards, AAS-Kavli Science Journalism Award, Jackson Hole Science Media Award nomination, over a million online page views.
- **Communications strategy** Recruited by IslandWood's founder to lead video/online media for this environmental center on Bainbridge Island. Over 23 million media impressions set the stage for major foundation and government grants.
- **Corporate communications** Directed marketing communications for New Day Films, a member-owned educational film distribution company. Increased e-newsletter publications from quarterly to monthly; increased opt-in leads by 25%; doubled Facebook community; increased Twitter by a factor of ten; monitored data to track business impact.
- **Thought leadership** At the Fielding Graduate University Masters program in Media Psychology, specialized in visual communications through traditional and new media. Invited to speak at the Annual Meeting of the American Psychological Association, and to evaluate Fordham University's Screen 2 Screen Video Games for Learning conference.

Professional Experience

Quest Coordinating Producer, 2013 – 2014

Developed and assigned environmental stories and oversaw execution of all video, print, and interactive deliverables. Wrote, managed and tracked budgets. Scoped, identified, managed freelance staff and consultants. Improved systems for cloud-based sharing of milestones, deliverables and reports. Managed evaluation process. Facilitated national editorial meeting. Achieved significant improvements in internal attitudes toward the cross-departmental project. Established collaborative working relationships with leading environmental science institutions. Represented the project in national leadership discussions and public presentations for donors and industry professionals.

Head of IslandWood Media, 2002 – 2011

Developed communications plan to reach the general public, thought leaders, donors, teachers and students. Led branding effort with board, donors, staff, and top executives. Represented IslandWood for state and federal government initiatives. Served as writer and Principal Investigator for education projects funded by the National Science Foundation, National Geographic Education Foundation and Paul G. Allen Family Foundation.

Professional Experience, cont.

***Media Alley Owner*, 2010 – present**

Content strategy advisor and communications planner for private clients including the Bainbridge Island Land Trust, Island, IslandWood, Casey Family Programs, Institute for the Study of Knowledge Management in Education, Seattle Art Museum, Stanford Graduate School of Education.

***New Day Films Steering Committee, Director of Communications*, 2006 – present**

Directed Communications team for New Day Films, a member-owned educational film distribution company. Developed and carried out comprehensive communications plan. Sharpened thinking behind content streams. Collaborative leadership model was documented and adopted across the organization.

***KCTS Television Executive Producer*, 1983 – 1999**

Executive producer for local, national and international television programs and series, and project director for national print and web-based education and outreach campaigns.

Honors, Boards and Advisory Positions

Awards include: multiple Emmy awards, recognition and fellowships from American Film & Video, the American Indian Film and Video Competition, American Women in Radio and Television, Big Sky Documentary Film Competition, Emerald City Awards, Jackson Hole Science Media Awards, National Education Film & Video, National Geographic, National Press Foundation, Ohio State Awards, Palm Springs Native American Film Festival, San Francisco Green Film Festival, Smithsonian Institution, United Nations, Women in the Directors Chair, Women in Film.

Speaker, APA Annual Meeting, PBS Annual Meeting, Seattle Documentary Summit

Founding Board Member, Wings Over Watersheds

Steering Committee, New Day Films

Chair, University Cooperative School Parent Committee

Visiting Professor, George Washington University Summer Media Institute

Founding Instructor, University of Washington Extension Certificate in Documentary Filmmaking

Instructor, The Art Institute of Seattle and 911 Media Arts Center

Education

Harvard University

BA in Literature, cum laude, 1983

UCLA/Fielding Graduate University

Masters in Media Psychology, 2012

Testimonials

"Katie's time with us was an unqualified success – we exceeded our project deliverables and created a more collaborative culture." Randy Brinson, Executive Director of Strategic Projects at KCTS Television

"Katie Jennings is among the leading thinkers and doers of new and social media." Bonnie Buckner, PhD, Media Psychology and Social Change Graduate Program, Fielding Graduate University/UCLA

"Katie is a complete pleasure to work with, a clear communicator, smart strategist, lovely presence -- and someone you want at the table when those super complex discussions/decisions on important projects inevitably arise." Elizabeth Seja Min, Coach, Facilitator, Strategic Partner

"The work that Katie did in branding both an organization and a product line while at IslandWood was extraordinary." Ken Mundt, Major and Planned Giving Professional

"(Media Alley) took us through a simple yet profound planning process that allowed us to get clear about what our next steps could be." David Emerald Womeldorff, Leadership Development and Executive Coach

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FILMOGRAPHY

2013-2014 Coordinating Producer, QUEST

Wolves and the Ecology of Fear, Executive Producer

- AAAS/Kavli Science Writing Award

Sea Otters and Climate Change, Executive Producer

- Northwest Emmy Award
- San Francisco Green Film Festival

The River Returns, Executive Producer

- Northwest Emmy Award

Ocean Acidification Educator Package, Executive Producer

- Jackson Hole Science Media Awards Nominee

2003-2012 Producer, Media Alley

Passion Dragon, Executive Producer. Mobile-web OER recommendation system piloted for the Gates Foundation

Big Ideas Fest 2011 - Highlights, Producer/photographer/editor for ISKME

The Power of T.E.D Audio CD, Producer/director/editor for The Power of T.E.D.

Clam Basket, Producer/Director for Ed Carriere

Four Artists, Producer for the Seattle Art Museum

Song, Story Speech, Interactive Exhibit Producer for the Seattle Art Museum

Threshold: Preston Singletary's Glass Art, Producer/Director for the Seattle Art Museum

Annie Wright School Portrait, Producer/Director/Writer for the Annie Wright School

Who Cares for the Children? Producer/Director for the Casey Family Foundation

2003-2010 Head of Educational Media, IslandWood

Teachings of the Tree People: The Work of Bruce Miller, Producer/Director

- Best Feature Documentary Nominee-American Indian Film Festival
- Big Sky Film Festival
- National Geographic All Roads Film Festival
- Palm Springs Native American Film Festival
- Smithsonian National Museum of the American Indian
- United Nations
- Seattle Art Museum, Tacoma Art Museum, Burke Museum of History and Art
- National public television broadcast

A School in the Woods, Producer

- California Regional Emmy Award for Educational Excellence
- National public television broadcast as part of the "Natural Heroes" series

The Red Pines, Executive Producer

- Northwest Asian American Film Festival
- Washington DC Asian Pacific American Film Festival
- Port Townsend, Washington Film Festival
- Local public television broadcast

Island Roots, Executive Producer

Local public television broadcast

Under the Sound, Producer (video) and Principal Investigator (research project). NSF pilot

Experiencing Film, Producer and Project Director. Short films+ curriculum guides funded by National Geographic

Port Blakely: Memories of a Mill Town, Executive Producer

Clam Basket, Producer/Director

Holding to Form, Executive Producer

Pictures of Practice (12), Executive Producer. Professional development videos for environmental educators

Naturescapes (12), Executive Producer. Classroom resource videos+curriculum for grades 2-5

Reflections, Producer

I Am Not A Shadow, Producer

Abi's Garden, Producer

Buildings That Teach, Executive Producer

Nathalie's Journal, Producer/Director

Goodnight IslandWood, Executive Producer

A Short History, Executive Producer

Welcome Center Redesign and Kiosk Display, Project Director and Producer

Interactive Ecosystems Tour, Producer/Writer

1998-1999 Executive Producer, KCTS9

A Thinking America, Executive Producer and Project Director. One-hour pilot funded by CPB.

Woodpecker Falls, Executive Producer. Telefusion project in development.

Nihonga Art, Executive Producer for KCTS. History documentary directed by Frieda Lee Mock, in production.

The Japan Connection, Project Manager. Multi-year production and distance-learning initiative.

Where's The John? Project Manager. Investigative documentary in development.

Boxhead Man, Project Manager. Dramatic children's project in development.

Brainquest, Project Manager. Children's game show pilot.

1989-1997 Producer, KCTS9

New Voices: Seven Works by Emerging Documentary Filmmakers, Executive Producer

Huchoosedah: Traditions of the Heart, Senior Producer

- Co-production with BBC Wales
- NW Regional Emmy Nomination
- 1997 American Indian Film and Video Competition, Honorable Mention
- Academy of Religious Broadcasting Annual Awards Finalist – Television Documentary
- 16th Annual International Film and Video Festival sponsored by Women in the Director's Chair
- Northern Lights International Film Festival
- 21st Annual American Indian Film Festival

A Woman's Health, Producer/Writer

- Hosted by Rita Moreno, introduced by Hillary Clinton
- National feed at 9pm on a Monday; all major markets and 81% of PBS affiliates
- Gathered the highest ratings of any Public Television Outreach Association documentary to date.
- National Educational Media Competition Winner
- National Educational Film & Video Competition Silver Apple – Health Education
- Women in Film/Seattle's Nell Award – Documentary

A Woman's Health Minutes, Producer/Writer

- American Women in Radio and Television Honorable Mention: Public Service Announcement/Television
- Women in Film/Seattle's Nell Award – Public Service Announcement

Fire On The Rim, Producer/Writer

- International Broadcast
- American Film & Video Festival Honorable Mention: "The World Around Us: Earth Sciences"

Your Organic Garden, Producer

- Seventeen half-hour programs produced for \$500,000.

Volcano Rainier, Producer/Writer

Cooking In The Beautiful Northwest, Producer/Writer

- NW Regional Emmy Awards Nomination

Imperceptible Mutabilities in the Third Kingdom, Producer

Spotlight Series, "Johnny Moses," Producer

Generation X Talks, Producer

Addiction For Sale, Researcher/Associate Producer

1987-1989 Associate Producer, KCTS9

The Unquiet Death of Eli Creekmore, Associate Producer

- National PBS broadcast
- National Emmy Award – Outstanding News and Documentary Analysis for a Single Current Story
- National Educational Film and Video Festival Silver Apple – Human Relations
- Pacific Mountain Network Best of the West – Public Affairs
- 23rd Chicago International Film Festival Gold Plaque – Television Production, Documentary
- National Association of Television Program Executives Nomination for Iris Award – Public Affairs
- ARBY Award – Public Affairs Documentary
- Society of Professional Journalists NW– First Place, Excellence in Journalism
- Banff International Film & TV Festival Selection for Screening
- International Film & TV Festival of New York, Finalist
- Local Emmy Award
- Ohio State Award Recipient – Social Sciences & Public Affairs
- American Film & Video Association Red Ribbon

The Miracle Planet, Associate Producer/Writer

- Program One was watched by 43 million households, more viewers than any PBS program up to the time
- 1990 8th Annual Emerald City Awards – Emerald Award of Excellence
- Ohio State Award – Natural & Physical Sciences
- National Education Association Advancement of Learning Through Broadcasting

Celebrate The Women, "May Arkwright Hutton," Segment Producer

- American Women in Radio and Television National Commendation Awards – Honorable Mention

1984-1987, AP/Production Assistant

Nuclear Legacy, Production/Research Coordinator

- National PBS broadcast
- Finalist, 30th Annual International Film & TV Festival of New York – Best News Documentary/ Special
- Local Emmy Award – Original Music
- National Emmy Award Nominee – National News and Documentary for Outstanding Background/Analysis for a Single Current Story

I'm Not Stupid, I Just Can't Read, Associate Producer

- Honorable Mention, Central Educational Network Program Awards, 1987
- 23rd Chicago International Film Festival Gold Plaque
- National Emmy Finalist – Community Service Award Competition
- National Educational Film and Video Festival Silver Apple – Language Arts

Reunion, Researcher/Production Assistant

- Local Emmy Award 1986

Divorce: A Better Means To An End, Production Coordinator/Researcher

- First Place, Pacific Mountain Network Informational Programming

The Knife Edge of Deterrence, Production Assistant

- National PBS Broadcast

Persuasive Art, Researcher/PA

- Northwest Region Emmy Award, 1986

Art Work, Production Coordinator/Researcher

- Northwest Region Emmy Award 1986

Modern Mask Makers, Bellingham Arts, Port Townsend Arts, Associate Producer

States of War, Co-Producer

The Gospel Sound in Seattle, Project Coordinator

Concert on the Green, Production Assistant

Seattle Stages, Researcher/Production Assistant

The Big A, Production Assistant