

MICHAEL CUDDY MEDIA

Statement of Qualifications

Michael Cuddy is a campaign media strategist and a producer, writer, and director of radio, television and film. He specializes in political and issue advocacy advertising, commercial advertising and documentary. His work has taken him throughout the United States and to sixteen foreign countries.

Michael's political work includes campaign media for dozens of congressional, senate and gubernatorial candidates. In addition, he has produced advertising for three presidential campaigns. His work on behalf of the Clinton/Gore Creative Team was recognized in the Museum of Broadcasting retrospective on the most effective television advertising in presidential campaigns. In Washington, DC, Michael worked for leading political media firms including, *Squier, Eskew, Knapp*, and *Grunwald, Eskew, Donilon* and *Shrum, Devine, Donilon*.

Mr. Cuddy has produced commercial advertising campaigns for the Sierra Club, Tennessee Health Care Inc., Prudential Insurance Company, Telecommunications, Inc. and the National Cable Television Association.

In Washington State he has produced radio and television ads for the League of Education Voters, Washington BREATHE Alliance, the International Association of Machinists and Aerospace Workers, and the Service Employees International Union. In strategic partnership with Pyramid Communications of Seattle, Michael has worked on public policy issues including the education campaign around the initiative to raise tobacco taxes (I-773), and I-688 the Campaign to Raise the Minimum Wage. His efforts helped to defeat the pro-gambling initiative 892 and I-696.

Michael worked on four national PBS series including *Great Performances*, *Inside Story*, *Capitol Journal* and *The News Hour*. His documentary experience includes *Stalin's Ghost* for NBC and two documentaries on the Persian Gulf War for *Venivision* of Caracas, Venezuela. In 2001-2002 he produced and directed the award winning documentary *Everyday Heroes*, America's workers epic response to the attacks of September 11th, for the International Association of Machinists and Aerospace Workers. His most recent documentary *A Library for All* a behind the scenes look at the design and construction of the new Seattle Central Library won a bronze *Telly* and aired on Seattle Public Television KCTS.

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