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Murray Siegel is a storyteller.

From the boardroom to the back room, in front of the camera or behind closed doors, Murray has helped clients with interests that range from selling cars to treating cancer, from communications to political influence tell their story, clarify their mission, and articulate their objectives.

Trendsetters, tastemakers, innovative thinkers, and cultural icons, engage him to share his insights, guidance, and ideas that define the emotion of their message, promote their ideas, and deliver a significant return on objectives to move the needle of awareness and to transform the perception about their brand.

Poets to princes, presidents and kings, politicians, actors, captains of industry have all relied on him for media preparation, speech writing, creative consultation, and direction to pitch a product, preach about a policy, or promote a political proposal.

His guidance supports clients' efforts to identify the most cutting edge, culturally courant, and successful ways to leverage innovative, fresh, and unique opportunities available to promote, market, and brand their assets through his insights and competency creating producing directing, and launching multiplatform original content.

He has contributed to live television programs, major motion pictures, as well as political and corporate event production as a creative consultant, writer, director, stage manager, and producer. Murray has been part of production teams that have won 14 Emmy Awards as well as a Directors Guild Award for his contributions to television specials that span genres from *The Opening Ceremonies: Salt Lake City Olympic Winter Games* to *Tony Bennett: An American Classic*, as well as being the recipient of three America Advertising Federation Awards for his direction of advertising and marketing videos.

Murray has worked on every kind of media production. The list includes 50 sitcoms, almost 100 variety shows, dozens of commercials, numerous television movies, over 100 award shows, and several feature films including *Beetlejuice*, *Hair*, *Norma Rae*, and *Raging Bull*. Indeed, almost every American has seen Siegel's work.

Murray shares an Academy Award nomination with the sound team for *On Golden Pond*. He has been honored by the White House Communications Agency six times. Murray's calm demeanor and quiet authority distinguish him as the "go-to guy" in even the most difficult situations.

His production talents have brought hundreds of millions of people shows such as the *Academy Awards*, the *American Comedy Awards*, the *American Music Awards*, the *Billboard Awards*, the *Clio Awards*, *The Daytime Emmy Awards*, *The Golden Globe Awards*, the *MTV Video Awards*, the *People's Choice Awards*, the *Tony Awards*, and the *Miss Universe Pageant*.

Yet, despite the fame of his many shows, Siegel's great joy is helping good people and causes tell their story, clarify their mission, and articulate their objectives. He has been called a "master ghost writer" who can tell clients' story better than they can themselves.

In his personal life Siegel is active in civic life and has chaired an important non-profit helping physically disabled children. He is eager to bring his skills to help empower and enable people with a broad range of physical and mental challenges in their quest for opportunities, happiness, and success, and integration into the mainstream.

Background

Following graduation from California State University, Northridge in 1976 with a degree in education, I taught kindergarten, remedial reading, children with educational handicaps, and remedial physical education.

Shortly thereafter, I was afforded the opportunity to work as the audio assistant/ sound recordist for *The Nixon-Frost Interviews*. Teaching became a former career.

In the ensuing years, I have worked on every kind of television production: 50 sitcoms, almost 100 variety shows, dozens of commercials, numerous television movies, over 100 award shows, and many corporate presentations. I have worked on feature films including *Norma Rae* and *10*. The bulk of my work has been in live, variety-music production.

As you will ascertain from my resume, I possess a range of competencies that is both broad and deep. From creative to management, leadership to support, I bring a unique amalgamation of abilities to any task.

Having written speeches for clients that include political leaders and CEOs on a wide range of topics, I have the ability to listen to ideas, engage in deep research, synthesize information, and produce documents that help individuals and organizations tell their story in a compelling, emotionally resonant voice.

As a scriptwriter, I have created television commercials, television series proposals, and marketing videos. In some cases, I have also served as the director of the video production of those scripts.

Because I have worked as a freelance employee, I am able to easily adapt to any environment, working conditions, or work setting.

I am proficient at being a general, a solidier, or a cheerleader. I can lead professionals, direct a large group of volunteers, extend support and input for a team of associates, or offer encouragement when energy, spirits, direction, or enthusiasm begins to flag.

I am at home in the spotlight and equally comfortable in the background.

Murray is the first of only two audio assistants to work on the EGOT (Emmy Awards, Grammy Awards, Oscars, Tony Awards).

Murray and his wife, Mary, are minority (very minority) shareholders of the Green Bay Packers football team.

I embrace challenges and am not fearful of new situations. If you look up Floyd Mayweather's boxing record, you'll find that he fought 50 matches. They'll tell you that he won all 50 bouts, 27 by knockout with no losses. But I was in a fight with Floyd Mayweather...and I won!

I wore the Pope's robes, I piloted the Puffin, a 1906 steam-powered water taxi, on Lake Union, I hand fed a black rhino, and I wrestled a bear. What can I do for you?

The success of the project, achieving the clients' objectives, enhancing and expanding the value of those for whom I work, and the acknowledgement of each teammate's contribution to that success are my guiding principles.

Skills

American Sailing Association Keelboat Certification
Archery

Murray Siegel

What People Are Saying About Murray Siegel

I have had the extreme pleasure of working very closely with Murray Siegel on numerous occasions....someone who has not only been intimately involved in the production of virtually every program that has brought the arts into our homes, but has also seen and experienced first hand how beneficial and influential the arts can be with their ability to shape and influence human behavior.

- *Kenny G.*

You create moments, memories, and accomplishments that change lives. I can think of no nobler purpose.

- *Dr. Dianne G. Van Hook, Superintendent-President College of the Canyons*

Wow! That was easy to decide one of the best submissions to (the poetry publication) *Last Words* thus far...gritty, tactile, true.

- *Richard Weekley, Publisher, Last Words*

I really appreciate your professionalism, cooperation and team effort to make (ABC's *Countdown to the Emmys*) a success.

- *Roger Goodman, Vice President Special Projects, ABC Television Network*

He is quiet; but not without enthusiasm; steadfast, but not rigid; professional, though not lacking in emotion.

I have watched his work and am inspired by his professionalism.

I have read his writing and am moved by its power and beauty.

- *Gary Smith, Producer, The Tony Awards, Presidential Inaugurations*

Seriously, I do want to thank you for being so supportive and kind, tactful and gentle under really difficult circumstances for all of us...I do hope our paths cross again in the near future.

- *Julie Andrews*

I don't know how to thank you for your help with the message. It was wonderful! The fact that you were able to put such a powerful message in simple words is unbelievable.

- *Ken Boyea People's Progressive Movement Party Leader St. Vincent and the Grenadines*

...saw the ad in *Variety* and it was brilliant...it was the most effective piece of the campaign.

- *Arthur Cohn Three-time Academy Award-winning Producer*

I wanted to drop you a note and let you know the spot "Commitment" you wrote (for the Cancer Treatment Centers of America) went over VERY well last night at the group. It tested very high...possibly in the top 5. Great work and thank you for your contribution to this project.

- *Joe Richards, Project Manager, Cancer Treatment Centers of America Marketing Evaluation, The Word Doctors*

You are amazing. It is easy for me to produce a show when you are on the team. Your skills and talent cover every detail; nothing falls through the cracks.

I don't have to tell you, Murray, how much I value your creative input. You made this year's *Daytime Emmys* very special.

- *Al Schwartz, Producer*

I appreciate your sharing so much of your political expertise with us in order to strengthen not only our campaign effort, but help put positive programs into place after the election.

- *Bob Kellar, Santa Clarita City Councilmember*

What People Are Saying About Murray Siegel

Under Murray's leadership and vision, the (Santa Clarita Film) Bureau was successful not only on making Santa Clarita a film friendly destination, but in promoting our community to the film industry....the Bureau's efforts resulted in millions of dollars flowing into the local economy...

- *Ed Masterson, President/CEO Santa Clarita Valley Chamber of Commerce*

Your participation as a volunteer media assistant...was instrumental in making the (Henry Mayo Newhall Memorial Health Foundation) Golf Classic the most successful tournament in the Santa Clarita Valley.

- *Diana Vose, Executive Director, Henry Mayo Newhall Memorial Hospital Health Foundation*

I wanted to take the time to drop you a note, with a word of thanks, for the outstanding job you did on the *National Memorial Day Concert*. It was the biggest line up of talent we've ever had, and the show would not have run as smooth as it did without your help.

- *Michael Colbert, Producer, The National Memorial Day Concert*

This is by far the best, most concise, most actionable information I have received on my speaking. Thank you.

- *David Gaudy – candidate for Santa Clarita City Council*

The new video is more than we could have hoped for. It's hard to believe that you were able to create something so moving and powerful...AGAIN! For the second time in a row, you have truly captured the essence of Carousel Ranch in ways that I don't believe anyone else could. Your passion for what we do comes through in every aspect.

- *Denise Tomey, Executive Director, Carousel Ranch Therapeutic Horseback Riding Program*

I am thrilled we work together...because you really do make my job very easy....I am so impressed with your work ethics and your ability to get the job done, while making it seem effortless.

- *Susan Green, Production Stage Manager, Titanic, Broadway Production*

You had a huge role in many, many places (in the growth of my career). In fact, you started it all back in 1988. I wouldn't be doing what I'm doing today if I hadn't done that project with you back then.

- *Dr. Frank Luntz, Luntz Global, Message Creation and Image Management*

Thank you for your wonderful contribution to the *Decade of Difference* concert...Our celebration in Los Angeles was an unforgettable experience, and I appreciate all you did to make it a success.

- *Bill Clinton*

This is brilliant news Murray. Congratulations! I'm excited and very happy about this success for you. I see the genius in you.

- *V. Mark Hall, Mark Hall Management*

I am grateful to have someone with such professionalism...and someone I know I can count on, in whatever situation comes along. It's also nice to know the people on your team have your back. You are a gentlemen and a pleasure (and) I love having your sweet, calm demeanor around.

- *Debbie Williams, Lead Stage Manager, American Idol*

You know, Murray, it's been more than a dozen years but I still remember the speeches you wrote for our clients. The best I've EVER seen, EVER. And that's saying a lot since both Obama and Reagan had very good speeches.

- *Jennifer Laszlo, political consultant, Laszlo Strategies*

Your work was instrumental in the growth and success of ... The Santa Clarita Valley Film Bureau....you helped lead the charge to make Santa Clarita a film friendly area and promote that to the film industry.. We gratefully acknowledge the major role you played.

- *Ken Pulskamp, City Manager, City of Santa Clarita*

What People Are Saying About Murray Siegel

Your unique abilities, coupled with your superb attitude and impeccable professionalism, enabled us to provide critical communications for the President, the White House, and the United States Secret Service.

- *White House Communications Agency*

I thought you should know that the feedback I heard from the engineering team and from corporate marketing senior management (the 'owners' of the show) couldn't...be better. (The) team was absolutely gushing about their session and Stefanie Pearce told me she thought the...session was "absolutely terrific." Things went as well as they did because of your leadership and professionalism. My sincere thanks for a job well done.

- *Jim Hasl, Seismic Marketing*

You are a remarkable human being with a heart of gold...I would love to develop some projects with you with regard to disability and other opportunities...

- *Steven James Tingus, Former Deputy Assistant Secretary for Planning and Evaluation (Disability, Aging, & Long-Term Care Policy) at U.S. Department of Health and Human Services, Director, National Institute on Disability and Rehabilitation Research at U.S. Department of Education*

Thanks for all you did to make the (Non-Profit Leadership Council) meeting a success. Your speech was a good call to action, and I was pleased and grateful....

- *Laura Piening, Executive Director, Santa Clarita Non-Profit Leadership Council*

Denny and I absolutely could not have done this job without you. We were so lucky to have you available and glad that this all worked out.

- *Beth Norber, Senior Event Producer, Production Elements, Inc.*

I have had the pleasure to work with Murray Siegel on a variety of initiatives, events, programs, and projects...His professionalism and dedication to his community and to the arts and cultural life in Santa Clarita is truly remarkable and appreciated.

His vision and partnership skills paved the way for the (Arts) Bureau to become on the most respected in the State...As a founding member of the Arts Alliance...he quickly established himself as a voice of reason and was able to play a vital role in navigating the sometimes challenging task of bringing together various arts organizations.

It has been an honor to work with Murray and his commitment to making Santa Clarita a better place continues to inspire me.

It is really great having you on the committee. I've missed your sage advice and positive outlook!

- *Phil Lantis, Arts & Events Administrator, City of Santa Clarita*

It was great to have a true professional in the room trying to calm the madness

- *Pat Ibbotson, Event Strategy Group*

This show....would not happen without your dedication, patience, and incredible organization. You are a joy to work with...

- *Valoree Papsidera, Talent Producer, Dancing With the Stars*

I am so proud to have known you all this time. And I am so darn proud of what a pro you are. No surprise to anyone, but you set the bar pal. Always have.

- *Danny Harris, producer Penn and Teller Fool Us*

What People Are Saying About Murray Siegel

Thank you for always being there to make our gigs run on schedule!

PBS was quite the night to remember!

Your mastery of the Dolby and all the many things that you do are so appreciated! We simply couldn't do much of what we do without your talents. THANK YOU!

And Oaktree! Yet another great event for our Oaktree family. Thank you again for guiding the way.

- *Michael Gapinski, President, Iconic Event Studios*

On behalf of the White House Historical Association, I want to express our gratitude....

Since our founding in 1961 at the encouragement of Mrs. Jacqueline Kennedy, we have served as the private partner to the White House in the preservation of the state and public rooms, funding acquisitions for the White House permanent collection, and developing education opportunities for people to learn more about the Executive Mansion.

Your ongoing support helps us to share the legacy of the White House for all generations.

- *Stewart D. McLaurin, President, White House Historical Association*

I just had to tell what a pleasure it was to be alongside you last week. Your attention to detail and professionalism were not only recognized but incredibly appreciated. Here's to many more shows together, my friend.

- *Todd Newton, Host, Miss USA 2015*

A big sincere thank you for your support on stage! Your positivity, calm demeanor and attention to detail made my job so much easier!!

- *Alex Wehrley, Host Miss USA 2015*

It was such a pleasure to work with you and Alexis... true professionals. I do appreciate your calmness, flexibility and teamwork with the last minute "on the fly" things we had to manage yesterday. You made my job that much easier.

The CEO, Herb, said he was "over the moon" with how the night went and couldn't be happier.

You are a true class act. Amazing to work with, awesome attitude and true professional.

- *Ashley Asbury, Producer, Shadow Productions, Los Angeles Mission 2015 Gala*

Thank you again for a spectacular job. I can't thank you enough for making the show run seamlessly. You are really good at what you do and thank you so much for working with us...

- *Spencer Howard, Producer, Signature Events*

Murray THANK YOU so very much for managing the show for us again this year.

You are such a pro and a delight to work with. Your contributions to our event are valuable and the level of trust I have in you is priceless.

- *Sasha Itzikman, Producer, Goodwill Gala for Heroes 2015*

I want to thank you again for bailing me out last night. There are very few stage managers that can walk in on show day and deliver the level of quality work and professionalism that you have achieved....You are as good as anyone that I work with and I have the highest respect.

- *Peter Margolis, Lead Stage Manager Parker Immunotherapy Cancer Institute Launch Gala*

You are so sweet! I love working with you too! Any job is lucky to have you! You are always 10 steps ahead of everyone else, your knowledge is endless, and your kindness is unparalleled!

- *Danielle Towne, Choreographer, House of Magic, Studio City Hotel, Macau*

What People Are Saying About Murray Siegel

It was fabulous meeting you and thank you for all you did to bring everyone's vision to words!

- *Jessica Szramowski, Development Officer, Events and Partnerships, Operation Smile*

It was a pleasure to work with you last night. Thank you for all the last minute changes and fantastic script.

Victoria Recaño

- *Host, Extraordinary Families 2nd Annual Gala*

You did an awesome job for Extraordinary Families. I was very impressed and the client really liked and trusted you. What more could I want!

- *Marsha Grant, Grant Associates*

Your calm and positive vibes after 17-hour days truly translates to your team...

- *Alexis Stathis*

Thank you for your guidance, wisdom and calm energy throughout the past week. I hope one day I can remain as calm and focused during a big, chaotic load-in as you did. You made it all happen, regardless of the obstacles we faced, and kept our team together....

- *Carly Schwartz*

Murray... what would we have done without you!!!!??? Thank you so much for not only looking out for us, but helping us maintain our sanity over the weekend! Without you it would have been a bumpy, BUMPY road for us, and we could not be more thankful! Thanks again Murray, you are the absolute best!!!

- *Sara Trujillo, Production Manager, Disney Parks Live Entertainment*

Murray!! Thank you for everything you did for us!! I can't even begin to thank you for your patience and care for my performers. You are truly AMAZING!! It was wonderful and we all miss you already!

- *Megan Miller, Producer, Disney Parks Live Entertainment*

Thanks so much for your kind words! Last year's script was so good. We heard from so many people how wonderful the remarks were, all across the board.

- *Barnaby Murff, Director of Philanthropy & Community Relations, Extraordinary Families*

... you are truly one of the few people in the business who make a true, tangible difference.

- *Kent Gordis, Kent Gordis Productions*

It was a joy having you on the team! I knew nothing would fall through the cracks! I look forward to the next opportunity we get!

- *Jen Paschall, Google Accelerate 2019*

And Murray - welcome to the team...it was a delight to work with you.

- *Shalyn Walsh, Executive Producer, Kindle Communications, Astrellas National Sales Forum 2019*

I want to thank you for your kind words and professionalism every day on the set...you always stepped up with great team spirit and are an example of the best the DGA has to offer.

- *Jim Tanker, Director, Big Brother, Academy Awards Nomination Announcements, Academy Awards Scientific & Technical Awards, 2004 Republican National Committee Convention, Creative Arts Emmy Awards, CBS Upfronts*

Murray Siegel
Awards and Commendations

I have been fortunate to work on television programming and movies that make an impact on the audience and on our culture: sometimes historic, sometimes histrionic.

Professional Awards and Commendations

I am honored to have been nominated for awards by my peers; and honored to have received some awards for my contributions.

- I have been nominated 25 times by the Academy of Television Arts and Sciences Emmy Awards as part of a team in the Outstanding Sound Mixing for a Variety or Music Series or Special category and was honored to have shared that award 12 times.
- I have been nominated 4 times, and been honored once, by the Academy of Television Arts and Sciences in the Emmy Awards Outstanding Directing for a Variety, Music or Comedy Program category as part of the directing team for *Tony Bennett: An American Classic*. I also share a Directors Guild Award for *Tony Bennett: An American Classic*.
- I was a stage manager on the team that nominated at the 72nd Los Angeles Area Emmy Awards Live Special Events Programming for *The 60th Annual L.A. County Holiday Celebration*.
- I was a stage manager on the team that won at the 74th Los Angeles Area Emmy Awards Live Special Events Programming for *The 62nd Annual L.A. County Holiday Celebration*.
- I have been nominated three times and honored once with a The Directors Guild of America Award in the Variety Specials category.
- I have been honored with an Academy Award Nomination for Achievement in Sound Mixing as part of the sound team for the movie *On Golden Pond*.
- The American Advertising Federation has awarded me two Awards of Excellence and an Award of Distinction for advertising and marketing videos I wrote, produced, and directed.
- In 2009, as co-producer and stage manager, I shared in *Special Events Magazine* 2008 Gala Award for Best Wedding: Budget \$1,000 and Above per Guest
- I have received six commendations from the White House Communications Agency for work that I have done with several Presidents.

Murray Siegel**Awards and Commendations**Academy Awards Nomination

On Golden Pond (1981)

American Advertising Federation Awards*Award of Excellence*

Valencia Auto Dealers Association Shop Local Campaign 2008. (2009)

Nourish RDs Marketing Video: Just a Taste (2013)

Award of Distinction

Avaya Intelligent Communications (2010)

Certificate of Appreciation

America's Family Album Statue of Liberty / Ellis Island Restoration Project (1985)

Blue Barrel Disposal Community Focus Group (2003)

Boys and Girls Club of Santa Clarita Valley 32nd Annual Benefit Auction (2003)

California State Assembly In Honor of the Hispanic Business Committee (2005)

Excelsencia Awards Diversidad Award

California State Legislature Outstanding Dedication and Service (2002)

to the Children of Carousel Ranch

California State Senate In Recognition of the Hispanic Business Committee (2005)

Excelsencia Awards Diversidad Award

County of Los Angeles In Recognition of the Hispanic Business Committee (2005)

Excelsencia Awards Diversidad Award

Famous Poets Society Award of Recognition (1998)

Famous Poets Society Award of Recognition (1999)

International Family Film Festival Finalist Short Film Documentary (2002)

Carousel Ranch: Challenged Riders...Changed Lives

The Poetry Guild Editor's Choice Award for the Poem *Wild Horses* (1990)

Santa Clarita Valley Chamber of Commerce Hispanic Business Committee Excelsencia Awards (2005)

Diversidad Nominee

Southern Poverty Law Center For "Important contributions to the ongoing fight against

hatred and intolerance in America"

Southern Poverty Law Center Wall of Tolerance (2003)

United Way Campaign Santa Clarita Valley (2002)

USA for Africa For Services to the Recording of *We Are the World* (1985)

Certificate of Special Congressional Recognition

United States House of Representatives In Recognition of Outstanding and Invaluable Service (2005)
to the Community Diversidad Award

Commendations

Los Angeles County Board of Supervisors	Behind the Scenes Work in Santa Clarita	(2001)
Los Angeles County Board of Supervisors	Santa Clarita Valley Leadership Awards Nominee	(2013)
	Entrepreneurial Success	
The White House Communications Agency	Presidential Visit	
	Newport Beach, California April 4-5, 1991	
The White House Communications Agency	A Gala for the President at Ford's Theater,	
	Washington, DC, October 28, 1994	
The White House Communications Agency	Christmas in Washington	
	Washington, DC, December 11, 1994	
The White House Communications Agency	A Gala for the President at Ford's Theater,	
	Washington, DC, November 12, 1995	
The White House Communications Agency	Christmas in Washington,	
	Washington, DC, December 17, 1996	
The White House Communications Agency	AIPAC Policy Conference,	
	Washington DC March 4, 2012	
White House Communications Agency	Support for the President	
	At the Washington Convention Center 2012	

Directors Guild of America Award Nomination

Outstanding Directorial Achievement in Variety / Talk / News / Sports / Specials	
The 55 th Annual Grammy Awards	(2014)
Hairspray Live!	(2017)

Directors Guild of America Awards

Tony Bennett: An American Classic	(2006)
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Emmy Awards Nominations

The 66 th Annual Academy Annual Awards	(1993)
The 68 th Annual Academy Awards	(1995)
The 71 st Annual Academy Awards	(1999)
The 72 nd Annual Academy Awards	(2000)
The 75 th Annual Academy Awards	(2003)
American Idol: Episode 1024/1025A	(2011)
The Drew Carey Show: Drew Live 2	(2001)
ER Live: Ambush	(1998)
The 35 th Annual Grammy Annual Awards	(1993)
The 40 th Annual Grammy Awards	(1998)
The 42 nd Annual Grammy Awards	(2000)
The 54 th Annual Grammy Awards	(2012)
The 58 th Annual Grammy Awards	(2016)
The 62 nd Annual Grammy Awards	(2020)
Sinatra: 80 Years My Way	(1995)
Barbra Streisand: Timeless	(2001)
The 60 th Annual L.A. County Holiday Celebration	(2019)

Emmy Awards

Outstanding Sound Mixing for a Variety or Music Series or Special

Andre Previn Conducts the Los Angeles Philharmonic	(1985)
The 69 th Annual Academy Awards	(1997)
The 70 th Annual Academy Awards	(1998)
The 73 rd Annual Academy Awards	(2001)
The Dolly Parton Show: New Orleans	(1987)
The 31 st Annual Grammy Awards	(1989)
The 41 st Annual Grammy Awards	(1999)
The 45 th Annual Grammy Awards	(2003)
The Kennedy Center Honors	(1993)
The Kennedy Center Honors	(2000)
Kenny, Dolly and Willie: something Inside So Strong	(1989)
Opening Ceremonies: Salt Lake 2002 Olympic Winter Games	(2002)

Outstanding Directing for a Variety, Music, or Comedy Program

Tony Bennett: An American Classic	(2006)
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Los Angeles Area Emmy Awards Live Special Events Programming

The 60 th Annual L.A. County Holiday Celebration	(2019)
The 62 nd Annual L.A. County Holiday Celebration	(2021)

Literary Awards

International Society of Poets International Poet of Merit	(1995)
North American Open Poetry Competition Third Place	(1995)
The Poetry Guild Editor's Choice Award	(1997)
Award of Recognition Famous Poets Society	(1998)
Famous Poets Society Poet of the Year	(2000)

Special Events Gala Awards

<i>Best Wedding: Budget \$1,000 and Above per Guest</i>	(2008)
<i>Honeysweet Productions</i>	
<i>Schafner-Koenig Wedding</i>	

<i>Best Event for Corporation or Association: Overall Budget Above \$500,000</i>	(2011)
<i>Eventworks, Los Angeles</i>	
<i>Amway China Gala Dinner</i>	

<i>Best Theatrical Entertainment Production</i>	(2013)
<i>Eventworks, Los Angeles</i>	
<i>Amway China Reaching New Heights</i>	
<i>Hawaii Incentive Meeting</i>	

Community Awards

Boys and Girls Club Rookie Volunteer of the Year	(1999)
Newsmaker of the Year: Community Service Nominee	(2000)
Newsmaker of the Year: Community Service Nominee	(2001)
Newsmaker of the Year: Behind-the-Scenes	(2002)
California State Legislature Certificate of Recognition	(2002)
Santa Clarita Valley Leadership Award Nomination	(2013)

Murray Siegel

Architectural Design

Carousel Ranch Covered Arena (with Jim Combs)

(2003)

Murray Siegel

Architectural Design

Public Art Competition

City of Santa Clarita Teen Driver Memorial Wall

(2011)

San Jose Urban Confluence Project (with Steve Bass)

(2020)

Simi Valley Metrolink Tragedy Memorial

(2007)

World Trade Center Memorial Site with (Jim Combs)

(2003)

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Architectural Design

Festival Ground Plan

Loose Goose Wine Festival

(2011 - 2012)

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Art

NFT Mint

m-gallery: Painting

After Mondrian

m-gallery: Notes For an Art Project

Notes For an Art Project Art Perfected

Notes For an Art Project Done Been Done

Notes For an Art Project How to Become a Famous Artist

Notes For an Art Project How to Become a Writer

Notes For an Art Project It's Art Because I Say It's Art

Notes For an Art Project Self Portrait

Notes For an Art Project Taste Like Chicken

Murray Siegel
Community Service

I became a member of the Santa Clarita Valley (California) Film and Entertainment Bureau in 1994. I was appointed Marketing Director in November, 1995. In January, 1996 I was selected as the Government and Legislative Liaison for the Bureau. I was elevated to Co-Chair of the organization in November, 1999. I am proud that I was the primary driving force that transferred oversight of the Film Bureau to the City of Santa Clarita.

In 2007, the city's Film Program was recognized as the best economic development program in the state by the California Association for Local Economic Development (CALED).

The Santa Clarita Film Office saw record numbers in all categories when the final figures were tallied including 627 permits issued, leading to 1,729 film days, that generated \$43.9 million in estimated economic impact to the local community.

Not included in the reported numbers are the film days and economic benefit from filming that takes place on certified sound stages, which do not require a film permit.

In part based on my recommendations and proposal, the city expanded its Movie Ranch Overlay Zone (MROZ) to increase its film location value. It has been noted that Santa Clarita's numerous sound stages, movie ranches and thousands of film-friendly locations, its one-stop shop Film Office, low-cost film permits and ideal location within the industry's 30-Mile Zone have made the city one of the most-filmed areas in California.

Since its inception, overall revenue from filming in the Santa Clarita Valley has generated an economic impact of over \$250 million.

In 2010, I created the *Discovery Project* for the Pepsi Refresh Everything Competition. The *Discovery Project* gives autistic children and their families an opportunity to explore, experience, and enjoy their lives in ways that are made more difficult as they deal with the behaviors, emotions, and challenges presented by autism. Families can request financial, travel, and the support of aides to allow them to take their autistic family member anywhere they want to go, to see anything they want to see, or accomplish anything that they want to experience. We will engage in a sophisticated, cutting-edge, and wide-ranging public relations campaign to publicize the project's activities and relationships. Funding the program will initially be through grants, endowments, and corporate partnerships. With ongoing revenue from a private donations, annual events, and activities. *The Discovery Project* can be useful in communicating the objectives, goals, and programs of Autism Speaks.

Murray Siegel**Community Service**

I am very active in the community, having served or am currently serving on the board of directors or advisory board of:

- Carousel Ranch Therapeutic Horseback Riding (President, Board of Directors)
- College of the Canyons Culinary Arts Facility Committee
- College of the Canyons Institute of Culinary Arts Campaign Committee
- Boys and Girls Club of Santa Clarita
- Boys and Girls Club of Santa Clarita Foundation Board
- College of the Canyons Performing Arts Center Advisory Committee
- Hart School District Ad Hoc Committee on Diversity
- Heads Up A Therapeutic Riding Program
- Henry Mayo Hospital Foundation Corporate Partners Committee
- King Video Cable Citizens Advisory Committee on Public Access
- Non Profit Leaders Council
- Non Profit Leaders Council Formation Committee
- REP Theatre Advisory Board
- Santa Clarita Arts Advisory Committee
- Santa Clarita Arts Master Plan Stakeholder Committee
- Santa Clarita Chamber of Commerce
- The Santa Clarita Film and Entertainment Bureau
- Santa Clarita Repertory Theatre
- Santa Clarita Valley Cultural Arts Advisory Committee
- Santa Clarita Valley Cultural Affairs Board Steering Committee
- Sarah Fulton Group
- Santa Clarita Valley Theatre Project Advisory Board
- Soroptimists International Women's Opportunity Award Judge
- Therapeutic Riding Instruction (TRI)
- Zonta Club V-Day Advisory Committee
- White House Historical Association

Murray Siegel
Community Service
Volunteer Activities

In addition to my service on Boards of Directors, I volunteer my time, talent, and treasure to many organizations representing many community benefit corporations, including:

- Autism Speaks
 - Acts of Love* Committee
- Boys and Girls Club
 - Auction Catalog
 - Haunted Jailhouse
 - Annual Report
 - Co-chair Auction Catalog Item Description Committee Auction
 - Auction Corporate Gifts Committee
 - Co-Chair Retail Gifts Solicitation Committee
- City of Santa Clarita
 - Arts Alliance
 - All America City Competition
 - Cultural Affairs Advisory Committee
 - Santa Clarita Repertory Theater Community Task Force
 - Walk of Western Stars
- College of the Canyons Culinary Arts Capital Campaign Committee
- William S. Hart Union School District Ad Hoc Committee on Diversity
- Henry Mayo Newhall Hospital Memorial Foundation
 - Corporate Partners Committee
 - Golf Tournament Marketing Committee
 - Magic Mountain Private Party Committee
- Newhall School District
 - School Bond Measure S Oversight Committee
- Repertory East Playhouse (Santa Clarita Repertory Theater)
 - Community Task Force
 - Picasso at the Lapin Agile* Opening Night Party Co-Chair
 - OGEE Awards* Producer, Writer, Director, Host
 - True West* Opening Party Chair
 - Evening With the Rep* Logistics Chair
 - Evening With the Rep* Committee
 - An Evening with Debra Winger* Event Chair
- Santa Clarita Chamber of Commerce
 - Clarita Awards
 - Educational Foundation
 - Government Review Committee
- Santa Clarita Film and Entertainment Bureau
 - Co-chair
 - Government and Legislative Liaison
 - Marketing Committee Chair
 - Marketing Director
 - Locations Expo Chair
 - Producer, *The Big Picture* The Santa Clarita Film and Entertainment Bureau Newsletter
- Santa Clarita Valley Economic Development Corporation
 - Enterprise Zone Application Ad Hoc Committee
 - The Enterprise Zone was recognized by the State of California in December 2010 and was able to acquire at least \$37, 440 in state tax credits for each qualified employee hired, up to \$20 million in tax deductions on qualified equipment purchases, and preferential points when bidding for state contracts, for each business located in the 14, 400-acre Enterprise Zone.*
- Zonta Club of Santa Clarita
 - V-Day Activities Producer
 - The Vagina Monologues* Production Advisor

Murray Siegel

Community Service

Appointed Positions

Producer, <i>The Big Picture</i> The Santa Clarita Film and Entertainment Bureau Newsletter	(2001 - 2002)
Santa Clarita Cultural Affairs Board Steering Committee	(2001 - 2002)
Santa Clarita Cultural Affairs Committee	(2002 - 2009)
Soroptimists International Women's Opportunity Award Judge	(2001)
Zonta Club V-Day Advisory Committee	(2003)
Zonta Club V-Day Advisory Committee	(2004)
College of the Canyons Performing Arts Center Advisory Committee	(2004)

Murray Siegel

Community Service

Offices Held

The Santa Clarita Film and Entertainment Bureau	
Marketing Director	(1995 -1999)
Government and Legislative Liaison	(1996 - 2000)
Co-Chair	(2000 - 2001)
President, Carousel Ranch	
Board of Directors	(2001 - 2004)

Murray Siegel
Education

- 2021 Contractual, Legal, and Regulatory Training
Entertainment Industry Contract Services Cig: COVID-19 Prevention Supplemental Training
Foundry Everfi Diversity Inclusion, and Belonging (Overcoming Bias) Training
Foundry Everfi Preventing Harassment and Discrimination Training
Directors Guild - Producer Training Program
General Safety Training / Injury and Illness Prevention Program
Harassment Prevention 1
Harassment Prevention 2
- 2020 Contractual, Legal, and Regulatory Training
Entertainment Industry Contract Services Cig: COVID-19 Prevention Training
Johns Hopkins University Covid-19 Contact Tracing Certification
Health Education Services Covid-19 Compliance Officer Certificate
Viacom CBS Environmental Health and Safety Covid-19 Basics Certificate
Viacom CBS Environmental Health and Safety Covid-19 Face Coverings Certificate
Viacom CBS Environmental Health and Safety Covid-19 Glove Use Certificate
Viacom CBS Environmental Health and Safety Covid-19 Disinfection Protocol Certificate
Viacom CBS Environmental Health and Safety Covid-19 Global Physical Distancing Certificate
Viacom CBS Environmental Health and Safety Covid-19 How to Wash Your Hands Certificate
Viacom CBS Environmental Health and Safety Covid-19 Production Office Certificate
Viacom CBS Environmental Health and Safety Covid-19 Production Safety New York Certificate
Viacom CBS Environmental Health and Safety Covid-19 Returning to Work Certificate
- 2007 Contractual, Legal, and Regulatory Training
Directors Guild/Producers Training Program for the Motion Picture and Television Industry
Injury and Illness Prevention Program
Contract Services Administration Trust Fund
Part A
- 2007 Contractual, Legal, and Regulatory Training
Directors Guild/Producers Training Program for the Motion Picture and Television Industry
Injury and Illness Prevention Program
Contract Services Administration Trust Fund
Part B
- 1976 California State Teaching Credential
Elementary Education Grades Kindergarten - 6th
Emphasis on Early Childhood Education, Special Needs, Remedial Reading, and Remedial
Physical Education
- 1976 Bachelor of Arts Liberal Studies
California State University, Northridge
Northridge, California
- 1972 Associate of Arts Psychology
Pierce College
Woodland Hills, California

Murray Siegel

Professional Appointments

I have served on several awards judging committees for the Academy of Television Arts and Sciences, including:

- Emmy Awards Blue Ribbon Judging Panel
- Emmy Awards Cultural Program Judging Panel
- The Academy of Television Arts and Sciences College Television Awards Preliminary Judging Panel
- Daytime Emmy Awards Blue Ribbon Judging Panel

Professional Committees

Directors Guild Western Associate Director, Stage Manager, Production Assistant Diversity Subcommittee (2021)

Publications

Anthologies

"Light Wanders In"	<i>A Walk Through Paradise</i>	(1995)
"This Is the Hour of Absolute Night"	<i>A Muse to Follow</i>	(1996)
"Wild Horses"	<i>American Poets</i>	(1997)
"The Train Sighs Once"	<i>Cherished Poems of the Western World</i>	(1998)
"Rooftop Terrace"	<i>Best Famous Poems of 1998</i>	(1999)
"She Dance With Horses"	<i>A Treasury of Great Poems</i>	(1999)
"Surrender"	<i>Poetic Voices of America</i>	(1999)
"The Train Sighs Once"	<i>2001 – A Poetic Odyssey</i>	(2000)

Books

A Conversation with the People - America 2000 (2000)
unacknowledged contributing author

Magazines

"Misplaced"	<i>Vol. No. Magazine</i>	(1999)
"The Last Leaf of the Season"	<i>Vol. No. Magazine</i>	(1999)

Recordings

"Light Wanders In"	<i>Impressions</i>	(1995)
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Security Clearances

Because of my work with high profile personalities in politics, business, and entertainment, I have been given security clearances by:

- Los Angeles County Sheriff's Department
- Los Angeles Police Department
- Saudi Arabia Royal Security Forces
- Secret Service
- Swiss Guard
- Vatican Security

Murray Siegel
Work Experience
Laszlo Strategies
Washington, DC
2012 -

I am a consultant for Laszlo Strategies.

Laszlo Strategies utilizes its extensive contacts and experience to bring all of its clients - political, corporate, issues, non-profits, and advocacy groups - to new levels of success. It is the first strategic communications company to deploy high-level specialties practices to assist non-profit organizations in their efforts to champion the causes of people with physical and mental disabilities.

On Capitol Hill, nonprofits that serve people with disabilities don't get the serious reception they deserve, given the important work that they're doing. There are vast numbers of Americans who have disabilities, and they're not seen as a voting bloc as people talk about gun owners or pro-Israel or AARP.

Laszlo Strategies brings its considerable contacts in Washington, its powerful network of consultants, and its deep understanding of media and marketing to support these organizations.

The Word Doctors
Alexandria, Virginia
2010 - 2011

I was a consultant for the Word Doctors.

The Word Doctors was a powerhouse in the profession of message creation and image management. They counseled Presidents and Prime Ministers, Fortune 100 CEOs, and Hollywood creative teams in harnessing the power of language and visuals to change hearts, change minds and change behaviors. The company deployed decades of research, polling, and consulting to the opinion elite worldwide, with proven results that withstand the test of time.

I wrote, reviewed, and revised speeches, provided creative input for branding and imaging collateral, and offered ideas, insights, and direction on all Word Doctors projects in an on-call, as-needed capacity.

The clients I worked for, and with, include the Army National Guard, Café Mom, Cancer Treatment Centers of America, Diamond Resorts, Financial Crisis Inquiry Commission, Florida Power and Light, General Motors, The Israel Project, MGM Mirage, Rick Lazio Campaign, and Samsung.

Directors Guild of America
Los Angeles, California
2002 - Present

I am a stage manager for television productions.

In that position, I am responsible for many areas of the production including:

- acting as a liaison between the director and the stage;
- relaying and implementing instructions from the director to the performers and the stage crew;
- communicating technical specifications for the set, lights, sound and movement of performers with staff and crew;
- interfacing with every department to ensure that they understand when and how all stage cues will be carried out;
- preparing hair, makeup, and wardrobe schedules for performers;
- supervising the movement of performers from the time they arrive at the location, including preparing their dressing rooms, moving them from dressing rooms to hair stylists, make up artists, wardrobe supervisors, or to the stage for rehearsals;
- prompting actors, set moves, lighting, video, and sound cues;
- managing the performers' schedules to ensure they are completely ready to perform, on time, and

- as per schedule;
- completing performers' time cards.
- I am the chief safety officer on the set. In that capacity, I work with private security personnel, police and sheriffs, fire marshals, and staging supervisors to ensure that every person on the set or in the audience is in a safe environment

My *curriculum vitae* is available upon request

m/associates

January 1996 - Present

Freelance Producer and Director

I am hired by production companies, advertising agencies, and event producers to provide ideation, messaging, branding, scripting, or production expertise to help them deliver their message or tell their story.

I function in several capacities depending on the needs of the production:

- producer: bringing equipment, logistics, and crew together and overseeing the production from inception to completion;
- writer: writing scripts and creating messaging;
- director: directing professional and unproven actors;
- and, at every step, holding the clammy, nervous hand of clients.

My reputation is that of being able to work with any personality; to provide a safe and calm work environment, to bring projects in on time; and to ensure that each project is treated with enthusiasm, respect, and a sense of importance.

I have worked with a diverse client list including the telecommunications company Avaya and American Israel Political Affairs Committee, General Motors to the Valencia Automobile Dealers Association and in a variety of venues, locations, and environments including live performance stages, film sets, television studios, factories, and sports stadiums.

- In 1983, I was a limited producing partner in the production of a Broadway play - *Requiem* - starring John Lithgow and George Segal.
- In 1996, I founded *m/associates*, a non-profit, non-partisan liaison between Washington and Hollywood, created to promote public participation in the political process through education, inspiration, and invitation. This is accomplished through the utilization of celebrity testimony, advocacy advertising, and discourse conducted in, on, and through popular culture media.
- As an outgrowth of my work in the political arena, in late in 1997 I began writing speeches for political leaders in several Caribbean countries. My work has been part of the political landscape in Barbados, Trinidad, Austria, and the United States.
- I partnered with architect Jim Combs to design a memorial for the World Trade Center Memorial Site Competition in June, 2003. Although our design was not chosen, many of our concepts have been incorporated in the final plan.
- I am deeply involved in the campaign to keep television and film production from going to other countries. My efforts have led to proposed legislation, public relations campaigns, and testimony before the California State Assembly Committee on Trade and Development.
- In the summer of 1995, the International Society of Poets designated me an *International Poet of Merit* at their meeting in Washington, DC, and in December of 1995, I was awarded third prize in the North American Open Poetry Competition. I have been invited to read on *Poetry Today* on New York radio, WNYE-FM. In 1997, my poem *Wild Horses* was The Poetry Guild Editor's Choice.
- I wrote my first play *...his voice as the sound of many waters* in 2002 as a response to the attacks on the World Trade Center on September 11, 2001. I directed the production at the Santa Clarita Repertory Theatre on September 11, 2002.
- As part of V-Day 2003, the campaign to end violence against women, I produced *The Vagina Monologues*, a production that raised \$20,000 for the Rape Crisis Center and the Santa Clarita

Valley Domestic Violence Shelter. I was on the Production Advisory committee for V-Day 2004.

- In February, 2003, I realized a long-held dream, welcoming guests to view my art installation *After the Party* at the CalArts D-300 Gallery.
- I was a member of the Santa Clarita Valley Resource Center Nonprofit Leaders Council and served on the Formation Committee.
- In September, 2005, *The Signal* named me one of the “51 Most Influential People in Santa Clarita”.
- And in an embarrassment of riches, one week later the Hispanic Business Committee of the Santa Clarita Valley Chamber of Commerce at their Excelencia Gala awarded me their *Diversidad Award* for the promotion of diversity in and throughout the community.
- I was the Senior Creative Consultant for Laszlo & Associates, a Washington, DC-based political consulting company.
- I formerly served as a partner and the Senior Creative Consultant for the Loose Goose, LLC, a wine education and consulting business.
- As the Senior Creative Consultant for the Loose Goose LLC, I provided a broad range of oversight and management services. These included the conception, development, management, and execution of plans to open, operate, and increase the value of the Loose Goose Wine Festival, the Loose Goose retail store, The Loose Goose Wine Society, and the Golden Goose Society.
- In June 2007, along with the Loose Goose, LLC I was awarded the *Valley Industrial Association Rising Star Award*. *The Rising Star Award* is given to an "up and coming" VIA business which has demonstrated a significant growth in sales, employment or floor space, and has had increased visibility, impact on the community or a significant new product. I produced the third largest wine festival in Southern California for the Loose Goose while supervising over 200 volunteers, 50 wineries, 60 vendors, and ongoing band performances.
- m/associates created a public information advertising campaign to protect the interests of Westfield Santa Anita. The campaign successfully safeguarded the corporation's position with the successful passage of two ballot referendums in November, 2006
- During the Academy Awards, 2006, m/associates developed print ads to support The Israel Project's condemnation of the Academy's nomination of the pro-Palestinian film *Paradise Now*. The film did not win any award.
- In July 2006, I was the producer of *Fighting Words*, a play about boxer Johnny Owen that was the featured performance at the Cardiff (Wales) Theatre Festival.
- I won an Award of Excellence from the American Advertising Federation Advertising Professionals Association of Los Angeles for creative direction on the *Valencia Auto Dealers Association Shop Local* 2006 Campaign television commercial. In 2008, American Advertising Federation Advertising Professionals Association of Los Angeles presented me with an Award of Distinction for writing, and direction of the *Intelligent Communications* marketing campaign for the telecommunications company Avaya.

My *curriculum vitae* is available upon request

IATSE Local 695

Los Angeles, California

IBEW Local 45

Los Angeles, California

NABET Local 57

Los Angeles, California

1978 - 2002

I have grouped these together because my service in them was concurrent.

As a member of these three entertainment industry unions, my field of expertise was audio sound for television or film production. Specifically, I was an audio assistant or boom operator.

In addition to my responsibilities in the set-up, installation, operation, and removal of all sound cabling, equipment, microphones, and performance needs, I was charged with the oversight of all audio personnel, the logistics, distribution, and flow of equipment, microphones, and material on stage, and the organization of all notes, information, and production detail used by all of the personnel under my direct supervision.

On a production such as the *Academy Awards*, for example, my responsibilities would include:

- determining what equipment is needed to properly capture the sound for performances ranging from spoken word, musical performance, voice over, and pre-recorded dialog;
- ensuring that all performers had working microphones;
- making certain that all bands were set-up on stage in a minimum amount of time with all of their equipment operational;
- overseeing logistics to guarantee all audio equipment was retrieved or removed from the stage in a timely manner;
- distributing all information regarding the production requirements to all audio personnel, onstage and in the production booth;
- interfacing with the stage managers to ensure that the audio requirements of the production were met;
- interfacing with the wardrobe department, hair stylists, and make up artists when hiding microphones on performers;
- interfacing with the prop and carpenter departments when moving, setting, or striking equipment;
- interfacing with the lighting and art department to ensure audio equipment does not interfere with their design (and that theirs allows the audio department to accomplish its assignment);
- keeping track of all time cards and contracts;
- And that all of this was done within the context and constraints of a live television broadcast with any mistake seen by a billion viewers around the world.

I played a role in assisting the International Alliance of Theatrical and Stage Employees National Office calm the waters and smooth the ruffled feathers caused by inter-local infighting and jurisdictional disputes:

- helped negotiate an agreement between all local stagehands unions across the United States to allow television rank and file members of IATSE Local 695 to work in other jurisdictions.
- helped negotiate agreements between IATSE Local 695 and Stagehands Local 33 in Los Angeles to more equitably distribute labor and responsibilities on the production of television specials.

I am proud to say that as a result of these efforts, IATSE Stagehands Local 1 in New York City has called me an honorary member of their local.

My *curriculum vitae* is available upon request

Los Angeles City Schools
Los Angeles, California
Teacher
1976 - 1979

As an elementary school teacher specializing in early childhood education, I was charged with the management of the classroom, development of lesson plans, and the communication of ideas, skills, and knowledge in every subject field.

My creative and leadership skills were brought to bear upon the development and implementation of developing educational strategies and methodologies.

Within, and without, the classroom, I:

- developed methodologies for tracking and assessing use of classroom learning opportunities;
- served as a kindergarten teacher;
- taught children with educational handicaps, including behavioral, autistic, and learning challenges;
- implemented and taught a remedial physical education program;
- provided instruction in remedial reading;
- worked as a substitute teacher in elementary grades Kindergarten to 6th grade.