



CITY OF NEWBURYPORT
OFFICE OF THE MAYOR
SEAN R. REARDON, MAYOR

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NEWBURYPORT, MA
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To: President and Members of the City Council
From: Sean R. Reardon, Mayor
Date: August 14, 2023
Subject: Appointment

I hereby appoint, subject to your approval, the following named individual as an associate member of the Planning Board. This term will expire on September 1, 2026.

Jennifer M. Bluestein
190A High Street
Newburyport, MA 01950

JENNIFER M. BLUESTEIN
190A High Street, Newburyport, MA 01950
(571) 249-8909 / jenblue5617@gmail.com

PROFESSIONAL SUMMARY:

Jen Bluestein is a seasoned non-profit leader of national advocacy, campaign and strategic communications efforts who has spent more than two decades in the non-profit, philanthropic, political and media sectors. Jen's built new organizations and teams from the ground up; managed through crises and opportunities; and nurtured talent at the staff and candidate level for decades.

PROFESSIONAL EXPERIENCE:

Athena Strategy Partners (Newburyport, MA)

1/2021 - present

Principal

- Athena Strategy Partners works with individuals, organizations, and campaigns working to solve problems, seize opportunities, and make a big difference in the world.
- Athena strategy partners provides policy, advocacy, communications and political support; campaign planning & management & coalition support; strategic planning, networking & partnership support; coaching, support and training to leaders, including team building and recruiting strategies; and philanthropic and grantmaking expertise.
- Clients have included: Paid Leave for the US, The Virginia Democratic Party, Giffords: Courage to End Gun Violence, Massachusetts Restaurants United, The World Health Organization Foundation/Reid Strategies, Arabella Advisors, and others.

The Schusterman Family Philanthropies (Washington, DC)

1/2022 – 7/2023

- Lead cross-cutting policy and advocacy work at family-led foundation supporting Gender and Reproductive Equity; Educational Equity; Democracy and Voting Rights; Criminal Justice Reform, and the Jewish community.
- Supported colleagues in making early and significant investment in electoral work around abortion access post-Dobbs decision; including deep support of successful ballot initiatives in KS and MI.
- Led foundation-wide response to far right 'culture war' attacks designed to weaken democrats, equitable policy-making, and individual rights and freedoms; developed and monitored strategy, >\$20m in investments, and represented organization in leadership role at philanthropic collaborative including multiple other major funders raising and catalyzing ~\$16m to fight censorship, curriculum and book bans, attacks on publishers and librarians, etc.
- Provide guidance to staff and SFP leadership around policy and advocacy strategies, metric setting and measurement; provide perspective and political judgment across all institutional priorities.

NARAL Pro-Choice America (Washington, DC)

6/2019 – 1/2021

Managing Director

- Responsible for performance of Program, Development, Research & Communications, and Human Resources. Direct Reports include Chief Research & Communications Officer, Chief Campaigns and Advocacy Officer, Chief Development Officer, and the Vice President for Human Resources.
- Responsible for enterprise-wide efforts including stewarding Diversity, Equity and Inclusion Efforts, strengthening internal communications, and revisioning of internal culture and processes. Launched Diversity, Equity and Inclusion and Continuous Improvement Committees.
- Oversaw overhaul of recruiting, hiring and onboarding practices to align with diversity and equity goals; the majority of staff hired during my tenure have been non-white or bi-racial, and 50% of the leadership staff hired have been Black women.
- Oversaw March 2020 transition to fully remote organization & program and development shifts necessary for operating during Covid-19.
- NARAL has a staff of 112 in 10+ states and a cycle budget of \$32 million for 2020

The Bill and Melinda Gates Foundation (Washington, DC & Seattle, WA)

3/2013 – 7/2020

Deputy Director, US Policy, Advocacy, and Communications (PAC)

8/2014 – 7/2020

- Staff and manage new team of 11 FTE + consultants dedicated to providing cross-cutting policy, advocacy, and communications towards BMGF US efforts to drive economic and social mobility through k12 education, post-secondary education, early learning, and poverty alleviation.
- Team portfolios include Civil Rights & Equity; high & consistent standards; strategic analytics; communications and media grantmaking; and the launch of a new Early Learning policy & advocacy strategy.
- Lead team in identifying & pursuing new advocacy tactics: digital capacity building; public-facing research; analytics portfolio.
- Liaison to key internal partners including the Office of CEO, Pivotal Ventures, and BGC3, as well as key external partners including other philanthropies, political entities.
- Work closely with other funders of policy and advocacy, including \$30m budget donor collaborative.
- Provide ongoing consultation and guidance to Gates Foundation leadership around political risk & opportunity & participate in working groups in support of numerous high-stakes, high-profile Gates Foundation investments.
- Beginning 2016, consolidate communications functions for all US Programs into new team of 10; co-lead process of laying out five year PAC plan for new K12 education strategy; commence major digital communications analysis & investment project.

Senior Program Office, US Policy, Advocacy, and Communications

3/2013 – 8/2014

- Manage portfolio of grantees focused on creating political and public will for positive changes to K-12 public education including teacher voice groups and diverse national organizations;
- Lead effort to build multi-state & national coalition in support of the implementation of Common Core State Standards; including drafting strategy and assessing risk, recruiting consultants, and assembling coalition; co-lead internal cross-team working group focused on protecting the CCSS; supervise build-out and use of sophisticated modeling and tracking systems to monitor legislation and public opinion related to standards & assessments;

Giffords: Courage to End Gun Violence (Washington, DC and Tucson, AZ)

2/2013 – 7/2013

Senior Advisor

- Recruited by former Congresswoman Gabrielle Giffords and retired astronaut and US Navy Capt. Mark Kelly to launch and support the efforts of their new organization to reduce gun violence, Americans for Responsible Solutions (now known as Giffords: Courage to End Gun Violence).
- With Executive Director, articulate strategic vision for organization and identify key opportunities for Giffords and Kelly to use their voices effectively, including coalition opportunities, legislative priorities and testimony, op-eds and interviews, earned media appearances, and media partnerships;
- Directed Communications and media, including message development, media training, recruiting and hiring of consultants and press secretary;
- In ongoing consultative role (7/2013-present), provide political and organizational counsel and co-author opinion pieces in the *New York Times*, *Washington Post*, *Glamour*, *USA Today*, and other outlets.

EMILY's List (Washington, DC)

5/2010 – 2/2013

Director, Communications and Research

- For two cycles, supervise research and communications for one of the country's largest political organizations, supporting pro-choice Democratic women nationally and locally; serve on leadership team and provide strategic advice and perspective to President and Board of Directors; liaise with external political, advocacy, and academic partners.
- Rebuilt team of 8-10 plus multiple consultants to expand focus from campaign services to include new priorities around EMILY's List's mission and growth: increased membership, visibility and effectiveness of institutional messages, and brand awareness.
- Co-manager of major national donor research and branding project; also led major research effort, The Impact Project, assessing last six cycles of EL activity and impact of EL work as well as impact of EL women in office in key policy areas over the last three decades. Impact Project deliverables contributed to key messaging for EL at the consumer and partner level.
- Launched multiple public affairs campaigns including *Sarah Doesn't Speak For Me*, framing Sarah Palin's political agenda and mobilizing members to take action on behalf of prochoice Democratic women candidates. Campaign

expanded EMILY's List membership and small dollar donor pool, received saturated media coverage and won the 2011 "Pollie" Award for best use of comedy.

- In 2011, created the *Stop the War on Women* campaign, which provided an overall framework for EL's strategic goals for the 2012 cycle, raised \$250,000 in small donations in its first month, and added more than 400,000 new members to the EMILY's List community.
- In 2012, created and implemented new message framework for use across organization. *WHY 2012: Women's Historic Year* highlights the record number of EMILY's List members, record number of women candidates, and record amount of money raised for women and led to growth to 2.4 million members. EMILY's List candidates won decisive victories in 2012, yielding the highest number of women in congress in history at that time.

Teach For America (Washington, DC)

4/2006 – 5/2010

Vice President, Political Leadership and Policy and Advocacy Leadership Initiatives (The Public Leadership Initiative)

- Founded two high-profile initiatives designed to engage Teach For America's then 25,000 alumni and corps members in politics, policy, advocacy and organizing;
- Supervised staff of seven and designed and implemented structure providing direction and support to Executive Directors and Directors of Alumni Affairs in 35 regions. Worked closely with communications, public affairs, legal affairs, program, and development teams.
- Created national tracking system based on indicators of political interest and experience; created bi-weekly regional dashboard to track progress of alumni through the "political pipeline" in all regions.
- Between 2006-2010, increased the number of alumni in elected office from 6 to 41 and quadrupled the percentage of alumni who plan to pursue political leadership.
- Established and managed partnerships with key external stakeholders including training organizations, funders and foundations, professional and trade associations, and labor unions.
- Founded affiliated 501(c)4 organization, Leadership for Educational Equity (LEE), recruiting over a quarter of eligible members in first year and establishing interactive website with robust social networking component. Open rates of weekly LEE email were higher than all comparable Teach For America subscriptions;
- Represent leadership initiatives at board meetings and all internal contexts; represent Teach For America externally at political and advocacy conferences and dialogues.

DATA (Debt, AIDS, Trade, Africa)/The ONE Campaign (Washington, DC and NY)

11/2002 – 12/2004

Tour Director, Heart of America: Africa's Future and Ours

- Planned, managed, and supervised promotion of seven-day, seven-state bus tour founder Bono, actors Ashley Judd and Chris Tucker, and African performers and activists, promoting Americans' historic opportunity to change history in Africa, working to inspire the 1/2013 announcement of the Presidents' Emergency Plan for AIDS Relief.
- Responsible for grassroots and elite events, press opportunities and editorial board meetings, and large town-hall events featuring elected officials at the state, local, and federal level, international figures including Lance Armstrong and Warren Buffet, and local activists. Supervised 38 people including DATA staff, principals, advance team, press and technical staff traveling through Nebraska, Iowa, Illinois, Indiana, Ohio, Kentucky, and Tennessee.
- Tracked progress and reported out to funders, congressional and White House allies, local and national partners.

Consultant, Communications and Advocacy

- Provided communications and advocacy strategy in additional states, including WA, MA, GA, NY, and FL
- Participate in 2004 Democratic National Convention strategy, including events with Bono
- Lead planner of DATA visit coordinating with the Martin Luther King, Jr. Center's Salute to Greatness Awards, including visit to Ebenezer Baptist Church and other grassroots/grasstops strategies

Howard Rubenstein Communications (NYC)

1999 – 2001

Vice President

- Clients included Talk Magazine, The New Republic Magazine, Gotham Magazine, The State of Israel/Ministry of Foreign Affairs, Miramax Films, The Robin Hood Foundation, Phoenix House, The Asian American Business Development Center, The Lower East Side Tenement Museum, the Whitney Museum of American Art, the American Museum of the Moving Image, the Downtown Brooklyn Council, and the Mayor's Office, among others.

Vice President, Publicity and Special Projects, Harper's Magazine

1998

Senior Publicist, The New Yorker Magazine	1997
Press Secretary, NYC Schools Chancellor Rudolph F. Crew	1996
MassChoice (now NARAL Pro-Choice Massachusetts)	1994

CAMPAIGNS:

Fernando Ferrer for Mayor (NYC, NY) 2005

Deputy Campaign Manager/Communications Director. Supervised ten direct reports in communications, press, research, policy, scheduling, and advance; Candidate won the four-way primary to become first Latino mayoral nominee of the Democratic Party in NYC.

Cory Booker for Mayor of Newark (Newark, NJ) 2001 – 2002

Communications Director. Responsible for message development and strategy and all daily press interactions, interacting closely with policy, legal, fundraising and field teams, as well as primary aide to candidate for speechwriting and debate preparation and served as a liaison to high-profile local and national surrogates. Candidate received coverage on the Today Show, CNN, FOX, ABC, CBS, NPR, The Economist, the Washington Post, the Wall Street Journal, the New York Times magazine, and Business Week, in addition to local NJ and NY media; endorsements from Newark Star Ledger, NY Post, and NY Times.

Betsy Gotbaum for Public Advocate (New York, NY) 3/2001 – 1/2002

Deputy Campaign Manager/Communications Director. Supervised communications, press, research, scheduling, advance; liaison to fundraising and media consultants. Candidate received the endorsement of the New York Times, the Daily News, Newsday, and the Queens Tribune. Co-lead campaign's response to September 11th attacks; coordinating with city and state agencies and NGOs to establish priorities for Public Advocate's office. Candidate finished first in a five-way primary, first in a run-off primary election, and first in the general election, and was the highest ranking female elected official in NYC's history.

Howard Rubenstein Communications (NYC)

1999 – 2001

Vice President. Clients included Talk Magazine, The New Republic Magazine, Gotham Magazine, The State of Israel/Ministry of Foreign Affairs, Miramax Films, The Robin Hood Foundation, Phoenix House, The Asian American Business Development Center, The Lower East Side Tenement Museum, the Whitney Museum of American Art, the American Museum of the Moving Image, the Downtown Brooklyn Council, and the Mayor's Office, among others.

EDUCATION:

AB, Bryn Mawr College, Bryn Mawr, PA. Double Major in English and Art History

Boards and Other Affiliations:

President's Advisory Council, Bryn Mawr College, 2016—2019.

Founding Board Chair, 1996- 2007, Housing Works Used Book Café, NY, NY.

Former Board member, 826 NYC, Brooklyn, NY.

Former steering committee member, Women's Leadership Forum Network of the DNC, 2003-2004

Former Trustee, Commonwealth School, Boston, MA

One of Elle Magazine's "Eight Women with Extraordinary Careers" and featured in the New York Observer's "Thirty Five Most Powerful People in New York Under 35".