

# I Support KEXP at Seattle Center

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August 10, 2010

## Century 21 selection panel:

As members of Seattle's arts and music community, we are thrilled about the possibility of KEXP making its home at Seattle Center. KEXP is not only an unparalleled connector of diverse artists, music lovers and experiences, it is also a community treasure that feeds our city's spirit and drives our creative capital.

A unique innovator here in Seattle and around the world, KEXP is an ideal fit for Seattle Center. Its presence on the campus would attract residents and visitors alike to experience live broadcasts and recordings of in-studio performances. KEXP at Seattle Center would seed countless collaborations with other resident organizations, such as EMP, The Vera Project, SIFF and One Reel. It would create new arts education opportunities through apprenticeships, recording classes, music master classes and more. And it would give people the chance to appreciate music inside the studio and in a beautiful outdoor park.

A thriving contemporary music community and creative energy are big parts of what makes our city vibrant and strong. For decades, KEXP has made Seattle and the Puget Sound area a better place to live—both for artists and for music lovers. Now, through your leadership and that of the Mayor and City Council, we have the opportunity to build on that contribution and invite one of Seattle's celebrated arts organizations to join its cultural center.

We urge the Century 21 Committee to bring KEXP to the Seattle Center campus. This presents an opportunity that we, as members of the music and arts community, fully support.

And thank you for all your work on behalf of the Seattle Center and our City.

Sincerely,

**Eddie Vedder**

Pearl Jam

**Dave Matthews**

Dave Matthews Band

**Mike McCready**

Pearl Jam

**Matt Cameron**

Pearl Jam

**Josh LaBelle**

Executive Director,  
Seattle Theater Group

**Duff McKagan**

Guns N' Roses,  
Velvet Revolver,  
Jane's Addiction

**Lane Czaplinski**

Artistic Director,  
On the Boards

**Ann & Nancy  
Wilson**

Heart

**Stone Gossard**

Pearl Jam

**Jonathan Poneman**

Co-founder,  
Sub Pop Records

**Susan Silver**

Manager,  
Alice in Chains

**Jeff Ament**

Pearl Jam

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**Kelly Curtis**

Manager, Pearl Jam

**Chris Ballew**

Presidents of the USA

**Nancy Guppy**

Host/Producer,  
Art Zone

**Steven Severin**

Neumos

**Spike Mafford**

Artist

**Gene Stout**

Music critic

**Michael Cozzi**

Sky Cries Mary,  
Moscozzi Music

**Tim Bierman**

Manager, 10 Club

**Juliana Heyne**

Artist

**Peter Vogt**

Filmmaker

**Adam Zacks**

Sasquatch Music  
Festival, No Depression  
Festival

**Dave Dederer**

VP Business  
Development, Melodeo

**Lynn Resnick**

Manager, Lonely  
Forest, Mt. St. Helens  
Vietnam Band

**Lars Larson**

Filmmaker

**Andrew McKeag**

Presidents of the USA

**Jerry Everard**

Attorney, Founder,  
Neumos

**Marya Sea  
Kaminski**

Actor, writer, director

**Chad Queirolo**

Showbox

**Jennifer Zeyl**

Theatre artist

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July 23, 2010

Dear Century 21 Selection Panel:

I am writing to express my support of KEXP's proposal to make its home at Seattle Center. My family and I chose to settle in Seattle in part because of its vibrant music community, of which KEXP is an integral component.

As a musician, I've witnessed firsthand the exemplary job KEXP has done of bringing a broad, cross-cultural range of artists to its audience. With one of the largest online audiences of all America's public radio stations, it has greatly enhanced Seattle's reputation as a thriving international cultural center.

KEXP's proposed location within Seattle Center would give residents and visitors at all economic levels access to live music, with in-studio sessions and performances in the Park's beautiful outdoor setting. It would also create tremendous educational opportunities, growing the city's next generation of artists through apprenticeships, master music classes, recording classes and more.

Thank you for your continued efforts to enrich our community at large and the Seattle Center in particular.

Best regards,

A handwritten signature in black ink, appearing to read 'Dave Matthews', with a large, sweeping flourish extending to the right.

Dave Matthews

NPR®  
635 Massachusetts Ave, NW  
Washington, DC 20001-3753

Telephone: 202.513.2000  
Facsimile: 202.513.3045  
npr.org



Seattle Center Review Panel  
305 Harrison Street  
Seattle, WA 98109

Dear Seattle Center Review Panel Members and Officials:

NPR enthusiastically endorses KEXP's proposal to develop Seattle Center's Fun Forest area next to the Mural Amphitheater into a vibrant and community-focused hub for music discovery and exploration. As a city with an international reputation for its vibrant and prolific music community, your support for this project would enable KEXP and NPR to bring a new level of connection between musicians and the Seattle public, one that is open to all, regardless of their financial resources. It would also signal Seattle's support for public media and its role in preserving and celebrating the arts and culture.

KEXP is among the vanguard of all music stations in the nation - both public and commercial. Offering a rich and dynamic range of eclectic, contemporary music and music-makers on the air and online has brought it legions of local fans and supporters, as well as one of the largest online audiences among public radio stations nationwide. KEXP is perhaps the country's most prolific radio producer of in-studio music performances. In 2009, KEXP produced 500 live sessions with artists.

We may call it a "local" station, but KEXP plays a significant role in NPR's national programming. That can be seen most easily in the leadership role the station played in the founding and evolution of NPR Music at [npr.org/music](http://npr.org/music), an online music destination that has reinvented the public radio music experience. Given its national reputation as a "taste-making" music station and its extraordinary capacity to produce live in-studio-performances, we invited KEXP to join the small group of founding, producing stations for [npr.org/music](http://npr.org/music). KEXP's insights about web design, intellectual property strategies, curation, and listener needs helped inform the direction of the overall site.

Today, KEXP is one of five eclectic music stations providing in-studio performances, music reviews and recommendations monthly to NPR's online audience via NPR Music. Through NPR, KEXP's inventive music coverage is available to a worldwide audience across multiple platforms - from web, to radio, to podcast, to mobile, to social media, to live events.

NPR stands behind KEXP's mission, and its role in preserving and growing Seattle's civic and cultural life. Their new location in the Seattle Center would add a new dimension to their local service as well as to NPR's national offerings.

Best regards,

Vivian Schiller  
President and CEO  
NPR



# UNIVERSITY OF WASHINGTON

OFFICE OF THE PRESIDENT

*Mark A. Emmert, President*

July 1, 2010

Mr. Neal Erickson  
Seattle Center Redevelopment  
305 Harrison Street, #109  
Seattle, WA 98109

Dear Mr. Erickson:

I am writing in strong support for KEXP's proposal to develop the Arcade pavilion next to Seattle Center's Mural Amphitheater.

The University of Washington (UW) and KEXP share the same discovery-based mission. As holder of the FCC license, the UW supports the notion of positioning KEXP as a cultural force for the benefit of Seattle Center and the city. Indeed, moving its studios, its operations, and its hundreds of live-studio performances next to the Mural Amphitheater would enable KEXP to play an even greater civic role in the city of Seattle by connecting more people with more artists.

KEXP is in a unique and strong position to uphold the Seattle Center and its resident non-profits. With listeners on every continent, KEXP reaches hundreds of thousands of people every month, providing Seattle Center, and thus the city, a stronger, farther-reaching voice.

The UW enthusiastically supports the KEXP proposal to develop the location next to Seattle Center's Mural Amphitheater. Thank you for your consideration.

Sincerely yours,

A handwritten signature in black ink that reads "Mark A. Emmert".

Mark A. Emmert  
President