

Contact

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wildlife.state.co.us/ (Company)

Top Skills

Strategic Communications

Media Relations

Public Relations

Languages

French

Honors-Awards

Greater Sage-Grouse Landscape Conservation Planning Team - Unit Award for Excellence in Service

Greater Sage-Grouse Status Review Team - Unit Award for Excellence in Service

Theo Stein

Public Affairs Officer at National Oceanic and Atmospheric Administration

Boulder, Colorado, United States

Summary

As a Public Affairs Specialist with NOAA Communications, I support the Chemical Sciences, Physical Sciences, Global Monitoring and Global Systems Laboratories at NOAA's Earth System Research Lab in Boulder CO, the Pacific Marine Environmental Laboratory in Seattle, and the Office of Oceanic and Atmospheric Research more broadly.

Experience

National Oceanic and Atmospheric Administration

Public Affairs Officer

December 2015 - Present (8 years 4 months)

Boulder CO

As the Public Affairs Officer for NOAA-Boulder, I provide external outreach and media support for NOAA's Boulder Laboratories and the Pacific Marine Environmental Laboratory in Seattle, along with the National Weather Service's Boulder forecast office, the Space Weather Prediction Center, and the National Satellite and Information Service's National Center for Environmental Information.

U.S. Fish and Wildlife Service

Public Affairs Specialist

May 2014 - December 2015 (1 year 8 months)

As the public affairs team lead for the U.S. Fish and Wildlife Service's greater sage-grouse effort, I performed the full range of public relations duties for sage-grouse and sagebrush ecosystem campaigns, including planning, execution and delivery of outreach products for the Regional Director along with the Assistant Regional Director for Ecological Services and the Status Review team. Duties included developing communication plans, press releases, fact sheets, infographics, informational and event memoranda, PowerPoint presentations, op-eds, talking points memos, outlines for public speaking engagements, and more. As needed, I provided similar support for the Fish and Wildlife Service Director and Interior Secretary. I also

managed the Service's greater sage-grouse website (<http://www.fws.gov/greaterSageGrouse/>). In April 2015, the Mountain-Prairie Region supported the Sagebrush Country Institute, an eight-day, 1,800 mile bus tour across five western states that allowed 18 journalists to engage with more than 50 policy-makers, scientists, local and political officials, ranchers and conservationists and expand their knowledge of sage-grouse and sagebrush-steppe conservation issues. The tour produced more than 100 individual stories, including prominent placements in the Washington Post, National Public Radio and The New Yorker magazine, among others.

Colorado Parks and Wildlife

3 years 9 months

Northeast Region Hunter/Angler Outreach Coordinator

February 2013 - May 2014 (1 year 4 months)

Denver, CO

In this assignment, I led hunting and angling recruitment and retention activities in Colorado's populous Northeast Region, coordinating more than 100 hunting and fishing clinics, seminars and mentored activities per year with outreach staff and District Wildlife Managers. Programs under my supervision reached more than 6,600 anglers and 5,500 hunters per calendar year.

I developed and launched the Northeast Region's Novice Hunter Program, a mentored hunting curriculum that provides recent hunter education graduates the skills, confidence and experience needed to become successful pheasant hunters. As lead instructor, I was responsible for all program planning, administration and management, creating and assembling all course materials, instructor training curricula; recruited and trained instructors; developed class schedules, student and instructor rosters; organized and led class events. I developed curricula for shotgun shooting, developed a mentored hunting program and led 11 successful pheasant hunts.

As the regional Angling Outreach Coordinator, I scheduled and coordinated more than 100 volunteer-staffed fishing events at various properties around the metro area. I was co-lead seven regional outdoor skills days, providing the public with an opportunity to learn basic fishing, archery and shooting skills. I developed, scheduled, supported and/or staffed more than a dozen hunting and angling seminars across the region and coordinated CPW appearances at outdoor retail, film and wildlife-related partner events on request.

Manager of External Relations

September 2010 - February 2013 (2 years 6 months)

As the lead communication strategist and public information section manager for one of the premier wildlife agencies in the U.S., I developed public information strategies and tactics for the Colorado Division of Wildlife/ Colorado Parks and Wildlife at the earliest stages of policy development. I devised strategies for media and legislative outreach on statewide and national wildlife management issues, including hunting, angling, endangered species conservation, wildlife conflicts, private lands coordination, energy development, law enforcement, climate change and legislation affecting Parks and Wildlife, along with and other issues. I analyzed mission-critical challenges and formulated communication strategies based on wildlife management, communication and political considerations, along with agency policy, history and current political context.

Colorado Department of Natural Resources

Communications Director

November 2008 - September 2010 (1 year 11 months)

The DNR Communications Director is responsible for developing communications strategy and outreach for the DNR executive director's office and DNR's eight divisions.

Resource Media

Program Director

May 2007 - November 2008 (1 year 7 months)

Program director for a 501(c)(3) communications company that provides media strategy and services to non-profits, foundations and others who are working to protect communities and the environment in the West.

The Portland Press Herald/Maine Sunday Telegram

Editorial writer

October 2005 - April 2007 (1 year 7 months)

Lead editorial writer for Maine's largest newspaper. Responsible for between 10 and 12 editorials per week, more than half of the department's output.

Duties included finding and pitching editorial ideas, as well as daily layout of same. Also wrote weekly opinion column.

The Denver Post

Environment reporter

June 2000 - October 2005 (5 years 5 months)

Staff writer assigned to cover environment beat. Particular focus on water, air pollution and wildlife. Work honored with multiple awards.

Stanford University

John S. Knight Fellow

August 1999 - June 2000 (11 months)

Professional journalism fellowship in the Communications Department of Stanford University.

The Berkshire Eagle

Staff reporter

September 1995 - August 1999 (4 years)

General assignment reporter. Covered all major city beats. Special focus on environmental coverage. Outdoor recreation column.

Middletown Press

Reporter

1990 - 1995 (5 years)

Lead local reporter for hometown paper.

Education

Stanford University

Certificate , John S. Knight Fellow · (August 1999 - June 2000)

Wesleyan University

BA, Liberal Arts · (1983 - 1986)

Colorado State University

Wildlife Biology · (September 1981 - December 1983)