From:	Hildebrandt, Betsy
To:	Noreen Walsh
Cc:	Dan Ashe
Subject:	Re: GRSG: interest for Dan to speak at SEJ annual meeting in October?
Date:	Thursday, July 23, 2015 1:33:32 PM

Thanks Noreen. It is very much worth considering. Let me do some thinking ... my expectation is that someone from the Service should probably attend. If we determine it would be a good opportunity for Dan, my guess too is they'd be pretty flexible even if we're late in getting word to them.

Will be in touch. Appreciate the heads up!

On Thu, Jul 23, 2015 at 3:23 PM, Noreen Walsh <noreen_walsh@fws.gov> wrote:

> Dan and Betsy,
>
> A good speaking opportunity shortly after our decision will be the annual meeting of the Society for Environmental Journalists (SEJ), Norman OK, October 7-10. I'm advancing it now to see if you have any interest, because we will need to let them know sooner than we will finalize our entire decision comms plan.
>
> They have a placeholder on the Saturday Oct. 10 agenda for a speaker about GRSG, also two open slots at Friday and Saturday breakfasts that you could possibly do. Your calendar indicates you may travel to Bozeman that weekend for the American Prairie Foundation Global Reserve meeting. I believe they have also asked you to speak.
>
> If you would have any interest in doing this with SEJ, let me know and we can make the arrangements and include it in the comms plan.
>
> Thanks,
>
> Noreen
>
> *Noreen Walsh*
>
> *Regional Director*
>
> *Mountain-Prairie Region*
>
> *U. S. Fish and Wildlife Service*

303 236 7920

From: Stein, Theodore [mailto:theodore_stein@fws.gov]
Sent: Thursday, July 23, 2015 1:10 PM
To: Noreen Walsh
Subject: Post rollout opportunities

Noreen

In thinking about our post-rollout communication actions, I realized that the Annual Society of Environmental Journalists conference is happening just a couple weeks after our GRSG decision. This year it's in Norman, OK from Oct. 7 - Oct 10.

Interestingly, Saturday's agenda lists the following morning session:

> THE LAND
> Sage Grouse and Prairie Chickens: Endangered Species Update
> Location: Boomer B
> Moderator: **Gloria Gonzalez,** News Editor and Program Manager, Ecosystem Marketplace (we worked w/them on a piece on Sweetwater River Conservancy)

I talked today with SEJ Board member Susan Moran, who said at this stage, sessions often don't have speaker lists nailed down. This looks like a potential opportunity.

The presentations for the Friday and Saturday morning breakfast programs are "TBD" - another potential opportunity.

Susan said she would get me in touch with Gloria Gonzalez so I can ask about the Sat. am ESA program.

She also said her hunch was that if Dan was coming, they would make space for a news conference or work with us to feature his attendance in another way.

Before I get too far down the road with SEJ, could we see if Dan's interested in exploring this?

Thanks very much.

Theo Stein

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