



**kristin  
hyde**

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I have dedicated my career to policy advocacy, strategic communications, media relations, and grantmaking program development.

I'm looking for opportunities to utilize my skills on behalf of changemakers working to improve the wellbeing of people and our planet.

I founded and operated three businesses; directed a foundation and a nonprofit communications organization; and have been senior publicist for multiple leading progressive nonprofits. I also served as press secretary in the U.S. Senate, and press assistant in the White House.

I have worked with dozens of advocacy campaigns and initiatives on issues affecting public and environmental health on topics ranging from the food we eat, to our carbon footprint, to the human and wildlife impacts of pollution.

I'm a natural networker with a large community of experts in their fields.

I'm known for my ability to see the big picture, counter opposition, develop effective messages, and bring powerful voices into the spotlight at just the right time to make an impact.

## **Experience**

### **The Feed Store and The Saloon, Seattle**

*Owner*

2015- 2018

- Built, permitted, and operated a neighborhood corner market and cafe specializing in local, healthy food and drinks and a neighborhood bar that further served as a community building hub
- Conducted all aspects of the businesses from payroll to ordering, customer service, hiring and training employees, taxes, equipment maintenance, events and more
- Grew a loyal following, creating vibrant community spaces with both businesses

### **Beecher's Pure Food Kids Foundation, Seattle**

*Director*

2013-2016

- More than doubled the number of schools reached by the Foundation's youth nutrition and cooking education program, saturating the Puget Sound region
- Established the program in New York City, now reaching students and teachers in more than 100 schools in the nation's largest school district
- Increased the program's impact by improving quality of instruction, updates to curricula, videos, and lesson extensions
- Increased awareness among key stakeholders through media outreach, new brand strategy and identity, including logos and new website, presence at local, regional and national food education conferences and events
- Taught hundreds of nutrition and cooking education workshops in youth classrooms as well as adult programs for teachers, school district personnel and corporate partners
- Hired and trained more than 20 instructors
- Created a robust system for tracking and evaluating short and long-term program impact from data collected in pre- and post-workshop quizzes and follow-up surveys with students, parents and teachers
- Forged strategic and funding partnerships with local and national foundations, Whole Foods, school districts, and private donors

## **Hyde Communications**

*Consultant*

2011-2012

- Produced landscape analysis identifying key players, challenges, and interventions to improve the environmental and public health outcomes, economic impacts, and humane treatment in animal agriculture to inform grantmaking strategy for the Schmidt Family Foundation's 11th Hour Project
- Re-branding, message development, and communications strategies to boost funding for Chef Ann Cooper's school food reform initiatives
- Stakeholder interviews, media audit, and strategic communications planning to improve the effectiveness and impact of climate change science communications initiatives on behalf of Resolve for The David and Lucile Packard Foundation
- Mapped the landscape of climate communications and engagement efforts, stakeholder interviews, evaluation of various approaches and strategies, and wrote findings report for The Resource Innovation Group, The Social Capital Project, and the Skoll Global Threats Fund

## **Good Food Strategies, LLC, Seattle**

*Owner*

2004-2011

- Co-founded this mission-driven firm to increase awareness of issues related to food, what we eat, why we eat it, where it came from, how it was produced, by whom and for whom, as a unique gateway to the most pressing issues of our time: environmental sustainability, public health and narrowing the gap between rich and poor
- Developed communications strategies for new agriculture grantmaking programs at The David and Lucile Packard Foundation and The Schmidt Family Foundation's 11th Hour Project
- Provided policy advocacy and strategic communications to advance the work of dozens of farmers, food businesses, nonprofits, government agencies, and philanthropists working towards a healthier and more sustainable food system
- Designed and conducted public opinion research including polling, focus groups, and stakeholder interviews
- Data analysis and reporting to stakeholders
- Message development, communications strategy and media outreach to increase consumer awareness and sales of sustainably produced, healthy, whole foods

## **Resource Media, Seattle**

*Director*

1998-2004

- Directed the new West Coast offices, growing Resource Media to include staff in CA, CO, MT, and OR as the communications arm of dozens of issue change campaigns
- Senior publicist in this organization formerly known as Environmental Media Services based in Washington DC, leading media campaigns on the nation's first organic standards, marine conservation, efforts to expose the public health threat from toxic chemicals, and wilderness protection campaigns
- Provided communication services to frame policy change campaigns, train spokespeople, counter opposition and leverage media coverage as a tool to boost decision-maker awareness of critical public health and environmental protection issues

## **Sierra Club, Washington, DC**

*Communications Director*

1997-1998

- Directed communications for national offices in Washington, DC and San Francisco headquarters
- Wrote press releases, op-eds, talking points and speeches for president, board chair and senior staff
- Conducted media trainings and support for dozens of state and regional chapters
- Participated in national Green Group communications strategy and coordination of multi-group initiatives
- Media support for president and board chair at Kyoto Global Warming Summit

## **Fenton Communications, Washington, DC**

*Publicist*

1996-1997

- Developed strategic communications plans
- Wrote press releases, talking points, and op-eds
- Conducted media training for spokespeople
- Pitched stories to reporters and set up press briefings and interviews for spokespeople

## **U.S. Senate, Washington, DC**

*Press Secretary*

1992-1996

- Deputy press secretary in the Majority Leader's office 1992-1994
- Press Secretary to U.S. Senator Judd Gregg, 1994-1996
- Primary liaison with reporters, processing interview requests, serving as spokesperson
- Wrote floor speeches, created issue briefings, press packets, talking points, op-eds
- Set up and prepped Senators for interviews

## **The White House, Washington, DC**

*Press Assistant*

1990-1992

- Coordinated press corps coverage for press conferences and photo-ops
- Wrote and distributed press releases
- Briefed Press Secretary, the President and other senior staff on reporter stakeouts with members of Congress and other visiting dignitaries
- Traveled as a liaison with the press corps domestically and internationally
- Processed requests for interviews and news show appearances for senior White House staff

## **Volunteer**

Master Gardener Community  
Educator/Food Bank Garden  
Project Mentor,  
Bellingham, WA  
2019

School Garden Club Teacher  
Seattle, WA  
2010-2013

Washington Conservation  
Voters Board Member  
1999-2002

Reading is Fundamental Tutor,  
Washington, DC  
1992-1995

## **Skills**

Media Relations  
Strategic Communications  
Grantmaking Strategy  
Landscape Research  
Writing — grants, reports, press releases, opinion pieces, talking points, speeches  
Program Development  
Public Opinion Research  
Impact Evaluation  
Strategic Partnerships and Alliance Development  
Spokesperson Identification and Training

## **Education**

Middlebury College, VT 1989  
B.A. Political Science, English

## **References**

Available upon request

