



CAROLINE HEDIN

Conservation Storytelling

ABOUT

I am a science communicator and filmmaker driven to explore the human dimensions of conservation. I am at the helm of Transmission Media House, a micro-digital storytelling company I co-founded in 2020.

I recently directed an award-winning web series for Parks Canada about the return of bison to Banff National Park. My first documentary, *Rockies Repeat* examines the cultural impacts of climate change in the Canadian Rockies premiered at the 2021 Banff Mountain Film Festival. I am a 2021 Jackson Wild Fellow and alumna of the Banff Mountain Film Adventure Filmmaker Residency.

CONTACT

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transmissionmediahouse.com

EDUCATION

2007

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2011

Quest University Canada / Squamish / BC
Bachelor's of Arts and Sciences
Geography & Ecology

WORK EXPERIENCE

2020

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Present

Transmission Media House / Canmore, AB
Co-Founder / Creative Director

- Leads creative direction of media production.
- Directed short film, *Rockies Rockies*, which premiered at Banff Mountain Film Festival (2021).
- Develops compelling client storytelling including the *Living with Wildlife 2.0* campaign that reached nearly 500,000 people.

2020

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Present

Town of Canmore / Canmore, AB
Communications Specialist

- Developed modern visual brand standards for the organization.
- Led the transition of the communications department to digital social media management tools.
- Led communications strategy for municipal COVID-19 public education roll-out.

2016

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2020

Parks Canada / Banff National Park, AB
Bison Digital Storytelling Specialist

- Led science communication strategy to share the story of the return of bison to Banff National Park - reaching over 115 million people.
- Directed the *Bison Backcountry Vlog* web series, which won a Travel Alberta Award (2019) and Parks Canada CEO Award (2020).
- Created Parks Canada's first-ever blog.
- Designed a suite of digital products, educational programs, and interactive exhibits.

WORK EXPERIENCE CONT.

Fall
2015

American Prairie Reserve / Malta, MT

Outreach Intern

- Developed conceptual designs for an exhibit at the Enrico Education and Science Centre about the LANDMARK project to reveal the role of citizen science research on the American Prairie Reserve.

Winter
2015

Adventure Scientists / LANDMARK / American Prairie Reserve, MT

Field Technician

- Contributed to scientific understanding of wildlife on the American Prairie Reserve.
- Collected wildlife observation data using a variety of techniques, including transects, lek site documentation, and prairie dog town delineation.
- Wrote about life on the front lines of prairie conservation on the National Geographic Voices Blog.

2012
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2016

Parks Canada / Elk Island National Park, AB

Public Education Coordinator

- Led a dynamic team of nature storytellers as the education coordinator.
- Provided strategic direction for educational programming.
- Increased reach of educational programming by 300% over 4 years.
- Designed immersive curriculum-linked educational experiences.
- Delivered hands-on storytelling programming for visitors that was recognized with a Edmonton Tourism Award nomination.

PRODUCTION EXPERIENCE

2021

Rockies Repeat / Director + Executive Producer

2019

Bison Backcountry Vlog Series / Parks Canada / Director

2019

Virtual Learning Series / Exploring by the Seat of Your Pants / Director + Producer

2019

Indigenous Youth Bison Walk Film Project / Producer

2014

Vivo Aqui Web Feature / Production Assistant

2008

Shaw TV Sea-to-Sky Spotlight / Co-Director + Co-Producer

EXHIBITION HISTORY

- 2022 **Rockies Repeat** / Whyte Museum of the Canadian Rockies / Curator (forthcoming)
- 2019 **Indigenous Youth Bison Dialogue** / Banff Mountain Film + Book Festival / Producer
- 2019 **Bison Return Exhibit** / Rocky Mountain National Historic Site / Designer + Producer
- 2019 **Hands-on-Bison Education Kit** / Toronto Zoo / Designer + Producer
- 2018 **Interactive Light Sculpture** / Calgary Zoo Zoolights / Producer + Project Manager
- 2018 **Bison Return** / Banff Park Museum / Designer + Producer
- 2016 **LANDMARK Exhibit Concept** / American Prairie Reserve / Producer
- 2015 **Bison Backstage** / Elk Island National Park / Producer + Project Manager
- 2011 **Versatile Birch** / Alaska State Museum / Exhibit Assistant

GRANTS, AWARDS, AND RECOGNITION

- 2021 **Jackson Wild Summit** / Fellowship
- 2021 **Alpine Club of Canada Environment Fund Grant** / *Rockies Repeat*
- 2021 **Banff Canmore Community Foundation Grant** / *Rockies Repeat*
- 2020 **Lake O'Hara Trails Club Grant** / *Rockies Repeat*
- 2020 **Parks Canada CEO Award** / Bison Vlog Series
- 2019 **Travel Alberta Alto Award / Best Tourism Content** / Bison Vlog Series
- 2016 **Edmonton Tourism Award Finalist** / Best Tourism Educator

PUBLICATIONS

- 2019 **Banff Bison Reintroduction** / The Wildlife Society (Alberta Chapter) / Poster
- 2016 **Banff Bison Reintroduction** / American Bison Society Conference / Poster
- 2017-9 **Bison Blog** / Parks Canada
- 2015 **Prairie Exploration Play-by-Play** / National Geographic Voices Blog

SELECT TRAINING AND CERTIFICATIONS

- 2021 **Adventure Filmmaker Workshop** / Banff Centre for Arts and Creativity
- 2019 **Science Storytelling Training Intensive** / Parks Canada New Media Office
- 2016 **Exhibition Planning and Design** / University of Victoria Continuing Studies

SELECT SPEAKING ENGAGEMENTS

- 2021 **Keynote Speaker** / Canadian Rockies Youth Summit
- 2021 **Panelist** / City of Edmonton Climate Specialist Team
- 2021 **Featured Speaker** / Heritage Calgary Week
- 2019 **Keynote Speaker** / Alberta Association of Recreation Facilities Conference
- 2017 **Bison Youth Summit Lead Facilitator** / Parks Canada + Bison Belong