



CAROLINE HEDIN

Conservation Storytelling

ABOUT

I am a director, producer, and exhibit designer 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. I am currently working on a short film, *Rockies Repeat*, which explores the cultural impacts of climate change.

CONTACT

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EDUCATION

2007
-
2011

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

WORK EXPERIENCE

2020
-
Present

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

- Leads creative direction of media production.
- Directing first short film, *Rockies Rockies* (2021).
- Develops compelling client storytelling including the *Living with Wildlife 2.0* campaign that reached nearly 500,000 people.
- Leading a youth climate challenge in partnership with Canadian Rockies Youth Network.

2016
-
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.

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 field research project on the APR, led by Adventure Scientists.
- Synthesized citizen science data collection methods and observations.
- Coordinated design between APR and Adventure Scientists teams.

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.
- Assisted with prairie dog preservation efforts and burrowing owl monitoring.

2012
-
2016

Parks Canada / Elk Island National Park, AB
Public Education Coordinator

- Led a team of 12 interpreters and summer seasonal staff.
- Provided strategic direction for educational programming.
- Increased reach of educational programming by 300% over 4 years.
- Designed immersive curriculum-linked educational experiences for youth (grade 2 - 12).
- Delivered hands-on storytelling programming for visitors that was recognized with a Edmonton Tourism Award nomination.

Summer
2011

Alaska State Museum / Juneau, AK
Exhibit Intern

- Developed research content for monthly newsletters
- Assisted with exhibit preparations, including artifact selection and mounting, for the 'Versatile Birch' exhibit (2011).

Summer
2010

North Coast Cetacea Society / Hartley Bay, BC
Whale Research Technician

- Performed on-land and water-based whale observation surveys at a remote whale research station.
- Analyzed acoustic recordings of humpback and orca whales.

PRODUCTION EXPERIENCE

2021
2019
2019
2019
2014
2008

Rockies Repeat / Director

Bison Backcountry Vlog Series / Parks Canada / Director

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

Indigenous Youth Bison Walk Film Project / Producer

Vivo Aqi Web Feature / Production Assistant

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

EXHIBITION HISTORY

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 Media Lab / Shortlisted
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
2011	Thesis Honourary Distinction / Quest University Canada
2009	Outstanding Community Contribution Award / Quest University Canada
2008	Best Student Essay / Quest University Canada
2007	Presidential Entrance Scholarship / Quest University Canada

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 SPEAKING ENGAGEMENTS

2021	Keynote Speaker / Canadian Rockies Youth Summit
2019	Keynote Speaker / Alberta Association of Recreation Facilities Conference
2018	Press Conference Spokesperson / Parks Canada Bison Release
2017	Bison Youth Summit Lead Facilitator / Parks Canada + Bison Belong

SELECT TRAINING AND CERTIFICATIONS

2020	Public Participation Certificate / International Association for Public Participation
2019	Science Storytelling Training Intensive / Parks Canada New Media Office
2019	Wilderness Adventure Medic Certification
2016	Exhibition Planning and Design / University of Victoria Continuing Studies
2015	Interpretive Signage and Wayfinding Design Workshop / Interpretation Canada