

Brooke Hess

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Profile

Science writer working to restore the salmon populations of the Snake River Basin. With experience writing and editing for NASA, as well as numerous conservation organizations, I specialize in translating complex scientific jargon into understandable and engaging written material.

Writing samples:

<https://www.nasa.gov/feature/goddard/2021/davinci-ten-mysteries-of-venus>

<https://www.nasa.gov/feature/goddard/2021/davinci-vms/>

<https://storymaps.arcgis.com/stories/242bda4938054df2a95db1a823994c6d>

Education

MA in Journalism, University of Nevada, Reno, 2020-2021

Focus on science writing with the Hitchcock Project for Visualizing Science and an internship with NASA's Goddard Space Flight Center

Thesis: The Soul of the Salmon: A Fight to Save the Declining Salmon Populations of the Snake River Basin

<https://storymaps.arcgis.com/stories/242bda4938054df2a95db1a823994c6d>

B.S. in Geoscience, University of Pennsylvania / University of Montana, 2016

Thesis: Fluvial geomorphology research on driftwood transport on the Slave River, Northwest Territories. Data analysis of log counts, carbon dating, and aerial images on upstream growth of log raft. Findings are published in the peer-reviewed Water Resources Research Journal.

Experience

Science Writer / Communications Manager / Executive Producer / Expedition Leader

The Grand Salmon Source To Sea Conservation Campaign

2021-present

@salmonsourceatsea / www.salmonsourceatsea.com

- Coordinated and led a 78-day, 1,000+ mile whitewater kayaking expedition from the source of the Salmon River in central Idaho to the Pacific Ocean. The expedition goal was to catalyze conversation promoting removal of the four Lower Snake River dams and a moratorium on the Stibnite Gold Project, to save the Snake River Basin salmon populations from extinction.
- Wrote and edited longform articles, website content, blog posts, project summaries, grants, and newsletters pertaining to the project, the science, and the conservation goals
- Launched and managed the conservation campaign's website and social media, reaching over 300,000 accounts throughout the campaign.
- Hosted and presented at 12 grassroots events to highlight the science behind salmon declines, and led a campaign to write Congress promoting dam removal. Currently acting as Executive Producer for The Grand Salmon film.
- Developed and maintained partnerships with industry leaders, sponsors and donors. Generated over \$50,000 in funding and donated gear for the expedition via grants and sponsorships. Partnered with non-profits, *Idaho Rivers United* and *Rivers For Change*
- Initial media campaign success has been reflected in support statements written by the White House Council on Environmental Quality and Washington State Senator Patty Murray and Governor Jay Inslee.
- Named Idaho Rivers United's "2022 Salmon Advocates of the Year"

Science Writing Intern

NASA Goddard Space Flight Center

2021

- Worked with NASA scientists in Planetary Science to research and write informative articles about the DAVINCI mission to Venus
- Created written and visual content for the DAVINCI mission webpage
- Translated and effectively communicated complex scientific concepts through articles for non-scientists that are published on www.nasa.gov
- Wrote social media posts for @nasa Instagram account

Science Writer / Editor / Social Media Manager

The Hitchcock Project for Visualizing Science

August 2020 - December 2021

- Winner of the the SABEW Association for Business Journalists' Award for Student Journalism in the Project and Collaborations category based on work I contributed to the magazine
- Wrote and edited scientific news articles for the magazine's online website, clearly and effectively explaining the scientific content for non-scientists
- Digitally produced content in WordPress
- Produced social media content and managed accounts

Social Media Manager

CTEMPs Lab, University of Nevada Reno

December 2020 - August 2021

- Built and managed social media platforms for the geoscience-based laboratory
- Advised on website organization and accessibility for increased traffic and funding opportunities

Staff Writer

The Outdoor Journal

June 2018 - June 2019

- Pitched, wrote, edited, designed, and published eight articles per month, including news reports, sponsored posts for leading industry brands i.e. Rivian and Mercedes-Benz, blog posts, and traffic-boosting content.
- Secured and conducted interviews with industry celebrities like Alex Honnold, Steph Davis, Hilaree Nelson
- Designed layout and visuals for articles using Wordpress.
- Wrote and managed social media posts to accompany articles.
- *Outdoor Moms - Hilaree Nelson* story named one of Outdoor Journal's Biggest Stories of 2018
- *The Dirty Secrets of #Vanlife* was the most viewed and shared story in the history of the journal

Freelance Writer

Paddling Magazine, Outdoor Research, The Okere Project, Duct Tape Diaries, Kayak Session 2017 - present

- Write science news articles, feature articles, profiles, sponsored content, and gear reviews

Math and Science Teacher

World Class Academy - The Climbing Academy and The Kayak Academy

2016 -2017

- Taught Pre Calculus, Environmental Science, Algebra, and SAT Prep to high school students

USA Freestyle Kayak Team Member

Team USA

2017-2020

- Competed as a member of the US Freestyle Kayaking Team for the 2017 World Championships in San Juan, Argentina and various international competitions from 2017-2020, with numerous podium finishes
- Represented the United States, as well as various industry sponsors as an internationally-recognized athlete
- Manage personal athlete social media pages @brookehess

Skills

Expertise: Knowledgeable in SEO practices, AP Style, Adobe Creative Suite, quantitative and qualitative research and analysis, professional scientific and technical writing, investigative journalism, data journalism, science communication to non-scientists, social media, photojournalism, WordPress, Microsoft Office

Additional Accomplishments

- Keynote speaker for 2023 National Paddling Film Festival
- Interviewed on numerous podcasts, radio stations and webinars, including *NPR - Boise State Public Radio, Advocates For The West - Voices of The West Webinar, Adventure Scientists - Wild and Scenic River Webinar, Eddy Out Podcast, The River Radius Podcast, Freeflow Institute Podcast.*
- Featured athlete in *Teton Gravity Research's Breaking Through Series*, profiling six female athletes reaching a new level in their sport.
- Spotlited by NRS in their film, *Brainwaves*, as the featured athlete and story.
- Whitewater Awards 2020 Best Trick runner up and 3rd place finisher
- Kayaking competitions: 2017 Montreal Eau Vive champion, 2017 Nile River Festival vice champion, 2017 Unleashed vice champion, 2020 Kaituna Time Trial champion

