

JEFFERSON BECK

PRODUCER - COMMUNICATIONS MANAGER - SCIENCE WRITER

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PROFILE

I am an experienced multimedia producer and team leader adept at both producing engaging science stories for a range of different audiences and harnessing the potential of the visual artists on my team. During the last fifteen years at NASA Goddard Space Flight Center, I have been embedded in a world-class research facility and a multimedia studio known for its quality, versatility, and excitement for embracing new media platforms. As a former print reporter and graduate of Montana State's Science and Nature Filmmaking Program, I am a polished writer with experience in daily news reporting, script writing, audio storytelling, and non-profit communications.

EXPERIENCE

EARTH SCIENCE VIDEO PRODUCER, NASA GODDARD SPACE FLIGHT CENTER

GREENBELT, MD – 2008 - 2024

- As an in-house contractor, created a range of products from short social reels to longer short form videos to award-winning interactive story maps.
- Worked all phases of production including research, scripting, interviews, camera, sound, post production, mission support, and social media optimization.
- Produced multiple videos with 1 million+ views.
- Performed solo field production in demanding remote environments, including 11 trips to polar regions, and garnered the Antarctica Service Medal.
- Organized media briefings and telecons, pitched news media on stories, escorted press and documentary teams in the field.
- Supported satellite missions, launches, field campaigns, science results, thematic communications campaigns, and outreach efforts.
- Worked closely with talented data visualizers to create innovative animations of our world.
- Produced videos for specialized formats, including 360/VR, hyperwall, Jumbotron, and multi-screen.

MANAGER, UNIVERSITIES SPACE RESEARCH ASSOCIATION

GREENBELT, MD – 2011 - 2021

- Led team of up to 20 people, managed workloads, led hiring committees, and conducted performance reviews.
- Developed working relationships with science writers, visualizers, animators, counterparts at other NASA centers, university partners, NGOs, and federal agencies.

SOUND, EDITOR, FIELD PRODUCER, CARAVAN TOURS

CHICAGO, IL – 2005 - 2006

- Produced and edited documentary travel segments covering 17 states and seven western national parks.

EDUCATION

MFA IN SCIENCE AND NATURAL HISTORY FILMMAKING,
MONTANA STATE UNIVERSITY

BA IN BIOLOGY, THE COLLEGE OF WOOSTER,
WOOSTER, OHIO

ADDITIONAL INFORMATION

RECOGNITIONS

- NASA Videographer of the Year award, 2nd place, Time Lapse, 2024; 2nd and 3rd Place, Documentation, 2017; 2nd Place, Documentation, 2013.
- NASW Excellence in Institutional Writing Award, with Jenny Marder, 2021.
- NASA Robert H. Goddard Team Award for JPSS communications, 2021.
- *Excellence in Leadership* Peer Recognition Award, NASA Goddard Space Flight Center, 2016.
- D.C. Science Writers Association's Multimedia Newsbrief Award for "What Are the Chances of another Katrina?" With Joy Ng and Greg Shirah, 2015.
- Antarctica Service Medal, 2014.
- NASA Group Achievement Awards: Operation IceBridge, 2020; Earth Day @Home, 2020; *Earth Right Now Communication Campaign*, 2015; *NASA P3 Aircraft Antarctic Mission Team*, 2014; *IceBridge*, 2011; *GLOPAC*, 2010; *Earth Science Storytelling Team*, 2009.

PRESENTATIONS

- *Field Campaign Documentation Strategies*, NASA Imagery Experts Working Group, 2020.
- *Director's Cut: A Behind-the-Scenes Look at Goddard's Award-Winning Videos*, panel presentation on ABoVE and IceBridge work, NASA Goddard, June 2017.
- *IceBridge: Bringing a Field Campaign Home*. Poster presentation with John Woods, AGU 2015.
- *NASA IceBridge and PolarTREC - Education and Outreach Partnership*. Poster presentation with Sarah Bartholow, Janet Warburton, and John Woods, AGU 2015 Fall Meeting.
- "Recent Successes in Cryospheric Visualization, Outreach, and Communications" at the Program for Arctic Regional Climate Assessment annual science meeting, Jan. 2015.
- "Updates in Visualizing and Communicating Sea Ice Science" at the Operation IceBridge Science Team Meeting: Sea Ice Working Group, Jan. 2015.
- *Science Communication at NASA* course, Expert Panel Member, Sep. 2014.
- "Operation IceBridge: A Working Model for Science Communication" co-hosted by the Arctic Institute, the Greenlandic Society, and Copenhagen University's Dept. for Eskimology and Arctic Studies, Apr. 2012.
- "A Day in the Life of Operation IceBridge" at the Natural History Museum of Denmark, Apr. 2012.
- "Operation IceBridge: A PAO Perspective" at NASA Goddard Engage series, Feb. 2012.
- "Communicating Science with Video and New Media" at the U. of Magallanes, Chile, Nov. 2011.

ORGANIZATIONS

- Member, National Association of Science Writers.