

Laurie J. Schmidt

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QUALIFICATIONS SUMMARY

Science communications expert with extensive experience in content focused on earth and climate sciences, including feature stories, web content, blog posts, and social media. Skilled in source interviews, strategic messaging, storytelling, and creating engaging content on complex science topics for the general public.

PROFESSIONAL EXPERIENCE

Freelance Science Writer **2008-Present** ***Self-employed***

Research and write feature articles and web content on earth and space science topics to promote public understanding of science. Clients include science organizations, government agencies, and higher education.

Partial Client List:

NASA Jet Propulsion Laboratory

Pacific Disaster Center, University of Hawaii

NASA Global Climate Change

Colorado State University

Executive Editor **2014-2016** ***Colorado School of Mines***

Planned, managed, and produced the university's quarterly magazine, *Mines*. Managed editorial calendar, coordinated design and printing, served as Chair of the Editorial Board, interfaced with faculty and administration on story leads, hired freelance writers, and supervised editorial assistant.

Key Accomplishments:

- Re-launched the magazine after a gap in editorial leadership
- Planned and produced six issues of the magazine on deadline and within budget
- Established a viable production schedule to ensure on-time distribution

Managing Editor **2007-2008** ***Natural Hazards Center, University of Colorado***

Managed and served as editor of the *Natural Hazards Observer*, a bi-monthly publication geared to professionals within the natural hazards and disaster management communities.

Key Accomplishments:

- Planned and produced seven issues of the *Natural Hazards Observer*
- Participated in the planning of the annual Natural Hazards Workshop

Science Writer, Phoenix Mars Lander Mission (contract) **2005-2006** ***Lunar and Planetary Laboratory, University of Arizona***

Developed the educational section ("Mars 101") of the Phoenix Mars Lander mission's web site. Completed in-depth subject matter research, consulted with mission scientists, wrote all content, identified suitable images and graphics, and coordinated content reviews with mission staff.

Key Accomplishments:

- Planned, wrote, and organized the "Mars 101" section, including developing a site scheme
- Received a 2009 Colorado State University alumni award for Excellence in Journalism

Editor and Project Manager **2000-2005**

National Snow and Ice Data Center/NASA ESDIS

Directed the production of NASA's *Sensing Our Planet*, a yearly print publication highlighting research uses of NASA Earth Observing System (EOS) data. Planned editorial calendar, assigned and edited all content, oversaw publication design and layout, and collaborated with NASA Earth Observatory team on electronic publication of articles, and led a team of freelance and staff writers.

Key Accomplishments:

- Planned and produced five annual print issues of *Sensing Our Planet*
- Managed a comprehensive NASA review process using tact and political sensitivity to ensure stakeholder satisfaction at nine NASA data centers
- Led a publication redesign effort that resulted in continued funding for the project

Other Previous Work History

Managing Editor, *Colorado Water* magazine, Colorado State University

Program Manager, Big Thompson Watershed Forum

Technical Editor, SWCA Environmental Consultants

TECHNICAL SKILLS

- WordPress CMS
- Digital Photography
- Social Media (Instagram, FB, Twitter)
- Adobe Lightroom

EDUCATION

M.S., Journalism and Media Communication

Focus: Science Communication

Colorado State University; Fort Collins, CO

Thesis: *Explanatory Writing Techniques to Correct Public Misconceptions about Geologic Processes*

B.A., English

Minor: Geography

University of South Florida; Sarasota, FL

AWARDS

- Independent Publisher (IPPY) Awards, gold medal in Western Regional Nonfiction, 2019
- Colorado State University alumni award for Excellence in Journalism, 2009
- NASA Group Achievement Award, Earth System Science Data Users Support Team, 2006
- 6th and 7th Annual Webby Awards, NASA Earth Observatory contributor, 2002 and 2003