



Science Writing and Public Outreach

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Introduction

- *Covers advancements, unique research, community events, etc.*
- *Translating data and research to a general audience*
- *Informs on background, developments, and press releases*
- *Feature stories*



Finding Stories and Writing Stories

- *Local stories: Lowell & USGS researchers, public events, readers' interests*
- *Conduct interviews, talk to scientists, conduct independent research*
- *Write!*



Conclusions

- *Be accurate*
- *Be bold*
- *Be curious*



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Any Questions?