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Natural History Storytelling: Tricks for sharing science with the public

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Every day researchers and scientists unveil fascinating new discoveries about wildlife and ecosystems, geology and hydrology, and so much more. But much of that work never reaches the public. Scientists are trained throughout their education and careers to communicate in a very specific way about their work, and the audience of peer-reviewed literature is narrow. Science writers, on the other hand, can apply different storytelling techniques to help the public better understand complex scientific discoveries and their significance. This talk will explore the art of science communication through stories about the ecology of fear, snow leopard conservation, deer migration, and more.