

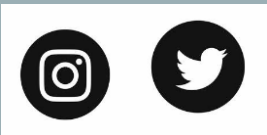
# *Workshop: Science Communication for Adult and Children Audiences*



## EXPERIENCES IN SCICOMM

Presenter:

Lauren D. Pharr, M.S.



**@ldpharr**  
#RCWoodpecker

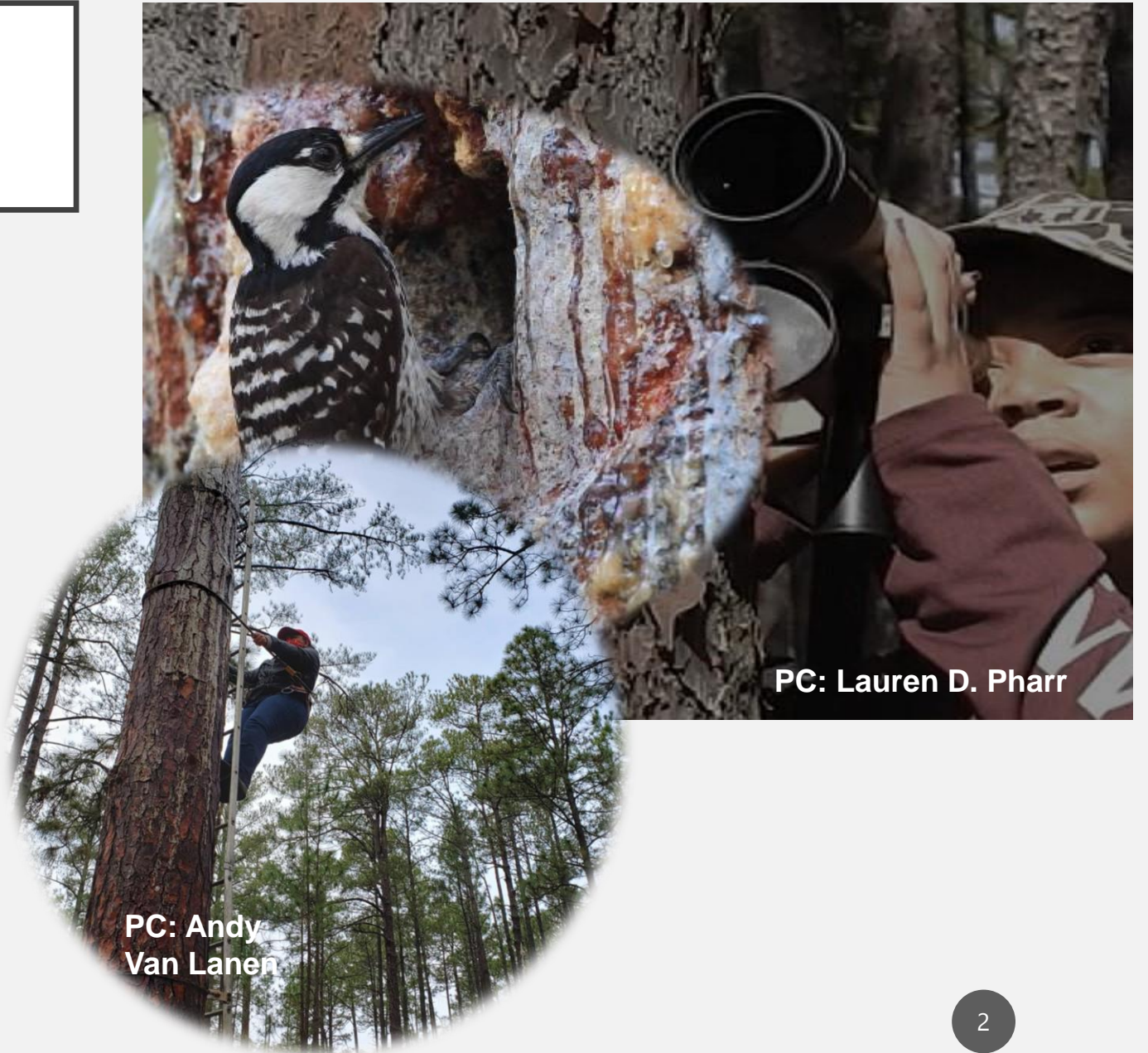


**@fieldinclusive**  
#FieldInclusiveWeek

## WHO AM I?

- Scientist by Training
- DEI Advocate
- Mentor
- Nonprofit Owner

But also, I'm an award-winning science communicator.

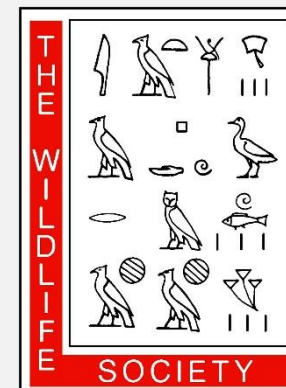


PC: Lauren D. Pharr

PC: Andy  
Van Lanen

# HOW SCICOMM FOUND ME

- No Formal Training in Science Writing or Science Communication (#SciComm)
  - The start of the Pandemic: Started a Blog.
  - Launch of Black Birders Week.
  - Currently hold 2 Editorial Roles with *North Carolina Sea Grant* (2Yrs) and *TWS's* Editorial Advisory Board (~ 2Yrs), and a Freelance writer for *The Nature Conservancy*.







Wilo Phelan prepares to capture and document oystercatchers on Cape Hatteras National Seashore, while one of her study's subjects looks on. Credit: Tracy Borenstein/NC State University

## Wings of Change

### The Impacts of a Warming Climate on Birds of North Carolina

BY LAUREN D. PHARR

Over the last four centuries, nine bird species have gone extinct. The ivory-billed woodpecker—the third largest species of woodpecker in the world—is among the most recent, only officially declared extinct this past September by the U.S. Fish and Wildlife Service. The reasons why certain bird populations become threatened or extinct can vary. Habitat loss through development, natural disasters like hurricanes, and hunting and poaching all can contribute.

Yet, one of the prominent current challenges for bird species is global warming.

# SCIENCE WRITING

BROWSE

Cincinnati ZOO BLOG



## Tips for Attracting Backyard Songbirds

Posted on June 16, 2020 By Lauren Pharr

Share on: [f](#) [t](#) [p](#)

**By:** Lauren D. Pharr, Graduate Research Assistant in Fisheries, Wildlife, and Conservation Biology; Ornithologist, & Science Communicator

Birdwatching has become a wonderful activity for researchers and nature enthusiast everywhere. Nature provides one with a sense of calmness and peace, and also brings wonders to a curious mind at work.

Backyard birdwatching is a hobby for any and every age group and is practiced widely. According to the US Fish and Wildlife Service, eighty-eight percent (41 million) of birders are backyard birders. Now there is no right way to "backyard bird," however, there are some valuable tips to follow when wanting to attract birds to your backyard.



Coastwatch Currents

About [Q](#)

## Sparrows and Rising Seas



NOVEMBER 18, 2020 | LAUREN PHARR

### Effects of Climate Change on Marsh Birds in Coastal North Carolina

Under the most optimistic scenarios, seas will rise worldwide over the next 8 years to levels that are a foot higher than they were in 2000, according to the National Oceanic and Atmosphere Administration models. Not surprisingly, research predicts rising sea levels will continue to have significant impacts on low-lying coastal habitats.

WIRED

HOW TO RENEW YOUR US PASSPORT ONLINE | 9 APPS AND SITES TO HELP BUILD YOUR RESUME | HOW TO TAKE A SKETCHNOT ON ANY DEVICE | 25 ESSENTIAL TOOLS YOU SHOULD HAVE

MEDIA KIDBOARD READ JUN 14, 2020 7:00 AM

## A Bird Feeder Will Bring You Joy

The world seems terrible these days. Let yourself soar above it all—at least for a moment—by making some new feathered friends.



Submit Explore My eBird Science About News Help

Home News

## eBird Stories - Lauren Pharr: Wildlife biologist, ornithologist, and science communicator

By Team eBird | June 23, 2020



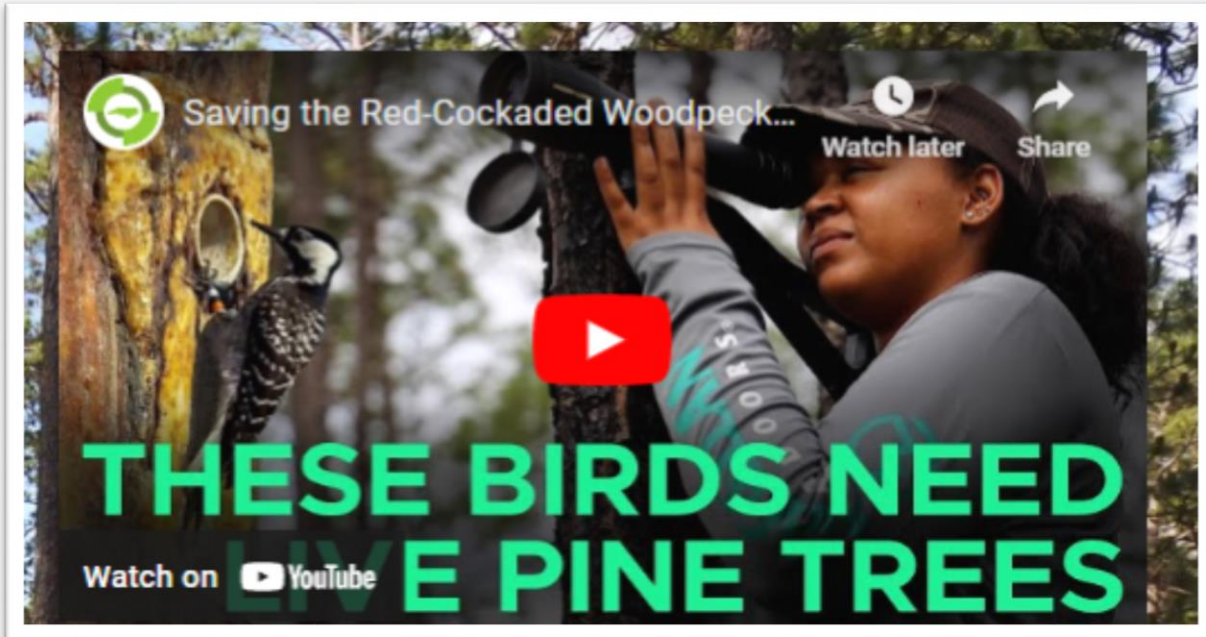
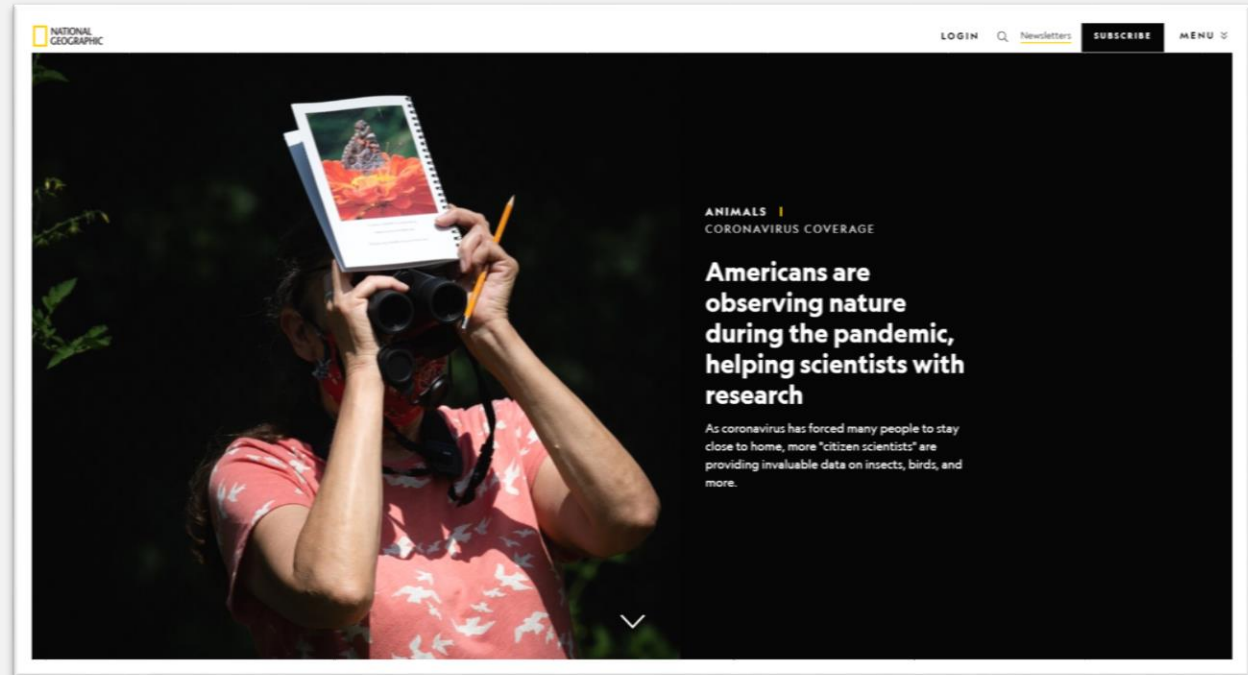
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Many young birders may be wondering how to pursue a career in Ornithology. Graduate research assistant Lauren D. Pharr shares her experience in this eBird story. Lauren shares how she came to study the effects of noise and light pollution on nesting birds using community science data. From quails to urban birds, Lauren's story also illustrates the many ways that scientists look at birds to better understand our connection with—and impacts on—the natural world.

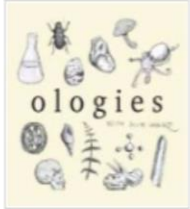



**My Birding Story by Lauren Pharr**

It wasn't until my sophomore year of Undergrad that I would soon realize how birds would shape the rest of my life. I grew up wanting to work with animals, however, I never would have imagined that my work would

# INTERVIEWS, PODCASTS, AND FILM



### PODCASTS

- The Science Pawdcast: "AI Reading your Brain, Domestic Foxes, and Avian Ecologist with Lauren Pharr"
- Three Rivers Land Trust Campfire Conversations: "Way "Pharr" Up"
- The American Birding Podcast: "Skyglow and Community Science with Lauren Pharr"
- Ologies with Alie Ward: "Very Special Episode: BlackAFinSTEM with various Ologists"
- The Fancy Scientist Podcast: "Bird Basics with Ornithologist Lauren Pharr"



# REPRESENTATION, AND AWARENESS, USING SCIENCE COMMUNICATION



About Subscribe Coastwatch Classroom Coastal Resilience Climate Change Sharks Seafood More Browse by Issue Q



Queen Ouel leads a movement to retain and reclaim Gullah/Geechee land. Credit: Gullah/Geechee Sea Island Coalition. Adalberto Arroyo.

## Conserving a Culture

### Land Development, Climate Change, and the Gullah/Geechee Nation

BY LAUREN D. PHARR

"Gullah/Geechee communities are typically found in areas where there are remnants of rice, indigo, and cotton. The culture is unique in that because of the seclusion found in those areas, people have been able to retain many West African traditions that aren't found as often in other African American communities. The Gullah/Geechee people have been able to hold on to their roots."

— Courtney McGill, program specialist at the University of Georgia's Marine Extension and Georgia Sea Grant, and a member of the Gullah/Geechee Community

The Albemarle-Pamlico Sound region and communities southward along the Atlantic coast are home to millions of people — including nearly 500,000 residents of the Gullah/Geechee Nation, who inhabit a 500-mile stretch between Jacksonville, North Carolina, and Jacksonville, Florida.



THE SCIENCES | MIND | TECHNOLOGY | HEALTH | ENVIRONMENT | PLANET EARTH | LIFESTYLE

PLANET EARTH

## #BlackInNature: How Young Scientists are Pushing for Equality

Black Birders Week helped show the world that Black scientists exist in the great outdoors. Now participants hope to keep the conversation going.

Citizen Science Salon | By Eric Betz | Jun 18, 2020 6:00 PM



Robeson County, North Carolina, after Hurricane Matthew. Credit: U.S. Department of Ag.

## Troubled Waters

### Flooding, Contaminants, and Heightened Risks

BY LAUREN D. PHARR

Underserved communities in North Carolina disproportionately experience the adverse effects of flooding and poor water quality. Why is this? And what can we do a

Short- and long-term effects of flooding can have significant impacts on communities and their public health. Floodwaters can overflow from wastewater treatment plants, septic manholes and mains, and individual or community septic systems into ball fields, playgrounds, and yards — contaminating buildings and outdoor areas with bacteria and viruses increasing the likelihood of human exposure.

In North Carolina, perfluorinated and polyfluorinated substances (PFAS), lead, plastics, hog waste, and other contaminants also can impact water quality even without flooding. U resources and underserved communities often face these and other contaminants.

The disproportionate effects of flooding and contamination have been the subject of recent and ongoing initiatives at North Carolina Sea Grant. These projects have included executive director Frank Lopez's work with a traditionally underserved neighborhood subject to flooding in New Bern, as well as research addressing how K-12 students in an underserved coastal community conceptualize disaster compared to adults.

North Carolina Sea Grant also continues to support work from early career and established scientists from traditionally underserved communities. Projects have addressed of underrepresentation of Latino and Latinx community voices after coastal flooding and, among several other initiatives, how academic and Traditional Ecological Knowledge p together can evaluate soil and water health in the Waccamaw-Southern communities in the southeastern part of the state.

Much more work has addressed the impacts of flooding and contaminants on vulnerable communities — including the first three projects below. A fourth project shows how or and young adults are becoming more curious and eager to learn about science and the environment, which provides valuable opportunities for long-term solutions that address f and water quality.

WUNC 91.5  
NORTH CAROLINA PUBLIC RADIO  
91.5 Chapel Hill 88.9 Manteo 90.9 Rocky Mount  
91.1 Welcome 91.9 Fayetteville 90.5 Buxton  
94.1 Lumberton 99.9 Southern Pines

WUNC  
This American Life

NEXT UP: 8:55 P

NEWS SPECIAL COVERAGE MUSIC PROGRAMS PODCASTS ABOUT EVENTS SUPPORT

Environment

## Black Birders Harness Social Media To Push For Field Safety

North Carolina Public Radio | By Adithi Ramakrishnan

Published: July 26, 2021 at 10:22 AM EDT

f t y

▶ LISTEN • 1:04



Coastwatch Currents

About Q

## Breaking Systemic Barriers

FEBRUARY 24, 2021 | LAUREN PHARR

### Being Black in the Aquatic Sciences and Related Fields



Keylyn Ramirez, 2021 John A. Knauss Marine Policy Fellow

Lauren D. Pharr is studying for her master's degree in fisheries, wildlife, and conservation biology at North Carolina State University. She is a wildlife biologist and ornithologist, as well as a science communicator for North Carolina Sea Grant. Pharr's previous writing has appeared in Coastwatch, The Cincinnati Zoo Blog, and BBC Wildlife.

Diversity fuels innovation and performance, according to a study from Harvard Business Review. It allows us to experience different perspectives and incorporate various ideas, which, in turn, ultimately helps broaden the array of available options and opportunities.

# SOCIAL MEDIA

ldpharr [Edit profile](#)

352 posts 6,294 followers 1,543 following

Lauren D. Pharr, M.S. she/her/hers  
Scientist  
Avian Ecologist • PhD Student @NCStateCNR studying the #RCWoodpecker  
• @fieldinclusive | Award-winning #Scicommer | @wingateuniv alumna  
[linktr.ee/ldpharr](https://linktr.ee/ldpharr)

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POSTS REELS SAVED TAGGED

When you tryna spot your woodpeckers

← Lauren D. Pharr, M.S. [Edit profile](#)  
11.2K Tweets

Lauren D. Pharr, M.S. [@ldpharr](#)

Avian Ecologist • PhD Student @NCStateCNR studying the #RCWoodpecker  
• @fieldinclusive co-founder | Award-winning #Scicommer |  
@wingateuniv alumna

Raleigh, NC [linktr.ee/ldpharr](https://linktr.ee/ldpharr) Born January 31, 1997  
Joined August 2012

1,449 Following 6,484 Followers

Tweets Tweets & replies Media Likes

Pinned Tweet

Lauren D. Pharr, M.S. [@ldpharr](#) · Nov 1  
The #RCWoodpecker is a conservation success story, but it still needs our help. #SciNC @MyPBSNC

2:07 5,893 views PBS NC

Promote

8 43 167



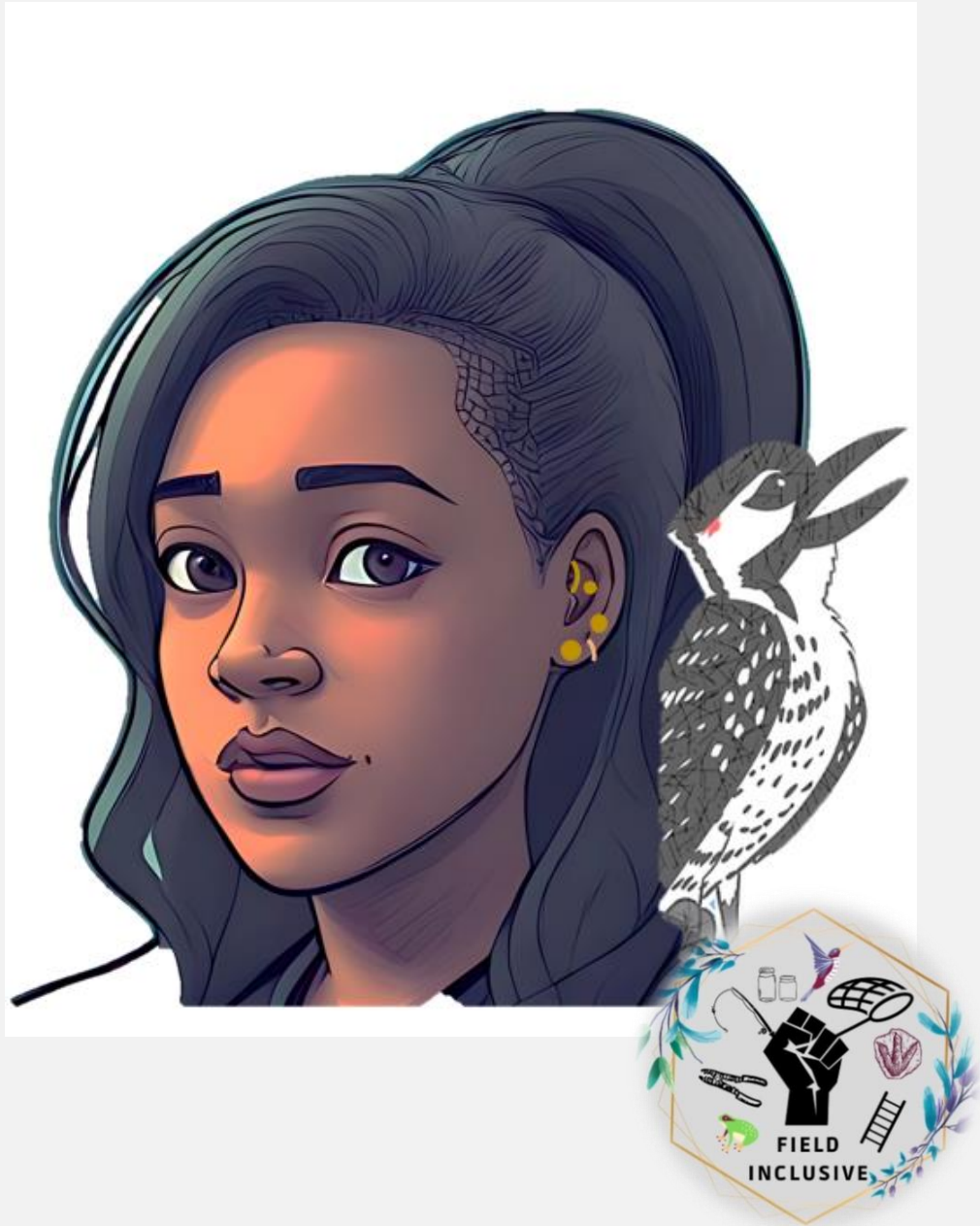
## WHY IS SCICOMM IMPORTANT?

- Catering to a General Audience:
  - To make science more accessible.
  - To showcase the work that scientists do using video or photos.
  - To discuss and talk about more sensitive and important topics.
  - To inspire the next generation of scientists and researchers.



# WHERE DO I START?

- Writing a Pitch (Nat Geo, Magazines, Audubon)
  - The Best American Science and Nature Writing - yearly compilation book
  - The Craft of Science Writing - ed. Siri Carpenter
- Social Media (Instagram, Twitter, TikTok)
  - Find your niche and cater to an audience
  - Consistency is key
- Attend Science Communication Workshops or join Groups
- If you want, receive formal training through internships, fellowships, maybe even get a degree in Communications



## Contact Me

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