

S. STEINACHER

Is Your Research Reaching Your Rural Audience?

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This presentation will offer some successful strategies for more effectively reaching a rural audience with your research or management concerns. Agencies and researchers try but often fail to meaningfully engage with a rural, non-local audience, and yet meaningful collaboration with rural residents is increasingly important, particularly with the environmental and social changes occurring because of a warming climate. There are some simple thought processes and actions one can take to better cross this divide that will increase the reach of your work, and enrich the lives of rural residents.

Session: Plenary



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