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Sky Stories: The Art of Science Outreach

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Our universe is a dynamic, fascinating, and beautiful place. Yet, physics is sometimes perceived as being dry and lacking cultural engagement. To mitigate that perception, we are engaging two powerful partners: our physical universe and our local culture.

The talk will describe a scientific and cultural outreach program developed for underrepresented youth in Newfoundland and Labrador, which offers activities featuring female and Indigenous role models, engage Indigenous story-telling, discuss science-related career opportunities, and emphasize a diverse set of skills required in modern science. We'll also discuss challenges and opportunities brought by the Covid-19 pandemic and lessons learned on reaching remote communities and engaging teenagers online.

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