
From: Lesley Groff <[REDACTED]>
Sent: Sunday, June 10, 2012 12:31 PM
To: Epstein Jeffrey
Subject: Fwd: 1st write-up-Lindsay Borthwick
Attachments: Martin Nowak summary.docx; Untitled attachment 00484.htm

Sent from my iPhone
<=r>Begin forwarded message:

From: Lindsay Borthwick <[REDACTED]>
Date: May 31, 2012 9:33:58 AM EDT
To: Lesley Groff <[REDACTED]>
Subject: 1st write-up

Hi Lesley,

Please find attached a write-up for Jeffrey. Also, I want to pass along the note below.

Lindsay

Hi Jeffrey,

I hope this write-up is to your liking. It's about Martin's work. I usually have a strong sense of format when I start writing a piece because I know where it's going to be published and therefore how it's going to be read. But because you and I haven't really decided on that, I just tried to capture the spirit of the day—Martin's intellectual passions and the science itself. This piece focuses on his work on eusociality in ants and prelife. (I could easily write a short follow-up piece on his cancer work with Bert Vogelstein, particularly once their forthcoming paper is published in Nature.)

All this to say that I'm not married to this format. What I've written is long and fairly magazine-y in style. I think it will capture an audience's interest and does justice to Martin's work (and your support of it), but in the future I could also boil the presentations down to just the science and keep them short—closer in length to, say, a blog post. In fact, that may be the best strategy for some of the presentations from April 15, since Martin's and Ted Kaptchuk's contained a lot more narrative than most of the others.

Lastly, I usually check the facts of a write-up like this with the scientists I'm writing about, but I haven't done that yet. So if you find some of the scientific details a bit fuzzy that's why. Ordinarily, they would be clarified or corrected before publication. Just part of the process.

I'm leavin= today for Toronto, where I'll be on holiday for the next two weeks. I can w=ite up another couple of presentations while I'm there, if you'd like. But f=rst, I'd welcome your feedback on this one.

Revisiting that day's conversations and Martin's work, in particular, was=a pleasure. Thanks for the opportunity.

Be=t,

Lindsay
