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

Hi Lesley,</=pan>

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

Lindsay

Hi Jeffrey,

I hope this write-u= 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 b= published and therefore how it's going to be read. But because you and I h=ven'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 o= 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 t=uir forthcoming paper is published in Nature.)

<=pan>All this to say that I'm not married to this format. What I've written i= 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, t=at may be the best strategy for some of the presentations from April 15, si=ce Martin's and Ted Kaptchuk's contained a lot more narrative than most of t=e others.

Lastly, I usually check the fac=s of a write-up like this with the scientists I'm writing about, but I have='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 public=tion. 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

[REDACTED]

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