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Submission to the 2021 National School Public Relations Awards

Excellence in Writing

“John Jay Students Take Science Research Honors” | <http://bit.ly/3v7J3ri>

John Jay High School’s Science Research program is one of the prides of John Jay High School. Due to COVID-19, competitions for this year’s seniors were cancelled last spring and the symposium this article covers happened virtually. My goal was to celebrate the Science Research seniors’ work.

This article is integrated with a social media campaign on the district’s Facebook and Twitter pages which showcases a Science Research senior each Friday, hashtagged #JJSciRe. Each post has been well received—seen by up to 1900 people on Facebook—indicating the community’s wish to celebrate these seniors, too.

The collage displays three social media posts from the Katonah-Lewisboro School District. The top-left post features Eliza Wein, a senior at John Jay High School, who is an eBirder at Ward Pound Ridge Reservation and has a hot spot database with 109 species. The top-right post features Sophia Kreckler, a senior who taught herself MATLAB and created an algorithm for her science research project on ultrasound. The bottom-center post features Grace Mango, a senior who has studied blue-green algal growth at her neighborhood for three years. Each post includes a photo of the student and engagement statistics such as 'People Reached' and 'Engagements'.