One lonely Thursday evening a researcher contemplates data publication from their new COVID work life arrangement.

A domain repo .. - What’s a repo?
A FAIR repo .. - What’s FAIR?

A certified repo .. - Now I’m really lost!

Why is this so hard?

The problem is NOT a lack of information
The problem is CONNECTION with researchers

The SOLUTION?
Targeted OUTREACH supporting EXISTING resources EARLY in the RESEARCH PROCESS

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