

Subject: Re: [gbird] Action requested: micro-website review & media follow-ups

From: Heath Packard <heath.packard@islandconservation.org>

Date: 4/26/2017 9:05 PM

To: Karl Campbell <karl.campbell@islandconservation.org>, Gregg Howald <gregg.howald@islandconservation.org>, "fgould@ncsu.edu" <fgould@ncsu.edu>, "jrgodwinnc@gmail.com" <jrgodwinnc@gmail.com>, "jrgodwinnc@gmail.com" <godwin@ncsu.edu>, "Piaggio, Antoinette J - APHIS" <toni.j.piaggio@aphis.usda.gov>, David Threadgill <dwthreadgill@tamu.edu>, "tompkinsd@landcareresearch.co.nz" <tompkinsd@landcareresearch.co.nz>, "paul.thomas@adelaide.edu.au" <paul.thomas@adelaide.edu.au>
CC: "gbird@lists.ncsu.edu (gbird@lists.ncsu.edu)" <gbird@lists.ncsu.edu>

Friendly reminder folks...we need your feedback on this site this week!

We intend to launch this next week so we've got an online presence for the GBIRD spokespersons presenting the Australia Vertebrate Pest Conference next week.

Thanks to those who have already responded!

On another note, we did not receive the grant for the branding strategy. We need to regroup. I think I'll get some quotes from a couple marketing firms who do this kind of work, so we can have a concrete proposal to shop and a sense internally of the investment needed. More soon.

Best,

Heath Packard

www.islandconservation.org

360.584.3051 (mobile)

From: Heath Packard

Sent: Tuesday, April 18, 2017 4:03 PM

To: Karl Campbell <Karl.Campbell@islandconservation.org>; Gregg Howald <Gregg.Howald@islandconservation.org>; 'fgould@ncsu.edu' <fgould@ncsu.edu>; 'jrgodwinnc@gmail.com' <jrgodwinnc@gmail.com>; 'godwin@ncsu.edu' <godwin@ncsu.edu>; 'Piaggio, Antoinette J - APHIS' <toni.j.piaggio@aphis.usda.gov>; 'David Threadgill' <dwthreadgill@tamu.edu>; 'tompkinsd@landcareresearch.co.nz' <tompkinsd@landcareresearch.co.nz>; 'paul.thomas@adelaide.edu.au' <paul.thomas@adelaide.edu.au>; Royden Saah <royden.saah@islandconservation.org>

Cc: gbird@lists.ncsu.edu (gbird@lists.ncsu.edu) <gbird@lists.ncsu.edu>

Subject: Action requested: micro-website review & media follow-ups

Importance: High

Hi all,

A beta (development) version of our phase one website (a micro site 'placeholder' until we can develop/launch comprehensive site) is [here for your review!](#) The text is attached in word. What's missing at this point is a newsletter sign-up module, another picture or two, and a bunch of technical back-end stuff. This is not live and should not be shared outside this group at this point. However, some GBIRD partners would like to point people to this at their talks during a conference beginning May 1, 2017.

So, if there is any way humanly possible, could you please review/edit (word using tracked changes) and/or sign-off on this micro-site going live by April 26? Please delegate or engage others from your organization as warranted and note that we do have partner logos and hyperlinks on the site currently...I know this will trigger external affairs or PIO reviews for some of you. Thanks!

Second, we've developed the attached template for you to use as an immediate follow-up with reporters once you've first engaged with them. This will help to ensure as balanced partner attribution and coverage in our media engagements as possible.

Cheers,

Heath Packard

Director of Marketing & Communications
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360.584.3051 (mobile)

Learn more www.islandconservation.org

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Talk to us www.twitter.com/noextinctions



— Attachments: —

GBIRd Microsite Content_14Apr2017.docx

34.0 KB