

Subject: Re: [gbird] Media contact & action item

From: Todd Kuiken <tkuiken@ncsu.edu>

Date: 1/24/2017 9:12 AM

To: Heath Packard <heath.packard@islandconservation.org>, gbird@lists.ncsu.edu

Hi Heath,

I'm happy to speak with her as well.

todd

On Mon, Jan 23, 2017 at 4:02 PM, Heath Packard <heath.packard@islandconservation.org> wrote:

Hi all,

New Media Contact: I spent some time Friday in an interview with Britt Wray, who has recently completed a book project on de-extinction where she learned about the GBIRd partnership's work. She's currently working on a pitch for a N. American broadcast TV series opportunity focused on synthetic biology and I sense that she thinks there's an episode or two that could focus on our collective efforts. She says that the production company she's working with would be targeting networks like Discovery or National Geographic and they would be focused on balanced, yet entertaining, reporting on the subject...she says they are not interested in sensationalized, tabloid/reality-type broadcast opportunities. Given what I could glean from her approach, product history, and personal approach this seems like a potentially opportunity we may want to cautiously engage in...depending on the producers, format, editorial influence we could have. You can read her bio here: <http://www.brittwrap.com/about-2/>

Action Item: Britt asked specifically if there were filming opportunities in the various research partners' laboratories. I promised that I would inquire and get back to her. Research University Leads & your PIOs...would you be willing to host a film crew for interviews and filming of your laboratories? Thanks and please advise.

If anyone else is keen to speak with her, she's open to having further discussions. Her email signature follows:

BRITT WRAY

PhD Candidate @University of Copenhagen

Dept. of Media, Cognition & Communication

Web: brittwray.com Twitter: @brittwray

If you end up speaking with Britt, please share here so we can all stay tuned on the media outreach.

Best,

Heath Packard

Director of Marketing & Communications

Island Conservation

[360.584.3051](tel:3605843051) (mobile)

Learn more www.islandconservation.org

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