

**Subject:** [gbird] Tech Review Story published today  
**From:** Heath Packard <heath.packard@islandconservation.org>  
**Date:** 2/10/2017 1:16 PM  
**To:** "gbird@lists.ncsu.edu (gbird@lists.ncsu.edu)" <gbird@lists.ncsu.edu>

FYI

<https://www.technologyreview.com/s/603533/first-gene-drive-in-mammals-could-aid-vast-new-zealand-eradication-plan/>

It's not bad...He paints a picture that we're more aggressive than we really tried to convey, but a message of caution doesn't sell headlines...think we've got a bit more work to do to get that message across to reporters.

Karl, David, and Paul all did a great job!

Best,

**Heath Packard**  
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