

Subject: [gbird] GBIRD Website & COMMs check-in

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

Date: 2/26/2017 3:20 PM

To: Claudio Uribe <claudio.uribe@islandconservation.org>, Sara Kaiser <sara.kaiser@islandconservation.org>, "gbird@lists.ncsu.edu (gbird@lists.ncsu.edu)" <gbird@lists.ncsu.edu>

CC: Royden Saah <royden.saah@islandconservation.org>, Karl Campbell <karl.campbell@islandconservation.org>, "Eisemann, John D - APHIS" <John.D.Eisemann@aphis.usda.gov>, "Piaggio, Antoinette J - APHIS" <Toni.J.Piaggio@aphis.usda.gov>, Daniel Tompkins <TompkinsD@landcareresearch.co.nz>

Heath Packard has invited you to GBIRD Website & COMMs check-in

Title: GBIRD Website & COMMs check-in

Location: GoToMeeting Invitation -

When: Wednesday, March 1, 2017 11:00 AM – 12:00 PM

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

Description: Greetings folks,

A quick reschedule explanation & some updates for you...(mtg. logistics at bottom of message)...

I'm moving this COMMs subcommittee meeting to accelerate our ongoing Website development brainstorm and to avoid a conflict I have on 3/8...I'll be in Spokane with USDA's Larry Clark at the 82nd North American Wildlife and Natural Resources Conference <<https://wildlifemanagement.institute/conference>> sharing updates about GBIRD's social engagement, communications, and outreach efforts with the state wildlife managers in attendance.

I hope you'll join us this Wednesday to further brainstorm the GBIRD website design/content ideas. We had a great session with John Eisemann and Todd Kuiken a couple weeks ago and we're eager to hear from more of the GBIRD leads and COMMs subcommittee members...I'll schedule another meeting soon to accommodate better times for our friends in AUS & NZ!

One of the things that John, Todd, and IC have suggested is that we develop a brand strategy, complete with a more effective moniker and logo...so, we are pursuing a grant to this effect and hope to know soon if we'll get assigned a pro-bono marketing firm in the SF Bay area to help us with that! It would be timely to roll this out with the website!

Last little update for you is that Royden and I met with Fil Randazzo from the Gates Foundation and Stephanie James from the Foundation for the National Institutes of Health on Tuesday. We are continuing to cultivate these relationships...Several GBIRD representative have been invited to a gene drive funders forum that they are organizing at the end of March in Washington DC. We are optimistic that this could open some doors to new GBIRD funding opportunities.

Original appointment request message-->

Hey GBIRD Leads, COMMs & Outreach subcommittee members, and interested parties,

Please join us Wednesday @8AM PST to kick off the GBIRD website design process. Contact information follows. Please come prepared to brainstorm your wish list for the website: Who are the target audiences? What are the key elements you'd like included? Etc. We'll also check in on media coordination and proactive media outreach opportunities. Let's try to make this a standing call to coordinate COMMs & Outreach.

Best, Heath

GBIRD Website & COMMs check-in
Wed, Feb 8, 2017 8:00 AM - 9:30 AM PST

Please join my meeting from your computer, tablet or smartphone.

[REDACTED]

You can also dial in using your phone.

United States: +1 (571) 317-3112

Access Code: [REDACTED]

First GoToMeeting? Try a test session: <http://help.citrix.com/getready>

Attendees:

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