

Subject: [gbird] Media, Communications & Outreach Update

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

Date: 3/15/2017 2:25 PM

To: "gbird@lists.ncsu.edu (gbird@lists.ncsu.edu)" <gbird@lists.ncsu.edu>

CC: "communications@islandconservation.org" <communications@islandconservation.org>, "Ingrid Parker (imparker@ucsc.edu)" <imparker@ucsc.edu>, Carol Schimke <carol.schimke@islandconservation.org>, Karen Poiani <karen.poiani@islandconservation.org>, Nick Holmes <nick.holmes@islandconservation.org>

Hi all,

Here's an update from the Communications and Outreach Subcommittee front. It was so long, I put summaries below, and details in the attached Word Doc....Sorry, but there's lots going on!

Media opportunities (connecting GBIRD leads w/ reporters mentioned in separate emails):

- 1) Emma Merris is doing a GBIRD feature story to WIRED Magazine. She'll work for several months and wants opportunities to meet with GBIRD principles in the field/lab.
- 2) Richard Conniff, is working on a feature for Scientific American. He wants to connect with GBIRD gene research leads. He would like to talk to the Ethics Advisory Cmte. too.
- 3) German Public Radio's Michael Langer and I spoke Monday. He's doing a short report which will air in two weeks about gene-drives for conservation with a German proponent and skeptic. He wants to talk to gene research leads. He hopes to do a longer story this summer; hopefully we can get other aspects/partners more coverage.
- 4) Last week, we did a live radio studio interview with a local AM broadcast on the Ag Update with Michael Olson. We'll post the recording of this interview on our blog this week and I'll share it then.

Communications

- 5) Website preproduction is well underway with three, one-hour preproduction conferences completed. We will soon be circulating a proposed outline for the website framework/architecture and content for your review and edits. Watch this space!

Outreach

- 6) Last week, I joined Larry Clark (USDA Director of APHIS/WS/NWRC) and Dr. Dorothy Zolands (Nat. Academy of Sci) to brief and engage the Association of Fish and Wildlife Agencies' Invasive Species and Science and Research Committees in exploring emerging gene-based conservation tools. This is likely the first in a series of engagements that may result in an association position on such research.
- 7) We've reached out to the IUCN team responsible for responding to the resolution adopted at the World Conservation Congress in Honolulu that called for the IUCN director general to neither support or endorse gene drive research until the IUCN developed research guidelines. More soon.
- 8) We are assisting in coordinated outreach to recruit experts to cover the Convention on Biological Diversity's (CBD) intersessional synthetic biology online form and Ad Hoc Technical Expert Group meeting is underway with a number of gene drive research institutions (e.g. TM, Danforth Center). Please see the attached primer. We may try to engage you.

Funding social engagement, outreach, and communications

- 9) Todd Kuiken, Elizabeth Hietman, and I will be attending a Gene Drive Sponsors and Supporters strategy and funding coordination meeting convened by BMGF and FNIH next Wednesday in Washington DC. More on this soon.

Best,

Heath Packard

Director of Marketing & Communications

Island Conservation

360.584.3051 (mobile)

Learn more www.islandconservation.org

Network www.linkedin.com/company/island-conservation

Keep in touch www.facebook.com/preventingextinctions

Talk to us www.twitter.com/noextinctions



— Attachments: —

Briefing note Online Forum and AHTEG.DOCX	133 KB
GBIRd Media, COMMs Outreach Update March 2017.docx	15.8 KB