

**Subject:** 0AF3-ADD4-1218 : CONSULT from gbird (post)

**From:** gbird-owner@lists.ncsu.edu

**Date:** 3/15/2017 5:27 PM

**To:** gbird-owner@lists.ncsu.edu

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The following request:

"(post to gbird)"

was sent to NC State Email List Services  
by [Keith.Hayes@data61.csiro.au](mailto:Keith.Hayes@data61.csiro.au).

The request requires your confirmation for the following reason(s):

A header line is too long (1597 > 1024)  
The message headers are too large (5922 > 2048)

To accept or reject this request, please do one of the following:

1. If you have web browsing capability, visit  
[http://lists.ncsu.edu/cgi-bin/mj\\_confirm/domain=lists.ncsu.edu?t=0AF3-ADD4-1218](http://lists.ncsu.edu/cgi-bin/mj_confirm/domain=lists.ncsu.edu?t=0AF3-ADD4-1218)  
and follow the instructions there.
2. Reply to [mj2@lists.ncsu.edu](mailto:mj2@lists.ncsu.edu)  
with one of the following two commands in the body of the message:  
  
accept  
reject  
  
(The number 0AF3-ADD4-1218 must be in the Subject header)
3. Reply to [mj2@lists.ncsu.edu](mailto:mj2@lists.ncsu.edu)  
with one of the following two commands in the body of the message:  
  
accept 0AF3-ADD4-1218  
reject 0AF3-ADD4-1218
4. If you know the administrative password for the gbird list,  
all pending requests can be managed by visiting  
[http://lists.ncsu.edu/cgi-bin/mj\\_wwwadm/domain=lists.ncsu.edu/gbird?func=showtokens](http://lists.ncsu.edu/cgi-bin/mj_wwwadm/domain=lists.ncsu.edu/gbird?func=showtokens)

If you do not respond within 7 days, this token will expire,  
and the request will not be completed.

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—ForwardedMessage.eml

**Subject:** RE: GBIRd messaging resources...

**From:** <Keith.Hayes@data61.csiro.au>

**Date:** 3/15/2017 5:27 PM

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

Thanks Heath – both very interesting....

K

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**From:** gbird-owner@lists.ncsu.edu [mailto:gbird-owner@lists.ncsu.edu] **On Behalf Of** Heath Packard

**Sent:** Wednesday, 15 March 2017 2:15 AM

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

**Subject:** [gbird] GBIRd messaging resources...

GBIRd colleagues,

You might enjoy these resources. Both are helpful in thinking about how we message/market the GBIRd suitability investigation.

What surprised me in the DuPont message testing and will change the way I recommend we talk about GBIRd with most audiences is to not use the arguments that we've been altering plant genomes for 1000s of years through plant breeding. There are some other nuances that will help as well...'edit/altering genes' are to be avoided, as are 'scissors' analogies.

Akin et al abstract: **Mapping the Landscape of Public Attitudes on Synthetic Biology**

*This research offers one of the first analyses of the US public's views about synthetic biology, based on nationally representative survey data. We provide in-depth, multiyear descriptive results of public attitudes toward this issue and compare them with individuals' attitudes toward other issues. Our data indicate that the public does not generally feel informed about synthetic biology or believe it is personally important. However, Americans express more reservations about the moral downside of synthetic biology than about other issues. Multivariate analysis reveals that values and predispositions—particularly religiosity, deference to scientific authority and trust in scientists—are linked to support for synthetic biology. We also see evidence indicating that deference to scientific authority reduces the potential for religiosity and distrust in scientists to polarize public attitudes about synthetic biology. We conclude by describing the implications of our findings for the development of synthetic biology research and upstream public engagement.*

Interesting 'synthesis' in the introductory context:

*There are several reasons why science and politics do not neatly disentangle (for a review, see Scheufele 2014). First, scientists can act as political advocates (Pielke 2007) and as policy advisors who play integral roles in the policymaking process (Jasanoff 1990). Second, science and the media are increasingly linked, in that media are increasingly important in shaping public opinion and science is becoming increasingly dependent on public acceptance and public support for funding (Weingart 1998).*

Enjoy,

**Heath Packard**

Director of Marketing & Communications  
Island Conservation  
**360.584.3051** (mobile)

Learn more [www.islandconservation.org](http://www.islandconservation.org)

Network [www.linkedin.com/company/island-conservation](http://www.linkedin.com/company/island-conservation)

Keep in touch [www.facebook.com/preventingextinctions](http://www.facebook.com/preventingextinctions)

Talk to us [www.twitter.com/noextinctions](http://www.twitter.com/noextinctions)



—Attachments:—

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[gbird] GBIRd messaging resources....eml

23.7 KB