

Subject: RE: Cooperative partnership involving NCSU and coordinating communication strategies

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

Date: 5/15/2017 7:12 PM

To: "jrgodwinnc@gmail.com" <godwin@ncsu.edu>

CC: Nate DeGraff <njdegraf@ncsu.edu>, Dee Shore <dee_shore@ncsu.edu>, Royden Saah <royden.saah@islandconservation.org>, Fred Gould <fred_gould@ncsu.edu>, Jennifer Kuzma <jkuzma@ncsu.edu>, Jason Delborne <jadelbor@ncsu.edu>, Alun Lloyd <alun_lloyd@ncsu.edu>

Thank you, John.

Hi all,

By way of reminder, I am serving as the lead communications and outreach coordinator for the Genetic Biocontrol of Invasive Rodents (GBIRd) Partnership. The partners have all agreed to work in a coordinated way around messaging and media engagements. We are keen to assist NCSU with the communications and media engagements surrounding this announcement in any way.

As you can imagine, DARPA funding is not without its controversies and detractors. Likewise, the notions of gene-drive modified mammals also raise many questions. The GBIRd partnership has attracted some detractors who are trying to foment fear and misinformation to bolster their campaign goals to establish research moratoria in global policy settings like the UN's Convention on Biological Diversity, and the International Union for the Conservation of Nature. We are keen to see positive framing of this news that does not feed their views. There are other researchers in this space outside of the conservation world who we are coordinating messaging and media with. I'd be happy to share more about all of this.

Perhaps a quick call is warranted in the next week or two?

Thanks and please advise!

Heath Packard

Director of Marketing & Communications

Island Conservation

360.584.3051 (mobile)

Learn more www.islandconservation.org

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Keep in touch www.facebook.com/preventingextinctions

Talk to us www.twitter.com/noextinctions



From: John Godwin [mailto:godwin@ncsu.edu]

Sent: Monday, May 15, 2017 9:05 AM

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

Cc: Nate DeGraff <njdegraf@ncsu.edu>; Dee Shore <dee_shore@ncsu.edu>; Royden Saah <royden.saah@islandconservation.org>; Fred Gould <fred_gould@ncsu.edu>; Jennifer Kuzma <jkuzma@ncsu.edu>; Jason Delborne <jadelbor@ncsu.edu>; Alun Lloyd <alun_lloyd@ncsu.edu>

Subject: Re: Cooperative partnership involving NCSU and coordinating communication strategies

Hi All,

I wanted to pass along a heads up on an announcement of the Safe Genes program through DARPA where NCSU will be the lead on one of the cooperative agreements (me as PI). The project would explore potential transgenic approaches to eliminating invasive house mice from island ecosystems where they can present a significant threat to biodiversity. In addition to genetic work, there would also be significant efforts in study of mouse behavior, mathematical modeling of transgenic 'gene drive' approaches, and stakeholder and community engagement.

The main goals of this email are to give all the relevant folks a heads up that this is coming, put everyone back in touch for coordination, and get any needed conversations started. I'm copying Heath Packard here as he is lead on communications for our GBIRd partnership that we discussed previously, Fred Gould and Jennifer Kuzma as co-directors of the GES Center (neither is on the project team, but it does arise out of the Center and is closely related to the Center's mission), Alun Lloyd and Jason Delborne as co-PIs on this project, and our project coordinator Royden Saah.

I will actually be out of town for a month starting this Wednesday, but in contact via email and phone (919-612-5583 if needed).

The program announcement from DARPA is anticipated in approximately mid-June when all of the project teams are under contract. There should definitely **NOT** be any announcement or engagement from the institutions of project teams before the official announcement from DARPA.

In brief, we are lead on the cooperative agreement that will also involve Texas A&M, the University of Adelaide, the USDA through the National Wildlife Research Center in Fort Collins (CO), the Commonwealth Scientific and Industrial Research Organization in Australia (CSIRO), and the NGO Island Conservation. The total agreement amount will be right about \$6.4M split roughly evenly between a Phase I and an optional phase (Phase II) and spread across the participating institutions. The NCSU faculty involved are me and Alun Lloyd in CoS and Jason Delborne in CNR. I'm not sure who the relevant person would be for engagement this in CNR, but am sure some of you folks and/or Jason do.

Potential angles of particular NCSU interest would include the GES Center and also a NSF-funded IGERT program in Genetic Pest Management where Fred Gould is PI. I've pasted in a website that our doctoral students put together about the problem of invasive mice in islands that should be helpful in case you wish to familiarize yourselves with the background. I've also pasted in guidance from the DARPA program officer Renee Wegrzyn regarding the program announcement plans below here (see particularly the 3rd paragraph).

Thanks in advance for your help on this, John Godwin

<https://research.ncsu.edu/ges/igert/igert-research/island-mice-conserving-island-biodiversity/>

Guidance from Renee Wegrzyn regarding engagement:

"Dear Safe Genes community,

I wanted to thank you all for an incredibly productive Kick-Off meeting last week, and I look forward to working with all of you as the individual efforts get underway. If you have any feedback you would like to share with me or the team, please feel free to reach out.

The first contracts were executed for the program last week. As Safe Genes contracts are awarded, you may see news items about those awards. DARPA is required by law to inform Congress about awards over \$7 million as they are issued, and these announcements are made on a public Defense Department website that is actively watched by reporters and others. Even smaller awards are often posted on a relatively obscure government website that some reporters track.

Despite this, our plan is still to make a coordinated announcement of the Safe Genes kickoff only after all of the contracts are in place, and I ask for your continued cooperation in holding off on media engagement. If your institution is contacted by a reporter about an award, you may confirm the contract, but please politely decline any additional queries and refer the reporter to DARPA Public Affairs (outreach@darpa.mil) for additional information. We will limit the information we give out to previously published content (i.e., the Broad Agency Announcement, our program description, initial announcement soliciting proposals) until the press release is issued.

Thank you!

Renee

*Renee D Wegrzyn, PhD
Program Manager
DARPA Biological Technologies Office
Renee.wegrzyn@darpa.mil"*

On Fri, Sep 16, 2016 at 12:32 PM, Heath Packard <heath.packard@islandconservation.org> wrote:

Hi all,

I'm looking forward to connecting. A call next Wednesday at 1PM EDT (10AM PDT) works just fine.

I'll go ahead and send an appointment request that has a goto meeting and conference line in it for all of us.

I'll make sure you all get a copy of the draft Genetic Biocontrol of Invasive Rodents (GBRID) partnership Communications and Outreach committee charter, agreement, and strategy before the call.

Best,

Heath Packard

www.islandconservation.org

[360.584.3051](tel:360.584.3051) (mobile)

From: John Godwin [mailto:godwin@ncsu.edu]

Sent: Friday, September 16, 2016 6:47 AM

To: Nate DeGraff <njdegraf@ncsu.edu>

Cc: Dee Shore <dee_shore@ncsu.edu>; Royden Saah <royden.saah@islandconservation.org>; Heath Packard <heath.packard@islandconservation.org>

Subject: Re: Cooperative partnership involving NCSU and coordinating communication strategies

Let's go with Wednesday at 1 unless that doesn't work for Heath. Thanks for the nudge on it Dee.

John

On Fri, Sep 16, 2016 at 9:45 AM, Nate DeGraff <njdegraf@ncsu.edu> wrote:

I think we were looking at Wednesday at 1 ... or maybe I'm mistaken ...?

On Fri, Sep 16, 2016 at 9:34 AM, Dee Shore <dee_shore@ncsu.edu> wrote:

So are we on for Monday at 1? Would you like me to set up a meet-me call-in number?
Dee

On Thu, Sep 15, 2016 at 10:39 AM, John Godwin <godwin@ncsu.edu> wrote:

1 PM works well for me too.

On Thu, Sep 15, 2016 at 10:36 AM, Nate DeGraff <njdegraf@ncsu.edu> wrote:

I can also do 1 p.m. on Wednesday if that's helpful.

On Thu, Sep 15, 2016 at 10:27 AM, John Godwin <godwin@ncsu.edu> wrote:

Hi All,

Wednesday is also really good for me. I'll note that Heath is on the west coast, so I'm guessing that after at least 11 would be helpful.

John

On Thu, Sep 15, 2016 at 9:58 AM, Dee Shore <dee_shore@ncsu.edu> wrote:

All -- a conference call sounds great. I'm available Monday before 9:30 a.m. and anytime on Wednesday, and I have other availability during the week if either of those two days doesn't work out.
Dee

On Wed, Sep 14, 2016 at 7:43 PM, Nate DeGraff <njdegraf@ncsu.edu> wrote:

Hi all,

A call would be great. Monday (before 10 or 10:30-3) or Wednesday (before 11) would work best for me.

Thanks!

Nate

On Wed, Sep 14, 2016 at 6:34 PM, John Godwin <godwin@ncsu.edu> wrote:

Hi Dee and Nate,

Thanks for your quick responses today here. I've copied Heath Packard and Royden Saah of Island Conservation so they're looped in here. Dee and Heath's suggestions of a discussion/conference call to get things rolling sounds logical and will help to address Nate's questions from earlier. Sounds like we should set up a time for that?

Thanks, John

On Wed, Sep 14, 2016 at 4:52 PM, Dee Shore <dee_shore@ncsu.edu> wrote:

Hi, Dr. Godwin, and Nate:

Richard Campbell forwarded me your note about the Genetic Biocontrol of Invasive Rodents, and I wanted to follow up. We'd be happy to help, and I'm wondering if a telephone conference call might be the best way for us to get up to speed on the project and the related communications efforts?

Dee

On Wed, Sep 14, 2016 at 10:18 AM, Richard Campbell <rtcampbe@ncsu.edu> wrote:

Guys... Neat stories and efforts here. Can we connect with these guys?

Richard Campbell
Chief Communications Officer
College of Agriculture and Life Sciences
NC State University
O: [\(919\) 513-3128](tel:(919)513-3128)
M: [\(919\) 637-8958](tel:(919)637-8958)

Begin forwarded message:

From: John Godwin <godwin@ncsu.edu>
Subject: Cooperative partnership involving NCSU and coordinating communication strategies
Date: September 14, 2016 at 10:06:21 AM EDT
To: nate_degraff@ncsu.edu, rtcampbe@ncsu.edu
Cc: Royden Saah <royden.saah@islandconservation.org>, Heath Packard <heath.packard@islandconservation.org>, Fred Gould <fred_gould@ncsu.edu>

Mr. DeGraff and Mr. Campbell,

I'm trying to find out how to go about linking up our university communications people with those of other members of a partnership we've named GBIRD for 'Genetic Biocontrol of Invasive Rodents'. This partnership is between several departments, colleges, and programs/centers here at NCSU (CoS, CALS, CNR, CHASS, GES Center) and five other partners including Texas A&M University, the University of Adelaide, USDA, CSIRO in Australia, and the NGO Island Conservation. This partnership is focused on exploring a new approach to managing invasive rodents on islands where they present a threat to island flora and fauna and thereby a major threat to biodiversity generally. Our partners at Island Conservation are playing the major role in organizing the communications side of this currently, but are very eager to work and coordinate with the communication groups of all the members of the partnership. I've copied our project coordinator (Royden Saah) and the Director of Communications for Island Conservation (Heath Packard) here along with Fred Gould as co-director of our GES Center.

I'm pretty new to all this and so would greatly appreciate advice on how to best organize it on our end as well as which office on campus would be most appropriate. Since CoS and CALS are the most directly involved, I thought it would be best to start by seeking advice from the two of you.

Thanks for your assistance and looking forward to hearing from you.

Rgds, John Godwin

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website: <http://godwin.wordpress.ncsu.edu/>

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sciences.ncsu.edu

Please note that my office has moved from Cox Hall to nearby Broughton Hall ([map](#)).

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