

**Subject:** Re: [gbird] Action requested: micro-website review & media follow-ups

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

**Date:** 4/19/2017 3:12 PM

**To:** Karl Campbell <karl.campbell@islandconservation.org>, Gregg Howald <gregg.howald@islandconservation.org>, "fgould@ncsu.edu" <fgould@ncsu.edu>, "jrgodwinnc@gmail.com" <jrgodwinnc@gmail.com>, "jrgodwinnc@gmail.com" <godwin@ncsu.edu>, "Piaggio, Antoinette J - APHIS" <toni.j.piaggio@aphis.usda.gov>, David Threadgill <dwthreadgill@tamu.edu>, "tompkinsd@landcareresearch.co.nz" <tompkinsd@landcareresearch.co.nz>, "paul.thomas@adelaide.edu.au" <paul.thomas@adelaide.edu.au>, Royden Saah <royden.saah@islandconservation.org>  
**CC:** "gbird@lists. ncsu. edu (gbird@lists.ncsu.edu)" <gbird@lists.ncsu.edu>

To follow up on the GBIRD re-branding question from yesterday, we should be hearing back on that outstanding grant application next week.

Fingers crossed!

**Heath Packard**

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

360.584.3051 (mobile)

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**From:** Heath Packard

**Sent:** Tuesday, April 18, 2017 4:03 PM

**To:** Karl Campbell <Karl.Campbell@islandconservation.org>; Gregg Howald <Gregg.Howald@islandconservation.org>; 'fgould@ncsu.edu' <fgould@ncsu.edu>; 'jrgodwinnc@gmail.com' <jrgodwinnc@gmail.com>; 'godwin@ncsu.edu' <godwin@ncsu.edu>; 'Piaggio, Antoinette J - APHIS' <toni.j.piaggio@aphis.usda.gov>; 'David Threadgill' <dwthreadgill@tamu.edu>; 'tompkinsd@landcareresearch.co.nz' <tompkinsd@landcareresearch.co.nz>; 'paul.thomas@adelaide.edu.au' <paul.thomas@adelaide.edu.au>; Royden Saah <royden.saah@islandconservation.org>

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

**Subject:** Action requested: micro-website review & media follow-ups

**Importance:** High

Hi all,

A beta (development) version of our phase one website (a micro site 'placeholder' until we can develop/launch comprehensive site) is [here for your review!](#) The text is attached in word. What's missing at this point is a newsletter sign-up module, another picture or two, and a bunch of technical back-end stuff. This is not live and should not be shared outside this group at this point. However, some GBIRD partners would like to point people to this at their talks during a conference beginning May 1, 2017.

So, if there is any way humanly possible, could you please review/edit (word using tracked changes) and/or sign-off on this micro-site going live by April 26? Please delegate or engage others from your organization as warranted and note that we do have partner logos and hyperlinks on the site currently...I know this will trigger external affairs or PIO reviews for some of you. Thanks!

Second, we've developed the attached template for you to use as an immediate follow-up with reporters once you've first engaged with them. This will help to ensure as balanced partner attribution and coverage in our media

engagements as possible.

Cheers,

**Heath Packard**

Director of Marketing & Communications

Island Conservation

**360.584.3051** (mobile)

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