

Subject: Re: [gbird] www.geneticbiocontrol.org is now live!
From: Fred Gould <fgould@ncsu.edu>
Date: 5/4/2017 11:52 AM
To: Heath Packard <heath.packard@islandconservation.org>

Heath,

I spent time going over the proposed website language because you asked for input. Now, I see that my suggestions were not used to improve the website. I'd like to hear why you rejected each of them.

Here they are again

I would eliminate this text--

Every year billions of dollars are lost to damaged infrastructure, crop losses and associated hunger, and disease and illnesses caused by invasive rodents.

It starts the reader out with the idea that we are about more than island conservation —I think our focus should just be on islands.

Seeking a transformative innovation to prevent extinctions and protect communities —could this be revised to say

Seeking a transformative innovation to **responsibly** prevent extinctions and protect communities

partnership of seven world-renowned organizations.

To John's question about organizations that need to sign on officially. For now, could we just say partnership of **diverse experts from** seven world-renowned organizations

conservation rodenticides —these are just rodenticides, it sounds like PR to call them “conservation rodenticides” I think we should just call them rodenticides on the website.

Our step-wise, values-based, scientific, social, ethical, and risk-assessments aim to answer the following key questions in the coming decade:

This seems to conflate categories —

non-native This is an indirect way of saying synthetic. I think we should be direct and call it “Synthetic”

Should we do it? This section is much shorter than the “Can we do it” section — I suggest that we refer to the IGERT students' website about this topic as well as the NASEM report.—Maybe even a quote.

The investigation of the suitability of gene drive for food security, human health, and conservation purposes requires time, expertise, and collaboration. Again, I think we should stick with Island Conservation and not get into broader potential applications.

I know that many of us find GBIRD to be a confusing acronym even though the full title it represents is good.

I wonder if we could come up with another acronym if instead of “genetic biocontrol” we used “evolutionary strategies”.

Maybe evolution is not politically appropriate and maybe it is too clunky but it could be something direct like

Evolutionary Strategies for Mouse Suppression —ESMS— I’m not good at this kind of thing but just wanted to throw some alternative out there.

On May 3, 2017, at 8:21 PM, Heath Packard <heath.packard@islandconservation.org> wrote:

Dear friends,

Thank you all for your contributions and to GBIRD’s first website! This site is now live www.geneticbiocontrol.org/ and you are welcome to promote it and share the links in your presentations and publications. It is a micro-site, placeholder, until we can build the more robust and detailed site we all envision for the program. We did our best to incorporate all of the feedback we received on the beta version, but sometimes we could not adopt all of your ideas due to conflicting feedback.

We will address additional edits and improvements when you send them along.

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

<image001.jpg>