

**From:** Masha Drokova <[REDACTED]>  
**To:** "jeffrey E." <jeevacation@gmail.com>  
**Subject:** Re: Plant Neurobiology - Invitation to collaborate  
**Date:** Tue, 06 Jun 2017 20:56:15 +0000

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we should probably talk through it. we'd need to decide where to start with.

On Jun 6, 2017, at 4:42 PM, jeffrey E. <jeevacation@gmail.com> wrote:

I like your plan for media, how to operationalize

On Tue, Jun 6, 2017 at 4:42 PM, Masha Drokova <[REDACTED]> wrote:  
thank you. Will read it.

On Jun 5, 2017, at 5:41 AM, jeffrey E. <jeevacation@gmail.com> wrote:

Schroedinger what is life

On Sun, Jun 4, 2017 at 9:11 PM Masha Drokova <[REDACTED]> wrote:  
read a few times. what else?

On Jun 4, 2017, at 6:07 PM, jeffrey E. <[REDACTED]> wrote:

Lolita

On Sun, Jun 4, 2017 at 8:58 PM Masha Drokova <[REDACTED]> wrote:  
Jeffrey - how are you? if I ask you about one book that you recommend me to read what would it be?

Maria

Begin forwarded message:

**From:** "jeffrey E." <[REDACTED]>  
**Date:** May 29, 2017 at 3:30:24 AM PDT  
**To:** Masha Drokova <[REDACTED]>

**Subject: Re: Plant Neurobiology - Invitation to collaborate**

good first draft. I think as your generation focuses on pictures/ rather than prose. I m trying to decide what photo images people will forward. . sweat pants -= out. . photos with pretty women out. . not sure if it hould be photos with older women, scientists. cats.? plants. places. food :)

On Mon, May 29, 2017 at 6:03 AM, Masha Drokova <[REDACTED]> wrote:  
I think you need to talk to the audience directly. Media is an outdated dying resource. You don't want anybody to control your publicity. Now media are partially controlling your web presence

and formulating how the world sees you. You can create it by yourself and play with it not depending on anyone.

You can use Facebook broadcast/YouTube if you feel comfortable on video or Medium/Twitter if you prefer writing.

What will make you be known by your work? If you start sharing your knowledge and your opinion, it's not much of it on internet. There is no way for anybody to learn from you online. Should be. Once people start learning from you they'll appreciate you.

What people want to know:

1. How to earn and manage money?
2. How to be more satisfied with your life?
3. What is going to happen with the world?

To share your thoughts about these questions you can chose either Twitter or Facebook broadcast (you are charismatic and people will watch you). You won't need to do anything special. Just answer coming questions. Media will organically pick up the answers and quote you. I also think you can enjoy the process and have fun doing it.

Another alternative. You can interview famous scientists and your friends for Facebook broadcast or YouTube. Don't have to be a lot. 10-15 famous respected people, up to 20 min recorded conversations with each of them.

More traditional and old ways to improve PR:

1. 'Leak' to a top media (New York Times or WSJ) on how much you spend donating science. You are not commenting. They are calling scientists, scientists are confirming, they are putting together an article. It's manageable to make sure that scientists they'll call with say good things about you.

2. Your exclusive interview for the media like New York Times. I like your crazy ideas about plants. It sounds scary and new which will make it viral. You can share what you think about it. The headlines can be 'Why famous billionaire is turning into plant neurobiologist' etc

Another topic for the exclusive - who you change your life after the scandal with prison and etc. Audience like to forgive and people will have lots of empathy to anybody who decided to live different life.

3. Documentary about you when journalists will follow your life for a few month. Full of meetings with scientists and about business. This can also be done as it's been secretly filmed and you didn't know it. It'll form more trust to what they'll see.

4. Your friends whom you're supporting should speak for you.

I didn't see them supporting you in media during the scandal and I think this should be improved. Simply mentioning you on your interviews as philanthropist and visionary can bring value. Coming to scientific events with scientists can bring value. Hosting dinners and gathering scientists can bring value.

5. Your book. Topic TBD

Your life story is untold. People jealous because they think that most of things you have in life you've got because of luck. This is not true, it's your intelligence and hardwork. If you tell more details about how you started and struggled (I'm sure you have stories) it will make audience like you.

Anything from that gives new content about you on the web. SEO optimization can help to pull new content up within 3-6 months and replace old content.

This is actually interesting to think about that. Your media/web presence is misleading and it can't be fixed by traditional PR tools and approach. I like that it's lots of work and no typical ways to improve it.

Let me know if any of these ideas resonate with you.

суббота, 27 мая 2017 г. пользователь jeffrey E. написал:  
what is the idea?

On Sat, May 27, 2017 at 1:13 AM, Masha Drokova <[REDACTED]> wrote:  
re media. I have a little radical idea for you.

On May 23, 2017, at 6:16 PM, jeffrey E. <jeevacation@gmail.com> wrote:

ok, start with the plant intelligence lit and ted talks . thanks for your media help

On Tue, May 23, 2017 at 9:09 PM, Masha Drokova <[REDACTED]> wrote:  
Thank you! I'd need permission to access it. Could you please share it with [REDACTED]?

On May 23, 2017, at 6:00 PM, jeffrey E. <[REDACTED]> wrote:

----- Forwarded message -----

From: **jeffrey E.** <[REDACTED]>  
Date: Thu, May 4, 2017 at 6:26 AM  
Subject: Fwd: Plant Neurobiology - Invitation to collaborate  
To: "Nowak, Martin" <[REDACTED]>

----- Forwarded message -----

From: **Ed Boyden,** [REDACTED] <[REDACTED]>  
Date: Sun, Apr 23, 2017 at 5:01 PM  
Subject: Re: Plant Neurobiology - Invitation to collaborate  
To: "jeffrey E." <jeevacation@gmail.com>  
Cc: Joi Ito <[REDACTED]>

Thanks, will read -- what an exciting new nexus of interesting biotech and computational insight...

On Thu, Apr 20, 2017 at 9:49 AM, jeffrey E. <jeevacation@gmail.com> wrote:  
lots of docs. i will edit

----- Forwarded message -----

From: [REDACTED] (via Google Drive) <[REDACTED]>  
Date: Wed, Apr 19, 2017 at 9:26 PM  
Subject: Plant Neurobiology - Invitation to collaborate

To: jeevacation@gmail.com

[REDACTED] has invited you to **contribute to** the following shared folder:



[REDACTED]



Here is the shared drive  
I will put all interesting papers in here

Open

Google Drive: Have all your files within reach from any device.  
Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043,  
USA



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Ed Boyden, Ph. D.  
Leader, Synthetic Neurobiology Group  
Associate Professor, MIT Media Lab and McGovern Institute,  
Departments of Biological Engineering and Brain and Cognitive Sciences  
Co-Director, MIT Center for Neurobiological Engineering

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fax - [REDACTED]  
Google Hangout - [REDACTED]  
skype - [REDACTED]  
web - <http://syntheticneurobiology.org>  
twitter - <http://twitter.com/eboyden3>

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