



CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE

# Communications Update December 2014

**Kevin McCormack**

# CIRM 2.0

This is not  
your father's  
Oldsmobile.



# CIRM 2.0

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- **Shameless**
- **Relentless**

# CIRM 2.0 – Phase 1

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- News release

# CIRM 2.0 – Phase 1

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- News release
- Targeted media pitch

# CIRM 2.0 – Phase 1

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- News release
- Media pitch
- In his own words - video of Dr. Mills' presentation on website

# CIRM 2.0 – Phase 1

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- News release
- Media pitch
- In his own words - video of Dr. Mills' presentation on website
- FAQs on website

# CIRM 2.0 – Phase 2

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- Email blast – grantees, applicants



# CIRM 2.0 – Phase 2

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- Email blast – grantees, applicants
- Target industry trade organizations – ARM, BayBio etc

# CIRM 2.0 – Phase 2

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- Email blast – grantees, applicants
- Target industry trade organizations – ARM, BayBio etc
- Patients & Patient Advocates

# CIRM 2.0 – Phase 3

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- **Journal article – Stem Cell Translational Medicine**

# CIRM 2.0 – Phase 3

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- **Journal article – Stem Cell Translational Medicine**
- **Conferences – academic & industry**

# CIRM 2.0 – Phase 3

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- **Journal article – Stem Cell Translational Medicine**
- **Conferences – academic & industry**
- **Refreshed, refocused website**