

CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE

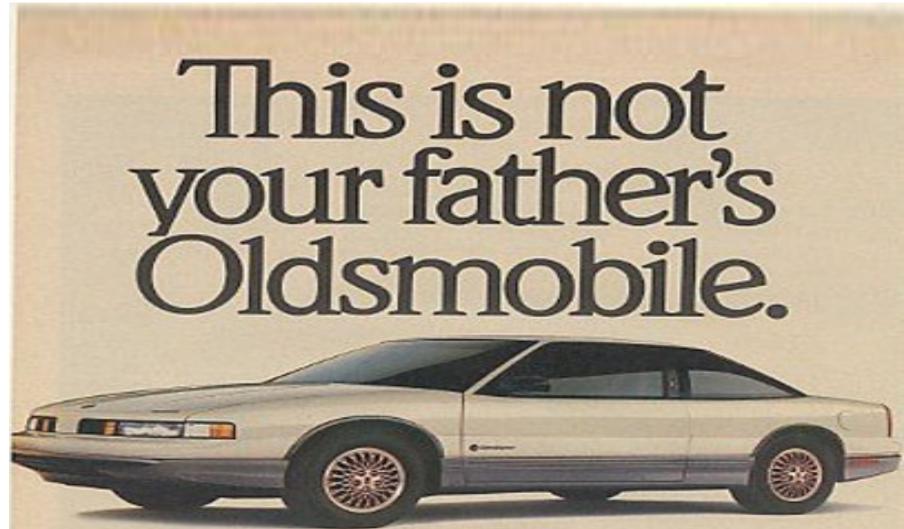
Communications Update December 2014

Kevin McCormack

Thursday, December 11, 14

CIRM 2.0





CIRM 2.0



Shameless

Relentless



News release



- News release
- Targeted media pitch



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



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



 Email blast – grantees, applicants



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



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- Patients & Patient Advocates



 Journal article – Stem Cell Translational Medicine



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



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