



Scope of Work

Communications Goals

- Work in collaboration with CIRM to keep the public informed about the Institute's mission and programs.
- Work in collaboration with CIRM to help educate the public about stem cell research and the therapies and cures that may result from that research.
- Build a base of reporters interested in stem cell research and the CIRM.
- Establish CIRM as a resource for scientific and medical news about stem cell research.

Communications Strategies

- Develop strong communication tools that provide a foundation for an ongoing PR program.
- Incorporate the ICOC, working group members and subcommittee members as media spokespeople.
- Develop relationships with leading third-parties and key opinion leaders (KOLs), including scientists, physicians, patients and advocacy groups.
- Conduct media outreach around CIRM meetings and events to keep public informed about CIRM work and progress.
- Leverage existing medical meetings and other events to attract media attention to stem cell research and CIRM work.
- Initiate educational programs that will result in ongoing media attention about stem cell research and CIRM.

Scope of Work

CIRM is an organization in the early stages of its development, with a variety of public education and media relations needs. Given CIRM's significant and fluctuating needs, we have listed below the types of activities Edelman may be authorized by CIRM to undertake on its behalf; this list is meant to be representative, but may not be exhaustive, of the work Edelman will be asked to conduct on CIRM's behalf. To enable Edelman to be responsive to CIRM needs and requests, we will work closely with the Institute to determine work needed on a monthly basis, providing specific scope of work memos and reports on a monthly basis. Additions to the list of activities will only be undertaken within the limit of the budget for the contract.

Message Development

- Write key media messages for CIRM and the ICOC.

Media Relations

- Create and maintain the CIRM media list, including California and national reporters from scientific, health/medical and political reporters, among other beats.
- Support CIRM's in-house communications team/staff fielding and managing media outreach and inquires.

- Compile and distribute relevant news clips. Clips are provided Monday-Friday not including holidays.
- Create and maintain a press release calendar of upcoming CIRM announcements.
- Create and maintain a pitch calendar.
- Develop speaking points related to interacting with the media for the President of CIRM, the Chair and Vice Chair of the ICOC, and other ICOC members and CIRM staff as directed by CIRM. Topics may include legislation, litigation, ICOC meetings, Spotlight on Disease presentations and other topics and issues (e.g., standards, mechanics of stem cell science).
- Develop and implement strategies relating to daily newspaper editorial boards and letters to the editor.
- Develop and implement, in consultation with CIRM staff and the conference planners, a public education and media relations plan in support of CIRM's scientific conference, currently planned for October 2005 in San Francisco, California.
- Create a speakers bureau to identify speaking opportunities for CIRM spokespeople, help secure speaking opportunities and help promote CIRM's involvement in such engagements.

Media Training

- Work with CIRM to identify spokespeople for media training.
- Identify and coordinate media training session(s) with CIRM spokespeople. Prepare briefing and follow up documents.

Media Materials

- Write a CIRM press kit, which may include but is not limited to a CIRM Backgrounder, Stem Cell Research Backgrounder, CIRM bios and a list of frequently asked questions.
- Initiate or assist in writing media advisories, media statements, press releases and other documents for distribution to the media.
- Initiate or assist in writing documents that identify and prepare for timely issues relating to stem cell research and/or CIRM.

Web site

- Serve as interim project manager on CIRM's behalf overseeing ZooMedia during the Phase I Web site re-design. Work to include but is not limited to coordinating and participating in update meetings, reviewing documents and compiling or writing copy for the Web site.

Program Administration

- Participate in daily update calls with CIRM team.
- Prepare a weekly report of accomplishments and expenditures.
- Participate in a monthly strategy meeting with CIRM team to assess accomplishments and financial status and to plan for the coming month.
- Create and maintain a project tracker of activities.
- Attend CIRM-related meetings (e.g., weekly CIRM staff meetings, working group, ICOC meetings, etc.).

###