
M E M O R A N D U M

TO: JONATHAN THOMAS
FROM: ALAN O. TROUNSON
CC: JAMES HARRISON
SUBJECT: COMMUNICATIONS PLAN
DATE: OCTOBER 21, 2011

The proposed communications plan is intended to further our Chairman's goal of improving CIRM's communications with the media and the general public, a goal I fully support. We also agree that CIRM must pursue that goal without compromising our creative and successful programs for science-based communications.

The plan places communications under the joint supervision of Art Torres and Ellen Feigal, and I think they are the ideal team to advance these complementary goals. Art draws on his broad experience in the political and legislative realms, and Ellen brings decades of research and clinical experience, including leadership roles at the National Cancer Institute and Amgen. Their combined expertise and judgment will be key in meeting CIRM's communications challenges.

CIRM's communications team also provides essential support to CIRM's scientific program. The new plan commits to continuing that support. It will be important to maintain that commitment as the plan is implemented.

Like all of you, I am committed to making this plan successful. All new plans require flexibility, as we see what works and what does not, and adjust accordingly. Ongoing dialog will keep us headed in the right direction.

Sincerely,



Alan Trounson, Ph.D.
President

California Institute for Regenerative Medicine
DUTY STATEMENT
Senior Director of Public Communications and Patient Advocate Outreach

CIRM, which was established as a result of the passage of Proposition 71, the California Stem Cell and Cures Initiative, is authorized to use the proceeds of \$3 billion in general obligation bonds to make grants and loans to fund stem cell research, other vital research opportunities, and research facilities in California.

The Senior Director of Public Communications and Patient Advocate Outreach (“DPC”) will report directly to the Vice Chair of the Governing Board and Senior Vice President, Research and Development (“SVPR&D”), to create, develop, and direct a comprehensive communications plan for CIRM, including media relations, public information, scientific education and ongoing publication management. The Director of Public Communications (DPC) will work under the direction of the Chair and Vice-Chair of the Governing Board and the SVPR&D, with input from the Communications Subcommittee and CIRM’s President and senior management to direct a public information program that drives and maintains effective communication with several audiences, including the lay public, the patient advocacy community, civic groups, the scientific and medical communities, business groups (including Chambers of Commerce and other business associations), the California Legislature, the U.S. Congress, state and federal executive branches of government, and nonpartisan government associations (e.g., League of Cities, the National Governors Association, etc.) and that responds to local, national and international news that directly affects the mission of the Institute. The DPC will be a critical member of the leadership team at CIRM, offering a communications perspective to broad CIRM policy decisions.

The challenges and opportunities of the DPC, qualifications and desirable qualifications are as follows:

Duties and Responsibilities

Under the direction of the Vice Chair:

- Answer inquiries from the press, individuals and other outside requests.
- Create, develop, and direct a strategic and comprehensive communications plan for CIRM, including media relations, public information, and publication management, with input from the Communications Subcommittee and CIRM’s leadership.
- Direct a public information program that drives and maintains effective communication with several audiences, including the lay public, the patient advocacy community, civic groups, business groups (including Chambers of Commerce and other business associations, nonpartisan government associations (e.g., the League of Cities, the National Governors Association, etc.), the California Legislature, the U.S. Congress and state and federal executive branches of government and that responds to local, national and international news that directly affects the mission of the Institute.
- Evaluate and develop opportunities to generate public media coverage of positive research and facilities developments related to CIRM’s mission.
- Collaborate with Board members to develop information and programs on CIRM and the progress toward therapies across the State of California.
- Staff and support the Communications Subcommittee to develop a comprehensive strategy to educate the public regarding CIRM’s progress.

- Coordinate with the Legislative Subcommittee to assist in the production of materials in support of CIRM's communications with the Legislature, the Congress, and state and federal executive branches.
- Prepare and supervise the production of communications materials, including CIRM's annual report.
- Develop and maintain effective working relations with the patient advocacy community and engage patient advocates in CIRM's public communications work.
- Develop and maintain effective working relations with the media, including local and national newspapers, magazines, online reporters and bloggers, radio and television, and create a plan to develop stories that illustrate the milestones of progress in developing therapies to serve the patients of California.
- Foster community relations, through events such as open days and involvement in community initiatives.
- Work collaboratively with CIRM Management and outside collaborators to develop supporting programs for CIRM's public communications
- Write and edit press releases, speeches and articles.
- Develop communications procedures and policies for CIRM.
- Perform other duties as may be required to further the goals of the Governing Board and CIRM.

Under the joint direction of the Vice Chair and the Senior Vice President, Research and Development:

- Design and manage Spotlight on Disease presentation programs at meetings of the Governing Board, including retaining top experts in the field to present current research and clinical perspectives of various chronic diseases and injury and other stem cell and regenerative medicine endeavors.
- Prepare presentations and related materials (written, web based, video and other appropriate media) for the Chair, the Vice Chair, the President and senior management, including reports and presentations to academic, patient advocate and business stakeholders, the Board, Collaborative Funding Partners, foreign and US governments.
- Ensure effective use of digital media assets (website, Facebook, Twitter, etc.) to support scientific and research objectives, public and patient advocate outreach and other agency objectives.

Under the direction of the Senior Vice President, Research and Development:

- Ensure the accuracy of scientific content in CIRM's communications materials and public statements, based on scientific and medical evidence.
- Ensure that timely and accurate information concerning CIRM's operations, timelines for RFAs and associated information is maintained at the highest level to aid grantees and prospective applicants to access the information and resolve queries in a timely fashion.
- Ensure that science reporting aimed at academic, business and other professional audiences is maintained at the highest possible effective level.
- Ensure inputs, provide materials, including written, video, webcast and other appropriate resources for scientific curriculum for high school students and course support for University courses involving stem cells and regenerative medicine.
- Provide assistance to the President and senior management in the preparation of publications for professional journals, books and web based materials.
- Collect and analyze key productivity metrics that provide reports on CIRM's contributions to the community (e.g., jobs, grants, new appointments, commercial partnerships, patents etc.).

Qualifications

- Bachelor's degree in Communications or Journalism or related field and 10 years experience in communications or public relations or an equivalent combination of education and experience.
- Demonstrated skill at message development combining input from various groups within an organization and also interacting effectively with an outside public information firm that will work with CIRM in building our communications program.
- Demonstrated proactive media planning and outreach skills to foster both quantitative and qualitative growth in coverage over time.
- Demonstrated success in a senior-level communications role of comparable complexity in a media organization, a public information firm, academia, government, politics, or a grant giving organization.
- Ability to provide quick and effective responses in crisis situations involving CIRM.
- Ability to communicate effectively in writing and in oral presentations.
- Ability to work positively and effectively with persons possessing high degrees of scientific, medical and technical knowledge.
- Good knowledge of the legislative process.
- Approach to work that stresses constituent service.
- Demonstrated experience in community relations.
- Ability to work well with Board members.
- Demonstrated ability to simultaneously manage multiple, complex projects under time pressure.

Desirable Qualifications

- Understanding of the principles, practices and challenges facing the use of stem cells in research for scientific, medical and technical applications.
- Master's Degree or higher in journalism, or related field.
- Experience with a scientific or biomedical research organization, either non-profit or for-profit.
- Demonstrated knowledge and experience in internet based communications, preferably including online issues management.
- Demonstrated experience in collateral and website development and project management.
- Experience working with patient advocacy organizations.
- Ability to explain scientific and medical issues to a lay audience.