

**BETH C. DRAIN, CA CSR NO. 7152**

BEFORE THE  
COMMUNICATIONS SUBCOMMITTEE OF THE  
INDEPENDENT CITIZENS' OVERSIGHT COMMITTEE  
TO THE  
CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE  
ORGANIZED PURSUANT TO THE  
CALIFORNIA STEM CELL RESEARCH AND CURES ACT  
REGULAR MEETING

LOCATION: VIA ZOOM

DATE: MAY 2, 2022  
1 P.M.

REPORTER: BETH C. DRAIN, CA CSR  
CSR. NO. 7152

FILE NO.: 2022-16

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**I N D E X**

<b>ITEM DESCRIPTION</b>	<b>PAGE NO.</b>
<b>OPEN SESSION</b>	
1. CALL TO ORDER	3
2. ROLL CALL	3
3. CONSIDERATION OF REVISED COMMUNICATIONSS SUBCOMMITTEE MISSION STATEMENT	
4. CONSIDERATION OF COMMUNICATIONS PLAN FOR FISCAL YEAR 22/23	18
<b>DISCUSSION ITEMS</b>	
5. PUBLIC COMMENT	NONE
6. ADJOURNMENT	78

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MAY 2, 2022; 1:00 P.M.

CHAIRPERSON DURON: OKAY.

MS. BONNEVILLE: WE JUST NEED TO LAUNCH -- WE JUST NEED TO START THE RECORDING. SO JUST LET US KNOW WHEN YOU'RE READY.

CHAIRPERSON DURON: OKAY. SO LAUNCH THE RECORDING.

MS. BONNEVILLE: YOU'RE RECORDING.

CHAIRPERSON DURON: GOOD AFTERNOON, EVERYBODY. WELCOME TO THE SECOND MEETING OF THE COMMUNICATIONS SUBCOMMITTEE. I AM SITTING HERE, I'M GETTING AN ECHO, BUT I'M SITTING HERE WITH MEMBERS OF THE COMMUNICATIONS TEAM IN OUR COMPANY HEADQUARTERS. AND I HAVE TO REPORT IT'S A BIT WINDY OUT HERE IN SAN FRANCISCO, BUT THE SUN IS OUT. GOOD THINGS.

TO ROLL CALL, LET'S CHECK IN WITH MARIANNE.

MS. DEQUINA-VILLABLANCA: KIM BARRETT. GEORGE BLUMENTHAL.

DR. BLUMENTHAL: HERE.

MS. DEQUINA-VILLABLANCA: LEONDR CLARK-HARVEY.

DR. CLARK-HARVEY: PRESENT.

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1 MS. DEQUINA-VILLABLANCA: YSABEL DURON.  
2 CHAIRPERSON DURON: PRESENT.  
3 MS. DEQUINA-VILLABLANCA: LARRY GOLDSTEIN.  
4 DR. GOLDSTEIN: HERE.  
5 MS. DEQUINA-VILLABLANCA: DAVID HIGGINS.  
6 PAT LEVITT.  
7 DR. LEVITT: HERE.  
8 MS. DEQUINA-VILLABLANCA: LINDA MALKAS.  
9 DR. MALKAS: HERE.  
10 MS. DEQUINA-VILLABLANCA: CHRISTINE  
11 MIASKOWSKI.  
12 DR. MIASKOWSKI: HERE.  
13 MS. DEQUINA-VILLABLANCA: LAUREN  
14 MILLER-ROGEN.  
15 MS. MILLER-ROGEN: HERE.  
16 MS. DEQUINA-VILLABLANCA: JONATHAN THOMAS.  
17 CHAIRMAN THOMAS: HERE.  
18 MS. DEQUINA-VILLABLANCA: ART TORRES.  
19 MS. BONNEVILLE: ART, YOU'RE ON MUTE. WE  
20 CAN RECORD IT AFTER.  
21 MS. DEQUINA-VILLABLANCA: WE HAVE A  
22 QUORUM.  
23 CHAIRPERSON DURON: THANK YOU VERY MUCH.  
24 OKAY. WE'VE GOT A NICE AGENDA THIS AFTERNOON, TWO  
25 VERY IMPORTANT THINGS LOOKING AT THE COMMUNICATIONS

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1 PLAN. BUT, FIRST OF ALL, I THINK WE WANT TO REVISIT  
2 WHAT WE SCULPTED OUT AS OUR --

3 MR. TORRES: HERE.

4 CHAIRPERSON DURON: WELCOME, ART. IT WAS  
5 JUST COMING A LONG DISTANCE FROM NORTHERN  
6 CALIFORNIA.

7 SO WE'RE GOING TO LOOK AT THE MISSION  
8 STATEMENT THAT HAS BEEN SCULPTED AND DETERMINE IF  
9 THIS MEETS WHAT YOU THINK IS AN EXPRESSION OF WHO WE  
10 ARE, WHAT WE WANT TO ACCOMPLISH, AND THEN WE'LL HAVE  
11 A GOOD DISCUSSION AND A VOTE. SO COULD YOU PULL UP  
12 THE MISSION STATEMENT. I THINK YOU'VE ALL RECEIVED  
13 A COPY AT SOME POINT IN THE LAST MONTH.

14 OKAY. SO THE STATEMENT READS, "AS A STATE  
15 AGENCY, CIRM TAKES ITS RESPONSIBILITY SERIOUSLY TO  
16 EDUCATE THE PUBLIC ABOUT THE PROGRAMS THAT IMPACT  
17 THE PEOPLE OF CALIFORNIA AND TO ENGAGE AND INFORM  
18 THEM ABOUT PARTICIPATING IN CLINICAL TRIALS AND  
19 OTHER SCIENTIFIC ENDEAVORS THAT CIRM SUPPORTS.

20 "THE COMMUNICATIONS SUBCOMMITTEE SHALL  
21 ADVISE ON COMMUNICATIONS WITH THE PUBLIC TO HELP  
22 GUIDE BEST PRACTICES. IT WILL ALSO PROVIDE  
23 RECOMMENDATIONS TO ENSURE EFFECTIVE LINGUISTICALLY  
24 AND CULTURALLY APPROPRIATE DELIVERY OF INFORMATION  
25 TO CALIFORNIA'S DIVERSE AUDIENCES IN AN INCLUSIVE

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1 AND EQUITABLE MANNER.

2 "AND TO FULFILL THIS MISSION, THE  
3 SUBCOMMITTEE WILL ENSURE ITS FINDINGS ARE  
4 COMMUNICATED TO THE PUBLIC; TWO, SHARE PUBLIC  
5 FEEDBACK WITH THE BOARD; FOUR, MEET QUARTERLY; AND  
6 THIRD AND FOURTH, REPORT TO THE BOARD AT LEAST TWICE  
7 A YEAR."

8 AND SO NOW I WOULD LIKE TO OPEN THIS UP  
9 FOR DISCUSSION. IS THERE ANYTHING HERE, ONE, THAT  
10 WE MISSED, TWO, THAT YOU FEEL NEEDS TO BE EXPLAINED  
11 JUST A LITTLE BETTER? WE ARE OPEN, THE TABLE IS  
12 OPEN FOR DISCUSSION. IS THERE ANYBODY WITH THEIR  
13 HAND UP?

14 MS. BONNEVILLE: YES. CHRISTINE  
15 MIASKOWSKI.

16 DR. MIASKOWSKI: I READ THE STRATEGIC  
17 PLAN. THANKS. AND I GUESS THE QUESTION I HAVE IN  
18 TERMS OF THE LANGUAGE IN THIS IS WHAT'S OUR  
19 DEFINITION OF PUBLIC? IS IT ALL THE CONSTITUENCIES  
20 IN THE PROPOSED PLAN?

21 CHAIRPERSON DURON: ABSOLUTELY.

22 DR. MIASKOWSKI: I'M NOT SURE EVERYBODY  
23 INTERPRETS PUBLIC EXACTLY THE SAME WAY.

24 CHAIRPERSON DURON: YOU'VE GOT A GREAT  
25 POINT. SO HOW WOULD YOU RECOMMEND THAT WE CHANGE

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1 THAT, TO PUT PUBLIC WITH PAREN AND LIST OUT?

2 DR. MIASKOWSKI: IT'S BULKY IN THAT  
3 REGARD. RIGHT? I GUESS IF IT'S DEFINED IN THE  
4 DOCUMENT THAT WOULD BE ATTACHED IN TERMS OF THE  
5 PLAN, IT WOULD BE OKAY.

6 CHAIRPERSON DURON: THE OTHER THING, AND  
7 I'M NOT SURE, BUT WE MIGHT PUT IT AT THE THIRD  
8 GRAPH, TO FULFILL THIS MISSION, WE CAN PUT WE DEFINE  
9 THE PUBLIC AS, AND THEN LIST THOSE. BECAUSE I THINK  
10 IT'S REALLY SMART TO HAVE IT IN FRONT OF PEOPLE AND  
11 NOT HAVE TO SEND THEM ALL OVER THE PLACE LOOKING FOR  
12 THINGS. AND SO THIS MIGHT BE VERY CLEAR.

13 DOES ANYBODY HAVE ANY OBJECTION TO THAT,  
14 PUTTING IN A THIRD GRAPH? AND THAT'S JUST TO  
15 FULFILL THIS MISSION. WHO'S GOING TO PUT THAT IN?  
16 YOU WANT TO SEE IT HAPPEN RIGHT NOW? SO CAN YOU  
17 HELP ME WITH ALL OF OUR DIFFERENT GROUPS SO THAT THE  
18 PUBLIC -- WE DEFINE THE PUBLIC AS PEOPLE OF  
19 CALIFORNIA. IS THAT GOOD ENOUGH FOR YOU, CHRISTINE,  
20 PEOPLE OF CALIFORNIA? I DON'T THINK SO.

21 DR. MIASKOWSKI: I GUESS WHAT I WAS  
22 THINKING MORE ABOUT WAS RELEVANT CONSTITUENTS. IT'S  
23 BROADER THAN JUST --

24 CHAIRPERSON DURON: RIGHT.

25 DR. MIASKOWSKI: IT'S BASED ON THE PLAN.

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1 WE HAVE A LOT OF TARGETS --

2 CHAIRPERSON DURON: SO WE COULD SAY --

3 DR. MIASKOWSKI: -- AS PART OF OUR  
4 INITIATIVE. SO I JUST DON'T WANT TO PUT A COG IN  
5 THE WHEEL.

6 CHAIRPERSON DURON: NO. AND I DON'T  
7 DISAGREE WITH YOU. I THINK WE SHOULD MAKE PLAIN AS  
8 EVERYBODY'S NOSE ON THEIR FACE. SOME PEOPLE SIMPLE  
9 IS BETTER; OTHERS LOVE COMPLEXITY, BUT LET'S MAKE IT  
10 DIRECT.

11 I SEE, LEONDRA, YOUR HAND IS UP.

12 DR. CLARK-HARVEY: I THINK J.T.'S HAND WAS  
13 UP BEFORE MINE, BUT MINE IS UP NEXT.

14 CHAIRPERSON DURON: J.T.

15 CHAIRMAN THOMAS: SO HOW ABOUT, INSTEAD OF  
16 THE PUBLIC, HOW ABOUT WITH ALL STAKEHOLDERS?

17 DR. CLARK-HARVEY: MY SUGGESTION WAS GOING  
18 TO BE ANOTHER ALTERNATIVE -- I THINK THAT'S A GOOD  
19 ONE TOO -- WAS GOING TO SAY THE PUBLIC, INCLUDING  
20 RELEVANT CONSTITUENCIES OR SOMETHING LIKE THIS. BUT  
21 I THINK STAKEHOLDERS, I'M FINE WITH THAT.

22 CHAIRPERSON DURON: BUT THERE ARE GOING TO  
23 BE SOME FIVE-YEAR-OLDS ARE GOING TO SAY WHAT IS  
24 STAKEHOLDERS AND WHO ARE THEY.

25 DR. CLARK-HARVEY: OKAY. SO THEN MY

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1 SUGGESTION, THEN, WOULD BE TO SAY THE PUBLIC  
2 INCLUDING RELEVANT CONSTITUENCIES.

3 CHAIRPERSON DURON: WELL, RATHER THAN SAY  
4 RELEVANT CONSTITUENCIES, WHY WOULDN'T WE SAY VOTERS,  
5 INDUSTRY, SCIENTISTS -- KEVIN IS SHAKING HIS HEAD.

6 DR. CLARK-HARVEY: IF YOU WANT TO LIST THE  
7 RELEVANT CONSTITUENCIES, THAT'S FINE, BUT I THINK WE  
8 OPEN OURSELVES UP TO MISSING SOMEONE, AND THEN WE  
9 START -- THEN THE LIST KEEPS ADDING.

10 CHAIRPERSON DURON: BUT IF WE SAID TO ALL  
11 STAKEHOLDERS, INCLUDING. I JUST KNOW THERE'S A LOT  
12 OF -- TO ME THERE'S ALWAYS THAT QUESTION WHO ARE  
13 THEY TALKING ABOUT?

14 DR. LEVITT: PEOPLE OF CALIFORNIA IS WHO  
15 WE ARE --

16 DR. CLARK-HARVEY: BECAUSE I FEEL LIKE  
17 IT'S CIRM'S MISSION, LIKE THE FOUNDING. LIKE OUR  
18 MISSION OF THE CIRM BOARD, IT'S A PUBLIC ENTITY.  
19 AND SO I FEEL LIKE -- I FEEL LIKE PUBLIC IS  
20 APPROPRIATE BECAUSE IT IS ALL EXCLUSIVE RATHER THAN  
21 TO START TO DETAIL OUT AND MISS FOLKS. I DON'T  
22 KNOW.

23 DR. LEVITT: I WOULD SAY THAT THE  
24 STAKEHOLDERS CAN CHANGE. LIKE IF YOU'RE THINKING  
25 STAKEHOLDERS WOULD BE THOSE WHO HAVE THE GREATEST

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1 INTEREST BECAUSE OF THEMSELVES OR FAMILY MEMBERS OR  
2 FRIENDS AND NEIGHBORS WHO MAY BENEFIT DIRECTLY, BUT  
3 THAT CHANGES OVER TIME. RIGHT? BECAUSE THAT  
4 PERSON -- I THINK WE WANT TO TARGET ALL PEOPLE OF  
5 CALIFORNIA BECAUSE WE WANT EVERYBODY IN CALIFORNIA  
6 WHO'S SUPPORTING THIS, AND THAT'S EVERYBODY, TO KNOW  
7 WHAT CIRM IS DOING AND WHAT CIRM IS ABOUT.

8 CHAIRPERSON DURON: TO YOUR POINT, PAT,  
9 THOSE WHO DID NOT KNOW THEY WERE SUPPORTING, BUT NOW  
10 KNOW THAT THEY'RE INCLUDED.

11 DR. LEVITT: YES. AND ALL PEOPLE OF  
12 CALIFORNIA.

13 MS. BONNEVILLE: YSABEL, I HAVE A QUICK  
14 QUESTION JUST FOR OUR TEAM. SO THE WAY I READ THIS,  
15 THAT BULLET POINT, ENSURE ITS FINDINGS ARE  
16 COMMUNICATED TO THE PUBLIC, THAT'S THE  
17 SUBCOMMITTEE'S FINDINGS. THAT'S NOT WHAT WE'VE SET  
18 OUT AS OUR STRATEGY, CORRECT? SO THAT'S SORT OF A  
19 POINT OF DIFFERENTIATION BETWEEN WHAT CIRM TEAM AND  
20 CIRM AGENCY AND CIRM BOARD IS TRYING TO COMMUNICATE  
21 TO THE PUBLIC VERSUS WHAT YOU ALL HAVE THEN DECIDED  
22 ARE THE RELEVANT POINTS THAT NEED TO GET OUT. I  
23 KNOW THAT'S JUST VERY NUANCED, BUT I JUST WANTED TO  
24 MAKE SURE WE WERE TALKING ABOUT THE SAME THING, THAT  
25 IT'S NOT -- THAT HERE IT MEANS THE SUBCOMMITTEE'S

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1 FINDINGS ARE COMMUNICATED TO THE PUBLIC.

2 CHAIRPERSON DURON: RIGHT.

3 MS. BONNEVILLE: HOW DO WE GET BACK TO,  
4 SOME OF THE MECHANISMS ARE THESE PUBLIC MEETINGS  
5 THAT WE HAVE NOW, THE BOARD MEETINGS, AND SUBSEQUENT  
6 INTERACTIONS THAT WE HAVE THAT ARE PUBLICLY  
7 AVAILABLE.

8 CHAIRPERSON DURON: RIGHT. BUT WE ARE  
9 CERTAINLY TRYING TO ALIGN THE PUBLIC WE THINK WE ARE  
10 ADDRESSING IN COMMUNICATIONS ALONG WITH THOSE THAT  
11 ARE BEING SERVED BY CIRM. SO I DON'T THINK WE ARE  
12 TRYING -- WE ARE JUST TRYING TO, BECAUSE WE ARE  
13 SUPPOSEDLY COMMUNICATING, WE ARE JUST TRYING TO BE  
14 VERY CLEAR IN DEFINING FOR DIFFERENT PEOPLE WHO HEAR  
15 THINGS VERY DIFFERENTLY AND MAKE ASSUMPTIONS, WE  
16 WANT THEM TO BE VERY CLEAR FOR THEM. MAYBE THAT'S  
17 MY WAY OF SEEING THINGS.

18 I THINK ART IS ON THE PHONE WITH HIS HAND  
19 UP.

20 MS. BONNEVILLE: THAT'S ACTUALLY LAUREN.

21 CHAIRPERSON DURON: LAUREN. SORRY,  
22 LAUREN. GO AHEAD.

23 MS. MILLER-ROGEN: NO WORRIES. YOU  
24 ALREADY KIND OF SAID WHAT I WAS GOING TO SAY, WHICH  
25 IS I THINK USING THE WORDS "PEOPLE OF CALIFORNIA" IS

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1 VERY INCLUSIVE. AND WHETHER YOU ADD TO THAT  
2 CONSTITUENTS OF SOME KIND OR STAKEHOLDERS, ET  
3 CETERA, BUT I THINK HAVING THAT VERY GENERAL PEOPLE  
4 OF CALIFORNIA MAKES IT REALLY RESONATE WITH ANYONE  
5 WHO COMES ACROSS THAT STATEMENT, THAT A PERSON OF  
6 CALIFORNIA. AND SO I THINK THAT HAVING THAT VERY  
7 BASIC LANGUAGE IN THERE IS VERY HELPFUL.

8 CHAIRPERSON DURON: SO MAYBE WE CAN, IF  
9 CHRISTINE ALSO FEELS GOOD ABOUT THAT, MAYBE ON THE  
10 SECOND GRAPH, THE COMMUNICATIONS SUBCOMMITTEE SHALL  
11 ADVISE ON COMMUNICATIONS WITH THE PUBLIC; THAT IS,  
12 ALL PEOPLE OF CALIFORNIA. YOU WANT TO PUT THAT JUST  
13 AS A REINFORCEMENT OF WHO WE ARE TALKING ABOUT WHEN  
14 WE SAY THE PUBLIC AND THEN NOT HAVE TO ADD A THIRD  
15 GRAPH.

16 DR. MIASKOWSKI: I THINK THAT'S FINE.

17 CHAIRPERSON DURON: YOU THINK THAT WORKS,  
18 CHRISTINE? OKAY. SO YOU GOT THAT, MARIANNE? OKAY.

19 SO SECOND GRAPH, AS I SAID, WILL READ, THE  
20 COMMUNICATIONS SUBCOMMITTEE SHALL ADVISE ON  
21 COMMUNICATIONS WITH THE PUBLIC; THAT IS, ALL PEOPLE  
22 OF CALIFORNIA, TO HELP GUIDE BEST PRACTICES. SO  
23 WE'LL PUT IT THERE.

24 AND IS THERE ANY OTHER FEEDBACK ON THE  
25 REST OF THIS DOCUMENT? GEORGE, HI. WELCOME.

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1 DR. BLUMENTHAL: THIS IS A SMALL COMMENT,  
2 BUT IF YOU GO BACK TO THE FIRST PARAGRAPH UP AT THE  
3 TOP, I WOULD LIKE TO SUGGEST THAT IN THE SECOND LINE  
4 WE CHANGE THE PROGRAMS TO ITS PROGRAMS. I DON'T  
5 THINK CIRM WANTS TO TAKE RESPONSIBILITY FOR ALL  
6 POSSIBLE PROGRAMS THAT ANYONE MIGHT HAVE, BUT RATHER  
7 ABOUT ITS OWN PROGRAMS. SO I SUGGEST THAT SMALL  
8 CHANGE.

9 CHAIRPERSON DURON: AND WE MIGHT EVEN BE  
10 REALLY PICAYUNE AND SAY CIRM'S PROGRAMS.

11 DR. BLUMENTHAL: THAT WOULD BE FINE TOO.

12 CHAIRPERSON DURON: SOMETIMES IT ALSO SAYS  
13 IT'S WHAT.

14 DR. BLUMENTHAL: CIRM IS MENTIONED TWICE  
15 IN THE SENTENCE ALREADY, SO I WAS TRYING TO AVOID A  
16 THIRD MENTION.

17 CHAIRPERSON DURON: THEY'RE NOT GOING TO  
18 FORGET US FAST, GEORGE. THAT'S BRANDING. THANK YOU  
19 FOR THAT CORRECTION.

20 J.T. I CAN ONLY SEE FIVE PICTURES, SO I  
21 SEE J.T. GO AHEAD.

22 CHAIRMAN THOMAS: SO, YSABEL, I THINK  
23 GOING BACK TO THE LAST CHANGE WE MADE, THAT SOUNDS A  
24 LITTLE CUMBERSOME TO ME. I WOULD JUST SAY SIMPLY  
25 COMMUNICATIONS WITH THE PEOPLE OF CALIFORNIA.

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1           CHAIRPERSON DURON: SHALL ADVISE ON  
2 COMMUNICATIONS WITH THE PEOPLE OF CALIFORNIA RATHER  
3 THAN WITH THE PUBLIC.

4           CHAIRMAN THOMAS: PUBLIC; THAT IS, THE  
5 PEOPLE. THAT SOUNDS KIND OF CUMBERSOME. WHAT  
6 YOU'RE TRYING TO GET IS THE PEOPLE OF CALIFORNIA.  
7 LAUREN'S SUGGESTION IS VERY GOOD.

8           CHAIRPERSON DURON: YEAH. SHALL ADVISE ON  
9 COMMUNICATIONS WITH THE PEOPLE OF CALIFORNIA TO HELP  
10 GUIDE BEST PRACTICES.

11           CHAIRMAN THOMAS: THAT WOULD BE MY  
12 SUGGESTION.

13           CHAIRPERSON DURON: DO I HEAR ANY -- OKAY.  
14 ANYBODY ELSE WANT TO WEIGH IN ON ANYTHING ELSE IN  
15 THIS VERY SHORT DOCUMENT THAT HOPEFULLY IS PRECISE  
16 AND GETS TO THE POINT? YOU SEE ANY HANDS? ANY  
17 HANDS UP, MARIA, THAT I'M MISSING?

18           MS. BONNEVILLE: NO OTHER HANDS.

19           CHAIRPERSON DURON: OKAY. SO SHALL I CALL  
20 FOR THE QUESTION?

21           CHAIRMAN THOMAS: YSABEL, BEFORE YOU DO  
22 THAT, JUST ONE OTHER THING. DO WE WANT TO CHANGE,  
23 IN THE FIRST BULLET, YOU WANT TO CHANGE PUBLIC TO  
24 PEOPLE OF CALIFORNIA TO BE CONSISTENT WITH THE  
25 SECOND PARAGRAPH?

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1           CHAIRPERSON DURON: I THINK WE DID MEAN TO  
2 CHANGE THAT. SORRY. I'M IN FROZEN MODE HERE, SO I  
3 CAN'T SEE THE FIRST SENTENCE. DO YOU WANT TO READ  
4 THAT, J.T. OKAY. I'M UNFROZEN.

5           CHAIRMAN THOMAS: I'M LOOKING AT THE  
6 BULLET, THE LAST PARAGRAPH WHICH HAS THE FOUR  
7 BULLETS NOW.

8           CHAIRPERSON DURON: OKAY. I SEE WHAT  
9 YOU'RE SAYING. OKAY.

10          CHAIRMAN THOMAS: DO YOU WANT IT PUBLIC OR  
11 NOT NECESSARILY BECAUSE YOU GOT PUBLIC AGAIN IN THE  
12 SECOND BULLET?

13          CHAIRPERSON DURON: RIGHT.

14          MS. BONNEVILLE: OUR RECOMMENDATION WOULD  
15 BE THAT WE MAKE ALL PUBLIC "PEOPLE OF CALIFORNIA,"  
16 AND THEN WE CAN SOLVE THAT PROBLEM. SO IN THE  
17 MISSION STATEMENT WHEREVER IT READS PUBLIC, IT WILL  
18 NOW READ PEOPLE OF CALIFORNIA.

19          CHAIRMAN THOMAS: YES.

20          MS. BONNEVILLE: THAT SOUND GOOD?

21          CHAIRMAN THOMAS: THAT'S WHAT I WAS  
22 SUGGESTING.

23          CHAIRPERSON DURON: OKAY. THANK YOU FOR  
24 THAT. SO NOW SHALL WE CALL FOR THE QUESTION?

25          CHAIRMAN THOMAS: I WOULD LIKE TO MOVE

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1 THAT WE ADOPT THIS MISSION STATEMENT AS AMENDED BY  
2 THIS DISCUSSION.

3 DR. BLUMENTHAL: SECOND.

4 CHAIRPERSON DURON: WHO WAS THAT, GEORGE?

5 DR. BLUMENTHAL: GEORGE, YEAH.

6 CHAIRPERSON DURON: OKAY. THANK YOU VERY  
7 MUCH. MARIANNE, COULD YOU ALL THE ROLE.

8 MS. BONNEVILLE: WE NEED TO ASK FOR PUBLIC  
9 COMMENT FIRST.

10 CHAIRPERSON DURON: OH, I'M SORRY. SO  
11 SORRY. IS THERE SOMEONE THERE, MARIA, ANY PUBLIC  
12 WHO WOULD LIKE TO MAKE A COMMENT?

13 MS. BONNEVILLE: I DO NOT SEE ANY HANDS  
14 RAISED.

15 CHAIRPERSON DURON: VERY GOOD. THANK YOU.  
16 MARIANNE, CALL THE ROLL.

17 MR. TORRES: WHAT ABOUT THE PEOPLE OF  
18 CALIFORNIA?

19 CHAIRPERSON DURON: THOSE PEOPLE TOO. ARE  
20 YOU REPRESENTING THOSE, ART?

21 MR. TORRES: EVERY DAY.

22 CHAIRPERSON DURON: AND DO YOU HAVE  
23 SOMETHING TO SAY? I HAVE YET TO HEAR YOUR  
24 MELLIFLUOUS VOICE.

25 MR. TORRES: CALL THE VOTE.

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1                   CHAIRPERSON DURON:   CALL THE VOTE,  
2    MARIANNE.  
3                   MS. DEQUINA-VILLABLANCA:   GEORGE  
4    BLUMENTHAL.  
5                   DR. BLUMENTHAL:   YES.  
6                   MS. DEQUINA-VILLABLANCA:   LEONDRA  
7    CLARK-HARVEY.  
8                   DR. CLARK-HARVEY:   YES.  
9                   MS. DEQUINA-VILLABLANCA:   YSABEL DURON.  
10                  CHAIRPERSON DURON:   YES.  
11                  MS. DEQUINA-VILLABLANCA:   LARRY GOLDSTEIN.  
12                  DR. GOLDSTEIN:   YES.  
13                  MS. DEQUINA-VILLABLANCA:   DAVID HIGGINS.  
14                  DR. HIGGINS:   YES.  
15                  MS. DEQUINA-VILLABLANCA:   PAT LEVITT.  
16                  DR. LEVITT:   YES.  
17                  MS. DEQUINA-VILLABLANCA:   LINDA MALKAS.  
18                  DR. MALKAS:   YES.  
19                  MS. DEQUINA-VILLABLANCA:   CHRISTINE  
20    MIASKOWSKI.  
21                  DR. MIASKOWSKI:   YES.  
22                  MS. DEQUINA-VILLABLANCA:   LAUREN  
23    MILLER-ROGEN.  
24                  MS. MILLER-ROGEN:   YES.  
25                  MS. DEQUINA-VILLABLANCA:   JONATHAN THOMAS.

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1 CHAIRMAN THOMAS: YES.

2 MS. DEQUINA-VILLABLANCA: ART TORRES.

3 MR. TORRES: AYE.

4 MS. DEQUINA-VILLABLANCA: MOTION CARRIES.

5 CHAIRPERSON DURON: OKAY. SORRY, FOLKS.

6 I'M GETTING USED TO UNMUTE/MUTE BUSINESS. MARIANNE  
7 IS SITTING RIGHT NEXT TO ME.

8 OKAY. NOW WE'RE GOING TO GO FOR THE LONG  
9 HAUL INTO OUR COMMUNICATIONS PLAN, WHICH IS A LOT OF  
10 EXCELLENT WORK ON THE PART OF THE TEAM. AND I'M  
11 GOING TO TURN THAT OVER TO MARIA BONNEVILLE TO  
12 LAUNCH INTO THAT.

13 MS. BONNEVILLE: THANK YOU. YOU WANT TO  
14 SHARE THE DOCUMENT? THANKS, MARIANNE.

15 SO THANK YOU TO THE SUBCOMMITTEE FOR BEING  
16 HERE TODAY AND FOR GOING THROUGH THIS WITH US AND  
17 GIVING US ALL OF YOUR MUCH NEEDED FEEDBACK AND  
18 ADVICE. I'M SO HAPPY THAT THIS COMMITTEE HAS  
19 RECONVENED. AND THE TEAM HAS PUT TOGETHER A VERY  
20 COMPREHENSIVE PLAN. SO LOOKING FORWARD TO SHARING  
21 THIS WITH YOU NOW. SO NEXT SLIDE PLEASE.

22 AS ALWAYS, WE START ALL OF OUR  
23 PRESENTATIONS WITH EVERYTHING WE DO WITH THE CIRM  
24 MISSION. OUR MISSION IS TO ACCELERATE WORLD-CLASS  
25 SCIENCE TO DELIVER TRANSFORMATIVE REGENERATIVE

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1 MEDICINE TREATMENTS IN AN EQUITABLE MANNER TO A  
2 DIVERSE CALIFORNIA AND WORLD.

3 AS A REMINDER, HERE'S THE TEAM. SO KEVIN  
4 MCCORMACK IS OUR DIRECTOR OF PATIENT ADVOCACY.  
5 ESTEBAN CORTEZ, OUR DIRECTOR OF MARKETING AND  
6 COMMUNICATIONS. YOU ALL KNOW ME. AND KATIE  
7 SHARIFY, COMMUNICATIONS TEAM COORDINATOR.

8 I'VE JUST BEEN SO THRILLED WITH HOW THE  
9 TEAM WORKS TOGETHER. THEY REALLY ARE JUST WONDERFUL  
10 TO WORK WITH AND OPEN MINDED AND READY TO JUST TAKE  
11 ON SO MUCH WORK THAT WE HAVE BEFORE US. SO I'M  
12 REALLY EXCITED TO PASS THIS ALONG TO THEM NOW SO  
13 THAT THEY CAN WALK YOU THROUGH THIS. ESTEBAN.

14 MR. CORTEZ: HI, EVERYONE. THANK YOU SO  
15 MUCH FOR BEING HERE TODAY. THE PUBLIC OUTREACH TEAM  
16 IS SO EXCITED TO SHARE THIS COMMUNICATION PLAN WITH  
17 YOU AND ALL OF THE WORK THAT WE'VE BEEN DOING TO PUT  
18 THIS TOGETHER. SO I WOULD REALLY LIKE TO START BY  
19 REMINDING EVERYONE THAT THIS PLAN IS VERY  
20 COMPREHENSIVE, AS MARIA SAID, AND YOU MAY HAVE  
21 NOTICED THAT THROUGH THE DOCUMENT WE SHARED WITH  
22 YOU. SO THIS WILL BE A CONDENSED PRESENTATION. IF  
23 YOU WOULD LIKE TO SEE ANY MORE DETAILS, YOU CAN, OF  
24 COURSE, FIND THOSE IN THE FULL DOCUMENT WHICH SHOULD  
25 BE AVAILABLE TO YOU, AND OUR TEAM WILL ALSO BE HAPPY

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1 TO CLARIFY AND ANSWER ANY QUESTIONS AT THE END OF  
2 OUR PRESENTATION.

3 AND I DO ALSO WANT TO EMPHASIZE THAT THIS  
4 COMMUNICATIONS PLAN AND THESE STRATEGIES ARE PART OF  
5 A LIVING, BREATHING DOCUMENT THAT WILL ALSO BE  
6 ASSESSED AND UPDATED PERIODICALLY. SO LET'S GET  
7 INTO IT.

8 SO OUR PRESENTATION TODAY WILL GIVE AN  
9 OVERVIEW OF OUR COMMUNICATIONS PLANNING AND RESEARCH  
10 PLUS OUTLINE SOME OF THE STRATEGIES MOVING FORWARD.  
11 AND AS WE GOT INTO OUR COMMUNICATIONS PLANNING, THE  
12 VERY FIRST THING WE HAD TO ASK OURSELVES IS WHY ARE  
13 WE DOING THIS. WHY ARE CIRM'S COMMUNICATIONS  
14 EFFORTS SO CRITICAL? AND THEY'RE CRITICAL BECAUSE  
15 THEY ENSURE THAT THE MOST RELEVANT INFORMATION,  
16 FIRST OF ALL, REACHES THE PEOPLE OF CALIFORNIA. AS  
17 A STATE ORGANIZATION, IT'S CIRM'S DUTY TO REPORT  
18 BACK TO THE PUBLIC, OR THE PEOPLE OF CALIFORNIA, ON  
19 ECONOMIC BENEFITS TO THE STATE, OUR SCIENTIFIC  
20 PROGRESS, AND ITS GLOBAL IMPACT. SO THE  
21 COMMUNICATIONS PLAN IS GOING TO SET THE PATH AND THE  
22 STRATEGY IN ENSURING THAT ALL OF OUR TARGET  
23 AUDIENCES LEARN ABOUT THE IMPACT ON REGENERATIVE  
24 MEDICINE THAT CIRM HAS, THE SCIENTIFIC AND  
25 EDUCATIONAL PROGRAMS WE'VE PUT TOGETHER, AS WELL AS

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1 PATIENT AND PATIENT ADVOCATE COMMUNITIES.

2 SO IN OUR PLANNING WE FIRST HAD TO ASK  
3 OURSELVES WHAT OUR BIG PICTURE GOALS ARE. LIKE WHAT  
4 IS IT THAT WE ARE TRYING TO ACHIEVE THROUGH THIS  
5 PLAN? AND HERE ARE OUR PRIMARY OBJECTIVES. SO  
6 FIRST IS TO POSITION CIRM AS A TRUSTED SOURCE OF  
7 INFORMATION ON STEM CELL, GENE THERAPY, AND  
8 REGENERATIVE MEDICINE. THE GOAL BASICALLY IS TO  
9 ENSURE THAT CIRM'S AUDIENCES RECOGNIZE THAT THE  
10 AGENCY IS, IN FACT, ACCELERATING WORLD-CLASS SCIENCE  
11 AND MEETING OUR MISSION.

12 AND SECOND, CIRM WILL CONTINUE TO WORK  
13 WITH PATIENT ADVOCATES AND COMMUNITY-BASED  
14 ORGANIZATIONS TO RAISE AWARENESS ABOUT CIRM'S WORK,  
15 SERVICES, AND OUR IMPACT. AND THIS IS CRITICAL  
16 BECAUSE THROUGH OUR COMMUNICATIONS EFFORTS, BECAUSE  
17 THESE GROUPS AND ORGANIZATIONS ALREADY HOLD A  
18 POSITION OF TRUST WITH THEIR RESPECTIVE COMMUNITIES,  
19 WILL ALLOW US TO MAKE INROADS TO REACH THEM. SO  
20 THESE ARE OUR BIG PICTURE OBJECTIVES THAT WE ARE  
21 SETTING THROUGH THE PLAN.

22 SO AFTER IDENTIFYING THOSE GOALS THAT WE  
23 JUST SHARED WITH YOU, THE CIRM TEAM CONDUCTED A SWOT  
24 ANALYSIS. AND THE PURPOSE OF THIS WAS TO IDENTIFY  
25 STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS TO

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1 ASSESS OUR POSITION IN EXECUTING THIS COMMUNICATION  
2 PLAN AND STRATEGY. SO THIS IS, AGAIN, A VERY BRIEF  
3 SNAPSHOT OF SOME OF THE ITEMS THAT WE IDENTIFIED.  
4 AND IF YOU WANT TO SEE MORE, THEY'RE, OF COURSE, IN  
5 THE DOCUMENT THAT WE SHARED WITH YOU.

6 BUT I WOULD LIKE TO POINT OUT THAT WE ARE  
7 ALREADY ADDRESSING SOME OF THESE ITEMS, SUCH AS, IF  
8 YOU LOOK AT THE OPPORTUNITY SECTION, THE OPPORTUNITY  
9 TO EXPAND OUR OUTREACH INTO COMMUNITIES. WE'LL BE  
10 GIVING AN OVERVIEW OF THIS COMMUNITY OUTREACH  
11 SHORTLY.

12 ANOTHER THING THAT WE ARE ADDRESSING AS AN  
13 EXAMPLE IS OUR LARGE SOCIAL MEDIA FOLLOWING, WHICH  
14 IS A STRENGTH. AND WE ARE DOING THAT BY CONDUCTING  
15 A SOCIAL MEDIA AUDIT AND STRATEGY, WHICH KATIE WILL  
16 ALSO SHARE LATER ON IN THIS PRESENTATION. SO THAT'S  
17 JUST A VERY BRIEF SNAPSHOT OF THAT SWOT ANALYSIS  
18 THAT WE CONDUCTED.

19 CHAIRMAN THOMAS: ESTEBAN, IT'S J.T. JUST  
20 GO BACK, VERY EXTREMELY MINOR EDIT. YOU'VE GOT THE  
21 TEAM LISTED AS THREE MEMBERS AS OPPOSED TO FOUR.

22 MR. CORTEZ: YES. SURE. IN THAT CASE I  
23 WAS REFERRING TO KATIE, KEVIN, AND I WHO ARE  
24 EXECUTING MOST OF THE STRATEGY. MARIA IS, OF  
25 COURSE, OVERSEEING IT, SO YEAH, IT COULD BE FOUR, A

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1 TEAM OF FOUR. WE CAN EDIT THAT TOO.

2 MS. BONNEVILLE: I'LL REMEMBER THAT,  
3 ESTEBAN.

4 MR. CORTEZ: SO THANK YOU FOR THAT, J.T.  
5 SO GETTING INTO OUR TARGET AUDIENCES,  
6 WHICH IS AN ESSENTIAL COMPONENT OF EVERY  
7 COMMUNICATIONS PLAN. SO WHAT WE DID, OF COURSE, IS  
8 WANTED TO IDENTIFY THE TARGET AUDIENCES. AND I DO  
9 WANT TO POINT OUT THAT THIS LIST WILL GROW AS WE  
10 PERIODICALLY UPDATE THIS PLAN, BUT THESE ARE THE  
11 ONES THAT WE'VE IDENTIFIED SO FAR.

12 SO FOR THIS SECTION, WHAT WE DID IS THE  
13 TEAM IDENTIFIED THE AUDIENCES THAT WE'LL TARGET FOR  
14 OUR COMMUNICATIONS AS WELL AS SOME OF THE MESSAGES  
15 THAT WE'LL SHARE WITH THEM. SO YOU WILL NOTICE THAT  
16 THERE'S SOME OVERLAP IN THE KEY MESSAGES AS WE GO  
17 THROUGH THE SLIDE. SO WE WON'T GO INTO GREAT  
18 DETAIL, BUT, AGAIN, THERE ARE SOME KEY MESSAGES THAT  
19 WE'VE IDENTIFIED IN THE DOCUMENT IF YOU WANT TO TAKE  
20 A LOOK.

21 SO AS OUR FIRST TARGET AUDIENCE, WE HAVE,  
22 OF COURSE, THE PEOPLE OF CALIFORNIA, ARGUABLY ONE OF  
23 OUR MOST IMPORTANT AUDIENCES, BECAUSE THEY ARE THE  
24 REASON THAT CIRM EXISTS TODAY AND WAS FUNDED, AGAIN,  
25 THROUGH PROP 14. SO WHILE THE WORK THAT CIRM DOES

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1 IMPACTS THE WORLD, IT'S ABSOLUTELY CRITICAL THAT WE  
2 FIRST SHARE RELEVANT INFORMATION WITH CALIFORNIANS  
3 ABOUT SCIENTIFIC RESEARCH, CLINICAL TRIALS, AND THE  
4 IMPORTANCE OF REGENERATIVE MEDICINE. AND OUR TEAM  
5 ABSOLUTELY RECOGNIZES THAT CALIFORNIA IS A DIVERSE  
6 STATE WITH MANY DIFFERENT COMMUNITIES AND ETHNIC  
7 GROUPS, AND WE RECOGNIZE THAT MESSAGING FOR  
8 CALIFORNIANS IS NOT ONE SIZE FITS ALL AND THAT IT  
9 MUST BE CULTURALLY AND LINGUISTICALLY APPROPRIATE.

10 MOVING ON TO THE --

11 CHAIRPERSON DURON: WE KNOW THIS IS A  
12 PRETTY BIG DECK, AND PART OF ME IS THINKING AM I  
13 GOING TO REMEMBER AT THE END OF THIS WHAT I MIGHT  
14 HAVE TO SAY BECAUSE IT IS DENSE WITH INFORMATION.  
15 WOULD IT BE APPROPRIATE FOR US TO MAYBE HAVE A  
16 COMMENT? I'M SURE EVERYBODY ALL THE TIME IS NOT  
17 GOING TO SAY IT, BUT AS WE GO ALONG, ESTEBAN, WOULD  
18 THAT BOTHER YOU? IS THAT OUR PRO FORMA HERE? HOW  
19 DO YOU FEEL, ESTEBAN?

20 MR. CORTEZ: YES. I THINK IF ANYBODY HAS  
21 ANY QUESTIONS, WE ARE WELCOME TO ANSWER ANYTHING AS  
22 NEEDED. WE ARE ALSO HAPPY TO ANSWER AT THE END OF  
23 THE PRESENTATION. SO IF ANY QUESTIONS DO COME UP,  
24 FEEL FREE TO ASK.

25 CHAIRPERSON DURON: OKAY. YEAH. BECAUSE

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1 PART OF ME WANTS TO SAY SOMETHING NOW INSTEAD OF  
2 WAIT. IN TEN SLIDES I'M GOING TO TOTALLY FORGET  
3 WHAT I WAS SO SMARTLY THINKING.

4 MR. CORTEZ: OKAY. YEAH. IF THERE'S A  
5 QUESTION THAT YOU HAVE, YSABEL, FEEL FREE.

6 CHAIRPERSON DURON: SO I JUST WANT THE  
7 SUBCOMMITTEE TO UNDERSTAND THAT SO THEY CAN FEEL  
8 FREE TO RAISE THEIR HAND. AND PLEASE I HOPE I SEE  
9 IT. THANK YOU, ESTEBAN. CONTINUE.

10 MS. BONNEVILLE: LEONDRA HAS HER HAND  
11 RAISED AS DOES LARRY.

12 DR. CLARK-HARVEY: IT'S NOT THAT YOU'VE  
13 INVITED QUESTIONS. SO ON THIS SLIDE I'M  
14 WONDERING -- SO THERE'S STATEMENTS. RIGHT? THESE  
15 ARE KEY MESSAGES, AND SO THERE'S A STATEMENT. IT'S  
16 CREATIVE, FUNDING IS IMPORTANT, BUT THEN THERE'S A  
17 QUESTION. WHAT IS REGENERATIVE MEDICINE AND WHY IS  
18 IT IMPORTANT TO ME? IT SEEMS LIKE THAT TO ME WOULD  
19 BE MORE APPROPRIATE FOR FAQ OR JUST MAKE IT  
20 CONSISTENT, RIGHT, WITH THREE OR FOUR STATEMENTS AND  
21 THEN ONE QUESTION. IT JUST SEEMS TO BE A LITTLE OFF  
22 IN TERMS OF HOW IT'S PRESENTED. DOES THAT MAKE  
23 SENSE?

24 MR. CORTEZ: YEAH. ABSOLUTELY. AND  
25 THAT'S ONE OF THE REASONS I REALLY WANTED TO POINT

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1 OUT AND OUR TEAM WANTS TO POINT OUT THAT THIS WILL  
2 BE A DOCUMENT THAT WILL BE ASSESSED PERIODICALLY AND  
3 UPDATED. SO WE ARE STILL REFINING SOME OF THOSE  
4 MESSAGES. LIKE, I THINK WHAT WE REALLY ARE GOING TO  
5 DO IS WE'RE GOING TO GET TOGETHER. SO FOR THAT  
6 TOPIC THAT YOU ARE MENTIONING ABOUT REGENERATIVE  
7 MEDICINE, WE ARE GOING TO HAVE TO FIGURE OUT WHAT  
8 EXACTLY ARE THOSE KEY THINGS THAT WE WANT TO SHARE  
9 ABOUT REGENERATIVE MEDICINE. SO YES, ABSOLUTELY  
10 AGREE WITH YOUR COMMENT, AND THAT IS SOMETHING THAT  
11 WE WILL BE REFINING.

12 CHAIRPERSON DURON: I SEE LAWRENCE ALSO  
13 HAS HIS HAND UP. LARRY.

14 DR. GOLDSTEIN: I THINK WHAT'S MISSING  
15 HERE FOR ME IS TO SAY SOMETHING A BIT MORE DIRECTLY  
16 ABOUT MEDICAL AND SCIENTIFIC RESEARCH AT CIRM IS  
17 IMPROVING AND CHANGING THE LIVES OF PEOPLE EVERY DAY  
18 OR SOMETHING TO THAT EFFECT TO BRING IT A LITTLE BIT  
19 MORE IN LINE WITH THE SORTS OF THINGS WE SAY DURING  
20 THE CAMPAIGN TO GET THESE PASSED.

21 MR. CORTEZ: YEAH. AND TO THAT I WOULD  
22 ALSO JUST REITERATE THAT WE ARE GOING TO BE REFINING  
23 SOME OF THESE MESSAGES. SO AS WE ARE GETTING INTO  
24 CAMPAIGNS, WE WILL, OF COURSE, DETERMINE, LIKE, WHAT  
25 IS IT EXACTLY THAT WE WANT TO SAY? WHAT ARE THOSE

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1     IMPORTANT POINTS AROUND HOW REGENERATIVE MEDICINE  
2     AFFECTS COMMUNITIES? AS WE GET INTO OUR COMMUNITY  
3     OUTREACH STRATEGY, WHICH WILL BE COMING UP, WE'RE  
4     GOING TO FIND THAT MESSAGES ARE DIFFERENT AS WE GET  
5     TO COMMUNITIES BECAUSE, FOR EXAMPLE, ONE COMMUNITY  
6     MIGHT VALUE A CERTAIN SET OF INFORMATION MORE THAN  
7     ANOTHER. THERE MIGHT BE A DISEASE AREA THAT AFFECTS  
8     ONE COMMUNITY MORE THAN THE OTHER. SO THESE ARE  
9     JUST GENERAL MESSAGES THAT WILL BE EXPANDED UPON AS  
10    WE GET INTO --

11           MS. BONNEVILLE: WE LOST YOU, ESTEBAN.

12           MR. CORTEZ: I JUST GOT A POP-UP. YEAH.  
13    REALLY JUST WANTED TO SAY THAT WE'RE GOING TO BE  
14    REFINING THESE AS WE GET INTO MORE SPECIFIC  
15    CAMPAIGNS.

16           MS. BONNEVILLE: I WANT TO DIFFERENTIATE  
17    BETWEEN -- WE ARE USED TO CAMPAIGN. THE CAMPAIGN,  
18    THAT WAS THE ONE THAT HAPPENED IN 2020. ESTEBAN IS  
19    REFERRING TO CONTINUED MARKETING STRATEGIES AND  
20    SPECIFIC OUTREACH THAT WE ARE GOING TO DO AND  
21    TARGETED. SO WHEN THERE'S A NEW RFA AND WE ARE  
22    ASKED TO SEND OUT AN E-MAIL TO MAKE SURE THAT  
23    EVERYBODY UNDERSTANDS THERE'S A NEW RFA, THAT'S  
24    REFERRED TO AS A CAMPAIGN. HOW DID THAT DO? HOW  
25    MANY PEOPLE OPENED THE E-MAIL? THINGS LIKE THAT.

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1 AND THAT'S HOW WE TRACK METRICS.

2 SO JUST WANTED TO DIFFERENTIATE BETWEEN  
3 BIG CAMPAIGN AND THEN THE CAMPAIGNS THAT WE TALK  
4 ABOUT WITHIN THIS GROUP.

5 MR. CORTEZ: THANK YOU, MARIA.

6 MS. BONNEVILLE: J.T., YOU HAVE YOUR HAND  
7 RAISED.

8 CHAIRMAN THOMAS: YEAH. A COUPLE OF  
9 COMMENTS. ONE IS I THINK ORDERING OF THE MESSAGES  
10 WHEN YOU'RE READING THIS IS IMPORTANT. I WOULD MOVE  
11 WHAT IS REGENERATIVE MEDICINE AND WHY IS IT  
12 IMPORTANT TO ME UP TO NO. 2 BECAUSE THAT'S KIND OF A  
13 THRESHOLD THING. EVERYTHING FOLLOWS FROM THAT.

14 THE SECOND POINT I WANTED TO MAKE IS THAT  
15 LAST BULLET, WHICH I REALIZE YOU CAN'T GO INTO ANY  
16 DETAIL ON THESE THINGS, BUT SORT OF IT BRINGS  
17 CLINICAL TRIALS A LARGE UNDERSTATEMENT, I BELIEVE.  
18 AND WE ARE CLOSING IN ON 80 NOW, WHICH IS A HUGE  
19 NUMBER. AND YOU DON'T GET THE BENEFIT OF THAT FROM  
20 THE WAY THAT'S PHRASED. SO I WOULD DO SOMETHING TO  
21 SOMEWHAT AUGMENT THAT TO REFLECT THE MAJOR ADVANCES  
22 THAT WE HAVE HAD AS FAR AS THE NUMBER OF CLINICAL  
23 TRIALS IN PLACE.

24 MR. CORTEZ: THANK YOU, J.T.

25 CHAIRPERSON DURON: I THINK, ESTEBAN, WHAT

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1 HE'S SAYING IS WE NEED TO MAKE SURE WE CAPTURE OUR  
2 HISTORY TO GIVE PEOPLE CONTEXT EVEN WHILE WE PUSH  
3 INTO THE NEW FRONTIER. THANKS.

4 MR. CORTEZ: ABSOLUTELY. ANY OTHER  
5 QUESTIONS BEFORE I MOVE ON?

6 DR. CLARK-HARVEY: I ACTUALLY THINK THAT  
7 ALL OF THIS IS RELATED TO THIS FUNDAMENTAL BULLET ON  
8 NO. 4, WHAT IS REGENERATIVE MEDICINE AND WHAT WHY IS  
9 IT IMPORTANT TO ME? SO I FEEL LIKE THAT SHOULD NEED  
10 A HEADER, WHAT IS REGENERATIVE MEDICINE? AND WHY IS  
11 IT IMPORTANT TO ME, UNDER WHICH COULD FOLLOW THE  
12 COMMENTS THAT J.T. JUST PUT UP AND I AGREE WITH.  
13 THIS IS CIRM. THIS IS WHAT REGENERATIVE MEDICINE  
14 IS. THIS IS -- AND THE CLINICAL TRIALS PIECE TOO.  
15 I ALMOST FEEL LIKE THOSE ARE AN ANSWER TO THAT  
16 QUESTION. AND SO THAT QUESTION IS BEING KIND OF  
17 MUDDLED IN THERE. I'LL STOP NOW. I KNOW YOU HAVE  
18 TO MOVE ON.

19 MR. CORTEZ: NO. THANK YOU. THIS IS ALL  
20 FEEDBACK THAT'S VALID. SO THANK YOU FOR POINTING  
21 THAT OUT. ANY OTHER QUESTIONS?

22 SO WE'LL GO AHEAD AND MOVE THROUGH THESE  
23 TARGET AUDIENCES. SO, YEAH, AGAIN, AS I'M GETTING  
24 THROUGH SOME OF THESE SLIDES, JUST KEEP IN MIND THAT  
25 THESE WILL BE REFINED AND THESE ARE GENERAL MESSAGES

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1 THAT WE'VE IDENTIFIED AND THERE ARE SOME EXPANDED  
2 QUESTIONS OR KEY MESSAGES THAT WE'VE IDENTIFIED  
3 THROUGH THE PLAN ITSELF.

4 SO MOVING ON TO THE NEXT SLIDE, PLEASE,  
5 MARIANNE. ALL RIGHT. SO AS WE ARE GETTING INTO OUR  
6 TARGET AUDIENCES, ANOTHER TARGET AUDIENCE CONSISTS  
7 OF PATIENTS AND PATIENT ADVOCATE COMMUNITIES, OF  
8 COURSE. AND THIS AUDIENCE REMAINS AN IMPORTANT ONE  
9 BECAUSE CIRM WOULD NOT EXIST TODAY IF WERE NOT FOR  
10 THE TIRELESS EFFORTS OF PATIENTS AND PATIENT  
11 ADVOCATES. AND KEVIN WILL BE GIVING AN OVERVIEW OF  
12 OUR PATIENT ADVOCACY STRATEGY LATER IN THIS  
13 PRESENTATION.

14 THEN NEXT UP WE'VE GOT THE MEDIA WHICH  
15 PROVIDES OPPORTUNITIES FOR CIRM TO SPREAD  
16 INFORMATION WITH FURTHER REACH, SOMETIMES EVEN ON A  
17 WORLDWIDE SCALE. IT'S WORTH MENTIONING THAT WHEN WE  
18 SAY MEDIA, WE DON'T JUST MEAN TRADITIONAL NEWSPAPERS  
19 AND TV STATIONS BECAUSE MEDIA HAS CHANGED SO MUCH  
20 OVER THE YEARS AND IS CONSTANTLY EVOLVING. WHEN WE  
21 SAY MEDIA, THAT ALSO INCLUDES THINGS LIKE BLOGGERS,  
22 PODCASTERS, AS WELL AS COMMUNITY PUBLICATIONS.

23 ANOTHER CLEAR AUDIENCE IS, OF COURSE, THE  
24 SCIENTIFIC COMMUNITY. AS A SCIENCE FUNDING AGENCY,  
25 THIS IS ABSOLUTELY ONE OF CIRM'S KEY AUDIENCES. BY

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1 TARGETING SCIENTIFIC COMMUNITY, CIRM GETS ACCESS TO  
2 THE BEST SCIENCE AND RESEARCH TO FUND. AND ANY  
3 SCIENCE INSTITUTIONS ALSO HAVE A WIDE REACH AND HELP  
4 WITH SPREADING AWARENESS OF CIRM AND ITS PROGRAMS.  
5 SO THAT'S, OF COURSE, WHY THIS REMAINS A KEY  
6 AUDIENCE.

7 THEN OUR TEAM IS ALSO DEVELOPING MESSAGING  
8 TO TARGET THE INDUSTRY AND BUSINESS COMMUNITY IN  
9 COLLABORATION WITH SHYAM PATEL WHO IS CIRM'S  
10 DIRECTOR OF BUSINESS DEVELOPMENT. SOME OF THE KEY  
11 MESSAGES THAT WE'VE IDENTIFIED SO FAR ARE, OF  
12 COURSE, AROUND AWARENESS TO THE INDUSTRY ALLIANCE  
13 PROGRAM AND TO POSITION CIRM AS A WORLD LEADER IN  
14 REGENERATIVE MEDICINE AND STEM CELL RESEARCH.

15 CIRM ALSO MAINTAINS A STRONG RELATIONSHIP  
16 WITH STATE AND FEDERAL LAWMAKERS DUE IN LARGE PART  
17 THROUGH THE WORK OF OUR VICE CHAIR AND MEMBERS OF  
18 THE CIRM TEAM. AND CIRM KEEPS THIS AUDIENCE UP TO  
19 DATE ON PROGRAMS, ECONOMIC IMPACT, AND GENERAL  
20 INFORMATION. AND THIS ALL HELPS WITH BUILDING  
21 AWARENESS OF THE IMPORTANT WORK THAT CIRM IS DOING.

22 AND, FINALLY, WE'VE GOT THE MEDICAL  
23 COMMUNITY AS A TARGET AUDIENCE. AND FOR THIS GROUP  
24 THE PUBLIC OUTREACH TEAM IS WORKING WITH CIRM'S NEW  
25 VICE PRESIDENT OF MEDICAL AFFAIRS AND POLICY, SEAN

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1 TURBEVILLE, TO IDENTIFY MORE KEY MESSAGES AND  
2 SUPPORT WITH OUR OUTREACH STRATEGY.

3 OKAY. SO THAT WRAPS UP THE SNAPSHOT OF  
4 SOME --

5 CHAIRPERSON DURON: ESTEBAN.

6 MR. CORTEZ: YES.

7 CHAIRPERSON DURON: SORRY. THE ONLY THING  
8 I KEEP LOOKING FOR AND I'M NOT SEEING, AND MAYBE  
9 IT'S HIDDEN INSIDE THAT, IS ARE WE MAKING SURE THAT  
10 ALL OF THE STUDENTS, THE INTERNS, THOSE IN OUR SPARK  
11 PROGRAM AND THE BRIDGES PROGRAM, THAT THEY'RE ALSO  
12 HEARING ABOUT THEMSELVES AND ABOUT THE PROGRAM, BUT  
13 ALSO HEARING ABOUT EACH OTHER SO THEY CAN BE PART OF  
14 THIS COMMUNITY WE ARE TALKING ABOUT AND FEEL VERY  
15 NOT ONLY IN ENTHUSED ABOUT BEING PART OF IT, BUT  
16 HOPEFULLY TALK OUTWARD TO THEIR NETWORKS. HOW DO WE  
17 ENCOURAGE THAT KIND OF COMMUNICATION ABOUT BETWEEN  
18 AND OUT? I'M NOT SURE IF I SAW IT SOMEPLACE IN  
19 HERE.

20 MR. CORTEZ: SURE. IT WASN'T LISTED IN  
21 THESE SLIDES, BUT THAT IS SOMETHING THAT WE ARE  
22 DEVELOPING. WE ARE DEVELOPING A TOOL KIT, AND WE  
23 ARE REALLY LOOKING FOR A WAY TO STREAMLINE OUR  
24 CONTENT GATHERING AND THE WAY THAT WE DO SHARE  
25 STORIES BECAUSE IT'S CLEAR THAT THERE REALLY IS NO

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1 SHORTAGE OF CONTENT THROUGH THOSE PROGRAMS. AND WE  
2 HAVE ALREADY STARTED TO MEET WITH SOME OF THE  
3 PROGRAM DIRECTORS LIKE, FOR EXAMPLE, WE MET WITH  
4 SOMEBODY DOWN IN THE SAN DIEGO AREA FROM  
5 SANFORD-BURNHAM PREBYS WHO GAVE US SOME REALLY GREAT  
6 INSIGHT ON WAYS THAT WE CAN START TO STREAMLINE THAT  
7 CONTENT.

8 AND THIS IS ACTUALLY A GREAT SUGGESTION  
9 THAT LEONDRA ALSO SUGGESTED LAST TIME ABOUT THE  
10 BUILDING A TOOL KIT, WHICH IS SOMETHING THAT'S ON  
11 OUR TO-DO LIST. BECAUSE, YEAH, THAT'S THE THING IS  
12 WE WANT TO -- AS I MENTIONED, WE ARE A SHORT TEAM, A  
13 SMALL TEAM, SO WE WANT TO FIND WAYS TO STREAMLINE  
14 THAT AND GET THAT CONTENT COMING OVER TO US SO THAT  
15 WE CAN CONTINUE TO SHARE IT ACROSS ALL OF OUR  
16 CHANNELS. SO THAT IS SOMETHING THAT WE WILL BE  
17 ADDRESSING THROUGH OUR CONTENT STRATEGY.

18 MS. BONNEVILLE: YSABEL, ONE OTHER THING.  
19 BOTH THE SPARK AND BRIDGES PROGRAM HAVE A CONFERENCE  
20 EVERY YEAR WHERE THEY BRING ALL THE KIDS TOGETHER.  
21 SO ALL THE STUDENTS IN BRIDGES AND ALL THE STUDENTS  
22 IN SPARK. SO AT LEAST ONCE A YEAR THEY DO SHARE  
23 STORIES. THERE'S POSTER SESSIONS. ALL OF THOSE  
24 THINGS WHERE THEY GET TO KNOW EACH OTHER. AND THERE  
25 IS THEN ALSO AN ABILITY FOR US TO CAPTURE THOSE

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1 STORIES WHEN WE ARE THERE AND CREATE CONTENT AND  
2 CONTENT GENERATION FROM THERE.

3 SO THERE SHOULD BE A MECHANISM BY WHICH  
4 THEY CAN INTERACT MORE. SO WE'LL TALK TO THE  
5 PROGRAM DIRECTORS ABOUT THAT, BUT THEY DO HAVE AT  
6 LEAST THAT ONE INTERSECTION ONCE A YEAR.

7 CHAIRPERSON DURON: YEAH. WELL, I GUESS  
8 I'M SAYING ONCE A YEAR ISN'T GOOD ENOUGH. WE ALL  
9 KNOW THAT, RIGHT? BUT I APPRECIATE DEVELOPING  
10 CONTENT OVER TIME, BUT I'M THINKING THEIR OWN  
11 CONSISTENT OPPORTUNITY TO HEAR AND KNOW ABOUT EACH  
12 OTHER. I JUST FEEL IT BUILDS THE VILLAGE.

13 MS. BONNEVILLE: PAT HAS HIS HAND RAISED.

14 DR. LEVITT: SO I'M GOING TO SEND COMMENTS  
15 ON THE VARIOUS PAGES BECAUSE I DON'T WANT TO TAKE UP  
16 A WHOLE LOT OF TIME. ONE THING THAT I WANTED TO  
17 RAISE IS THERE'S A LOT OF "HERE" IN TERMS OF TARGET  
18 AUDIENCES AND GOALS, ET CETERA. AND IT'S GREAT.  
19 BUT I'M WORRIED ABOUT AN ABSENCE OF DETERMINING  
20 WHETHER THE WORDS WE USE IN THE MESSAGES THAT WE  
21 DEVELOP AND THE CONTENT, THE MATERIAL, ET CETERA,  
22 WILL ACTUALLY RESONATE WITH THE VARIOUS AUDIENCES,  
23 THAT WE DON'T HAVE A PROCESS FOR VETTING THE IMPACT  
24 OF HOW WE'RE GOING TO SAY WHAT WE SAY. AND I SAY  
25 THAT BECAUSE THERE'S A LOT OF WORDS IN HERE THAT I

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1 THINK IN GENERAL ARE NOT GOING TO RESONATE WITH  
2 PEOPLE WHO ARE NOT SCIENTISTS.

3 AND SO I THINK WE HAVE TO PUT THAT ON THE  
4 TABLE IN TERMS OF DETERMINING WHAT IS THE PROCESS  
5 GOING TO BE AND DETERMINING THE EFFECTIVENESS OF THE  
6 MESSAGES THEMSELVES FOR THE SPECIFIC AUDIENCES. AND  
7 THAT COULD BE DONE IN A WHOLE VARIETY OF WAYS, BUT  
8 THERE'S GOT TO BE SOME WAY TO DETERMINE HOW  
9 EFFECTIVE THEY ARE BEFORE WE USE THEM AND USE THEM  
10 IN A WISE WAY. AND WHAT WORKS FOR POLICYMAKERS  
11 DOESN'T NECESSARILY WORK FOR COMMUNITY ADVOCACY  
12 GROUPS AND CERTAINLY NOT THE SCIENTISTS. AND WHAT  
13 WORKS WITH THEM MAY NOT WORK AT ALL WITH SOME OF THE  
14 TARGET AUDIENCES THAT WE'VE IDENTIFIED.

15 MS. BONNEVILLE: THAT'S CORRECT, PAT. AND  
16 PART OF THAT COMES INTO PLAY WITH OUR OUTREACH PLANS  
17 AND STRATEGIES OF GOING INTO THE COMMUNITIES, THE  
18 COMMUNITIES, ORGANIZATIONS, THE PATIENT ADVOCATE  
19 COMMUNITIES, THE PATIENTS THEMSELVES, AND HAVING  
20 CONVERSATIONS WITH THEM AND UNDERSTANDING SORT OF  
21 WHERE -- WHAT DO THEY NEED TO KNOW FROM US? HOW DO  
22 WE COMMUNICATE WITH THEIR CONSTITUENCIES DIRECTLY?  
23 LIKE WHAT'S THE BEST METHODOLOGY, WHAT THE  
24 UNDERSTANDING IS, WHAT THEY WANT FROM US BECAUSE WE  
25 DON'T WANT TO MAKE ASSUMPTIONS, BUT WE NEED TO GO IN

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1 AND EDUCATE EVERYONE. THAT MAY NOT BE TRUE. SO IT  
2 REALLY COMES DOWN TO HAVING THESE CONVERSATIONS WITH  
3 THE DIFFERENT CONSTITUENCIES AND THE KEY  
4 STAKEHOLDERS IN THOSE CONSTITUENCIES THAT CAN THEN  
5 BE OUR VOICES IN THE COMMUNITY AS WELL.

6 SO I TOTALLY AGREE THAT NOT EVERY MESSAGE  
7 IS GOING TO WORK WITH EVERY CONSTITUENCY. THERE'S  
8 NO WAY. GETTING TO THAT IS GOING TO BE A WORK IN  
9 PROGRESS AND REALLY IS GOING TO BE -- I'M NOT SURE  
10 WE CAN GET THERE UNTIL WE START HAVING THESE VERY  
11 POINTED CONVERSATIONS.

12 DR. LEVITT: YEAH. I'M NOT TALKING ABOUT  
13 DOING IT IMMEDIATELY. I'M TALKING ABOUT INSTITUTING  
14 A PROCESS AND NOT TO GET ALL SCIENCE AND NERDY, BUT  
15 THE BEST WAY OF KNOWING WHETHER SOMETHING WORKS OR  
16 NOT IS TO COLLECT THE DATA. IN THOSE CONVERSATIONS,  
17 THERE ARE METHODS TO DO THAT. AND I JUST CAN'T -- I  
18 MEAN IT'S REALLY, REALLY CRITICALLY IMPORTANT  
19 BECAUSE WE TEND TO NOT -- WE MEANING SCIENTISTS. I  
20 CAN'T SPEAK FOR EVERYONE ELSE ON THIS CALL. WE TEND  
21 TO DO A LOUSY JOB AT COMMUNICATING WHAT WE DO IN A  
22 WAY THAT RESONATES WITH PEOPLE WHO WE ARE TALKING  
23 TO. IT'S NOT ABOUT US DEFINING WHAT WE WANT TO SAY  
24 TO THEM. I MEAN WE KNOW THE KIND OF THINGS WE WANT  
25 TO SAY TO THEM, BUT HOW WE SAY THAT AND WHAT

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1     RESONATES WITH THEM IS REALLY IMPORTANT.  AND  
2     COLLECTING THAT INFORMATION, NOT JUST THROUGH  
3     CONVERSATION, BUT OTHER METHODS I THINK THERE'RE  
4     COMMUNICATION METHODS, AND I THINK WE HAVE TO DO  
5     THAT OR WE MAY END UP WITH SOME THINGS THAT WORK  
6     EXTREMELY WELL WITH CERTAIN GROUPS AND FALL FLAT ON  
7     ITS FACE WITH OTHER GROUPS.  AND I'D LIKE TO AVOID  
8     THAT.

9             MR. CORTEZ:  PAT, I JUST WANTED TO ADDRESS  
10    THAT THAT'S SOMETHING THAT WE ALREADY ARE DOING  
11    THROUGH OUR SOCIAL MEDIA AUDIT.  FOR EXAMPLE, WE ARE  
12    AUDITING OUR CONTENT AND LOOKING AT DATA.  SO KATIE  
13    AND I -- KATIE WILL ACTUALLY GET INTO THAT, BUT WE  
14    HAVE LOOKED AT POST CONTENT THAT DOES RESONATE WITH  
15    PEOPLE AND IS MORE ENGAGING, AND THAT'S SOMETHING  
16    WE'LL CONTINUE TO DO.

17            CHAIRPERSON DURON:  SO, ESTEBAN, LET ME  
18    CALL TIME HERE.  WE'VE GOT ABOUT 45 MINUTES LEFT.  
19    SO WE WANT TO MAKE SURE WE GET EVERYBODY IN.  HOW  
20    ARE WE DOING ON TIME?

21            MR. CORTEZ:  I'M HAPPY TO MOVE ON.  NOW  
22    THAT WE ARE DONE WITH GOING OVER THE TARGET  
23    AUDIENCES, WE ARE JUST GOING TO GET INTO THE  
24    OVERVIEW OF OUR STRATEGIES.  AND I THINK WE SHOULD  
25    BE GOOD ON TIME.

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1                   CHAIRPERSON DURON:   OKAY.   COOL.

2                   MS. BONNEVILLE:   CHRISTINE HAS HER HAND  
3                   UP.

4                   CHAIRPERSON DURON:   I CAN'T SEE  
5                   EVERYBODY'S HAND.   SORRY.   CHRISTINE.

6                   DR. MIASKOWSKI:   ONE SHORT COMMENT ABOUT  
7                   AUDIENCES, ESTEBAN.   I REALLY APPRECIATE YOUR  
8                   PRESENTATION, BUT I'M WONDERING IF THERE'S OPENNESS  
9                   TO REVISING THE TERM "MEDICAL COMMUNITY."   TO ME  
10                  THAT'S TYPICALLY PHYSICIANS, AND I THINK WE WANT TO  
11                  BE BROADER THAN THAT.   AND I'M WONDERING IF THERE'D  
12                  BE OPENNESS TO SAYING LIKE HEALTHCARE COMMUNITY  
13                  WHICH WOULD BRING -- BECAUSE I'LL BET DOLLARS TO  
14                  DONUTS NURSES, PSYCHOLOGISTS, OTHER HEALTH  
15                  PROFESSIONALS ARE GOING TO BE CRITICAL TO DELIVERING  
16                  THE MESSAGES FROM CIRM.   AND THAT WOULD BE REALLY,  
17                  REALLY, I THINK, IMPORTANT IN TERMS OF OUR  
18                  CONSTITUENCIES TO REPRESENT IT MORE BROADLY.

19                  MR. CORTEZ:   THANK YOU.

20                  MS. BONNEVILLE:   THAT'S A GREAT  
21                  SUGGESTION.   THANK YOU.

22                  CHAIRPERSON DURON:   APPRECIATE THAT.

23                  MS. BONNEVILLE:   J.T.

24                  CHAIRMAN THOMAS:   YES.   VERY QUICKLY,  
25                  ESTEBAN, BEING MINDFUL OF TIME, CAN YOU JUST FLASH

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1 BACK TO EACH ONE OF THESE TARGET AUDIENCE SLIDES? I  
2 HAVE A QUESTION. I THINK I MISSED SOMETHING IN ONE  
3 OF THEM. NEXT. NEXT. NEXT. NEXT. OKAY. NEVER  
4 MIND. OKAY. THANK YOU.

5 MR. CORTEZ: ANY OTHER QUESTIONS BEFORE I  
6 MOVE ON? OKAY.

7 SO THAT DOES WRAP UP THE SNAPSHOT OF OUR  
8 KEY TARGET AUDIENCES. THANK YOU, EVERYBODY, FOR  
9 THAT FEEDBACK. AND NOW THAT WE'VE GIVEN YOU AN  
10 OVERVIEW OF OUR COMMUNICATIONS PLANNING AND SOME OF  
11 THESE BIG PICTURE OBJECTIVES, INCLUDING OUR  
12 AUDIENCES, I'M SURE SOME OF THE MEDIA INITIATIVES  
13 THAT WE ARE FOCUSING ON, AND WE'LL START FIRST WITH  
14 AN OVERVIEW OF CIRM'S COMMUNITY OUTREACH STRATEGY.

15 CHAIRMAN THOMAS: ESTEBAN, ONE MORE. I'M  
16 SORRY. ONE MORE THING I WANTED TO SAY JUST ABOUT  
17 PAT'S COMMENT ABOUT SCIENTISTS BEING NOT NECESSARILY  
18 GREAT COMMUNICATORS. I WANT TO GIVE A SPECIFIC  
19 SHOUT-OUT TO LARRY WHO, HAVING BEEN THROUGH YEARS  
20 WORTH OF ISSCR'S AND SEEN PRESENTATIONS BY NUMEROUS  
21 SCIENTISTS ON DIFFERENT THINGS THAT WERE CHOCK FULL  
22 OF STUFF, BUT BASICALLY IMPENETRABLE, LARRY DOES A  
23 WONDERFUL JOB OF EXPLAINING THINGS IN ENGLISH. SO  
24 AS WE GO ABOUT TRYING TO ACCESS, TO THE EXTENT WE  
25 WANT INPUT ON HOW A SCIENTIST MIGHT PRESENT

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1 SOMETHING THAT'S UNDERSTANDABLE TO THE VARIOUS  
2 STAKEHOLDERS, I STRONGLY RECOMMEND RUNNING AS MUCH  
3 AS YOU CAN BY LARRY BECAUSE HE ABSOLUTELY HAS THAT  
4 DOWN.

5 DR. GOLDSTEIN: THANK YOU, J.T. I'M HAPPY  
6 TO HELP IN THAT WAY IF YOU NEED IT.

7 CHAIRPERSON DURON: AND I WAS GOING TO SAY  
8 AND AFTER YOU GET THE ENGLISH DONE, YOU HAVE TO  
9 WORRY ABOUT THOSE OTHER LANGUAGES BECAUSE THERE ARE  
10 NUANCES. BUT THANK YOU. WE'LL START WITH YOU,  
11 LARRY. LOTS OF WORK AHEAD.

12 MR. CORTEZ: THANK YOU, J.T.

13 SO GETTING INTO OUR COMMUNITY OUTREACH  
14 STRATEGY, AS A STATE AGENCY CREATED BY THE PEOPLE OF  
15 CALIFORNIA IT IS CIRM'S DUTY TO EDUCATE THE PEOPLE  
16 OF CALIFORNIA, THE PUBLIC, ABOUT OUR IMPACT ACROSS  
17 THE STATE, THE IMPORTANCE OF REGENERATIVE MEDICINE,  
18 AND HOW OUR WORK BENEFITS CALIFORNIA'S DIVERSE  
19 POPULATION.

20 SO CIRM HAS ALREADY DONE LOTS OF WORK TO  
21 REACH SCIENTIFIC AND PATIENT ADVOCATE COMMUNITIES,  
22 BUT WE ABSOLUTELY RECOGNIZE THAT WE NEED TO EXPAND  
23 OUR OUTREACH TO HISTORICALLY UNDERREPRESENTED  
24 COMMUNITIES AND GEOGRAPHIC AREAS ACROSS THE STATE.  
25 THIS INCLUDES COMMUNITY-BASED ORGANIZATIONS, CBO'S.

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1 AND AS CIRM'S FOCUS ON DIVERSITY, EQUITY, AND  
2 INCLUSION GROWS, THIS COMMUNITY OUTREACH STRATEGY  
3 WILL GUIDE US IN MAKING SURE THAT CALIFORNIANS GET  
4 THE INFORMATION THAT MOST AFFECTS THEM.

5 SO LIKE OUR COMMUNICATIONS PLAN, ONE OF  
6 THE FIRST THINGS WE DID FOR CIRM'S COMMUNITY  
7 OUTREACH STRATEGY IS IDENTIFY THESE COMMUNITIES AND  
8 POPULATIONS THAT WE ARE TALKING ABOUT. SO THE  
9 COMMUNICATIONS PLAN DOCUMENT INCLUDES A GLOSSARY OF  
10 SOME OF THESE TERMS AND HOW WE IDENTIFIED THESE  
11 GROUPS, MANY OF WHICH WERE IDENTIFIED THROUGH THE  
12 U.S. CENSUS AND OTHER FEDERAL MEASURING TOOLS. AND  
13 POPULATIONS AND COMMUNITIES THAT WE'LL OUTREACH TO  
14 INCLUDE LATINO AND HISPANICS, BLACK  
15 AFRICAN-AMERICAN, ASIAN AMERICAN PACIFIC ISLANDER,  
16 OR AAPI, NATIVE AMERICAN, PEOPLE WITH DISABILITIES,  
17 RETIREES, LGBTQ PLUS, AND ECONOMICALLY  
18 DISADVANTAGED.

19 AND, OF COURSE, IT'S WORTH MENTIONING THAT  
20 THIS LIST IS LIKELY TO GROW AS WE START TO CONDUCT  
21 THIS OUTREACH AND UPDATE THE STRATEGY.

22 SO WE MENTIONED THAT COMMUNITY-BASED  
23 ORGANIZATIONS WILL BE A MAJOR PART OF CONDUCTING OUR  
24 OUTREACH. SO THIS IS JUST A SNAPSHOT OF THE TYPES  
25 OF CBO'S THAT WE ALREADY IDENTIFIED AND THAT WE

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1 INTEND TO CONNECT WITH, AND THEY'RE SEGMENTED BY  
2 GEOGRAPHIC AREAS. SO, AGAIN, THESE ARE  
3 ORGANIZATIONS THAT UNDERSTAND OUR CONSTITUENTS HOLD  
4 A POSITION OF TRUST, AND THEY'LL BE KEY IN HELPING  
5 CIRM GAIN INSIGHTS INTO COMMUNITIES AND PARTNERSHIP  
6 OPPORTUNITIES.

7 AND WE MENTIONED IN THE SWOT ANALYSIS THAT  
8 GEOGRAPHIC BARRIERS REMAIN A CHALLENGE FOR THE CIRM  
9 TEAM IN REACHING THESE COMMUNITIES. BUT WITH NEW  
10 DIGITAL TOOLS LIKE ZOOM, SOCIAL MEDIA, THAT WILL  
11 ALLOW US TO REACH INTO THESE COMMUNITIES, WHETHER  
12 THEY'RE GEOGRAPHICALLY FAR AND ACROSS THE STATE.

13 SO NOW THAT WE'VE IDENTIFIED THESE CBO'S  
14 AND COMMUNITIES, LET'S GET INTO THE COMMUNITY  
15 OUTREACH STRATEGY ITSELF. SO WE WILL, OF COURSE,  
16 CONTINUE TO LEVERAGE EXISTING RELATIONSHIPS WITH  
17 CBO'S, PATIENT ADVOCATES, AND COMMUNITY LEADERS TO  
18 MAKE INROADS INTO NEW COMMUNITIES. SO THESE IN  
19 INCLUDE CBO'S LIKE THE CALIFORNIA PRIMARY CARE  
20 ASSOCIATION AND, OF COURSE, PATIENT ADVOCATES THAT  
21 KEVIN HAS WORKED WITH OVER THE YEARS.

22 AND WE ARE ALSO VERY EXCITED TO UTILIZE  
23 THE SERVICES OF JACQUELINE HANTGAN, SENIOR ADVISOR  
24 OF COMMUNITY OUTREACH AND ENGAGEMENT, TO CONNECT  
25 WITH CBO'S AND COMMUNITY LEADERS. AND JUST AS A

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1 REMINDER, JACQUELINE WAS PIVOTAL IN CONDUCTING  
2 OUTREACH FOR THE PROP 14 CAMPAIGN, AND WE ARE VERY  
3 EXCITED TO BE WORKING WITH HER AGAIN.

4 WE'LL ALSO DEVELOP A COMMUNITY OUTREACH  
5 SURVEY AND UTILIZE SOCIAL MEDIA TO GAIN INSIGHTS AND  
6 USE CIRM'S COMMUNITY CARE CENTERS OF EXCELLENCE TO  
7 REACH THESE NEW COMMUNITIES. AND, FINALLY, WE WILL  
8 ASSESS AND MEASURE OUR COMMUNITY OUTREACH SUCCESSES  
9 AND CHALLENGES PERIODICALLY TO UPDATE THE STRATEGY  
10 ACCORDINGLY.

11 AND THIS STRATEGY IN THE END, THIS  
12 STRATEGY WILL ENABLE CIRM TO DEPLOY ADDITIONAL  
13 OUTREACH AND MARKETING TACTICS BASED ON THE INSIGHTS  
14 AND PARTNERSHIP OPPORTUNITIES WE IDENTIFY THROUGH  
15 THESE CONVERSATIONS.

16 THIS IS JUST A VERY QUICK SNAPSHOT OF SOME  
17 OF THE QUESTIONS. THERE'S A LONGER LIST IN THE PLAN  
18 ITSELF, BUT THESE ARE THE TYPES OF QUESTIONS WE'LL  
19 BE ASKING COMMUNITY LEADERS. WE, OF COURSE, WANT TO  
20 FIND OUT ABOUT LANGUAGE PREFERENCES, THE INFORMATION  
21 THAT THEY WANT TO KNOW AROUND REGENERATIVE MEDICINE,  
22 DISEASE-FOCUSED RESEARCH. AND WE ANTICIPATE THAT,  
23 THROUGHOUT THESE CONVERSATIONS, WE'LL FIND THAT  
24 THERE ACTUALLY ISN'T REALLY A LOT OF AWARENESS  
25 AROUND REGENERATIVE MEDICINE, WHICH IS ALSO VALUABLE

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1 TO US BECAUSE THAT SHOWS THAT MAYBE WE NEED TO BUILD  
2 AN AWARENESS CAMPAIGN OR SOMETHING ALONG THOSE  
3 LINES. SO THAT'S JUST, AGAIN, A VERY QUICK SNAPSHOT  
4 OF THE TYPES OF QUESTIONS WE'LL ASK.

5 AND REALLY IN TERMS OF NEXT STEPS IN OUR  
6 STRATEGY, OUR GOAL IS TO, JUST LIKE OUR  
7 COMMUNICATIONS PLAN, IS TO POSITION CIRM AS A  
8 TRUSTED RESOURCE FOR OUR COMMUNITIES. AND FOR US  
9 REALLY INSURING THAT COMMUNITIES FEEL SEEN, HEARD,  
10 AND VALUED IS THE FIRST STEP OF BUILDING TRUST IN  
11 RELATIONSHIPS. SO ALL OF THESE INSIGHTS THAT WE  
12 GATHER WILL GIVE US A BETTER UNDERSTANDING OF THE  
13 MESSAGES AND THE INFORMATION THAT COMMUNITIES VALUE.  
14 AND ULTIMATELY THIS WILL ALLOW US TO DEVELOP THOSE  
15 OUTREACH AND MARKETING CAMPAIGNS WE HAVE IN MIND.

16 SO THAT CONCLUDES OUR COMMUNITY OUTREACH  
17 STRATEGY OVERVIEW. ARE THERE ANY QUESTIONS BEFORE  
18 WE MOVE ON? SO NEXT UP, KATIE WILL BE GIVING AN  
19 OVERVIEW OF OUR SOCIAL MEDIA STRATEGY. KATIE.

20 MS. SHARIFY: THANK YOU, ESTEBAN. AND  
21 THANK YOU, EVERYONE, FOR BEING HERE TODAY. I WILL  
22 BRIEFLY GO OVER OUR SOCIAL MEDIA STRATEGY BECAUSE WE  
23 CAN'T TALK ABOUT OUR COMMUNICATIONS PLAN AND  
24 OUTREACH WITHOUT FIRST TALKING ABOUT SOCIAL MEDIA.  
25 SOCIAL MEDIA IS SO IMPORTANT TO CIRM'S MARKETING AND

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1 COMMUNICATION EFFORTS BECAUSE IT REALLY GIVES US  
2 THAT WIDEST OUTREACH TO THE MOST DIVERSE AUDIENCE.  
3 AND AT THE SAME TIME SOCIAL MEDIA CAN BE A LEARNING  
4 TOOL FOR US, OURSELVES, TO EDUCATE OURSELVES ABOUT  
5 DIFFERENT COMMUNITIES, LISTENING TO THEM, AND FIND  
6 OUT WHAT'S IMPORTANT TO THEM.

7 SO IN A NUTSHELL, IT'S NOT ONLY ESSENTIAL,  
8 IT'S EXPENSIVE, AND SOCIAL MEDIA ALLOWS US TO TAILOR  
9 OUR MESSAGES TO DIFFERENT AUDIENCES BASED ON THE  
10 PLATFORM THAT WE ARE UTILIZING.

11 SO THE FIRST STEP TO OUR SOCIAL MEDIA  
12 AUDIT, SOCIAL MEDIA STRATEGY, WAS TO CONDUCT AN  
13 AUDIT. WE ACTUALLY TALKED ABOUT THIS A LITTLE BIT  
14 AT THE MEETING LAST TIME. IF YOU REMEMBER, WE  
15 MENTIONED THAT WE WILL BE CONDUCTING THIS AUDIT, AND  
16 WE ARE HAPPY TO REPORT THAT IT'S BEEN COMPLETED. SO  
17 FOR THOSE OF YOU THAT DON'T KNOW, LIKE MYSELF IN THE  
18 BEGINNING, SOCIAL MEDIA AUDIT IS A PROCESS OF  
19 REVIEWING YOUR BUSINESS' METRICS TO ASSESS GROWTH,  
20 TO SEE WHAT'S WORKING, WHAT'S NOT WORKING, WHO'S  
21 ENGAGING WITH US, WHERE THERE ARE NEW OPPORTUNITIES  
22 TO GROW, AND ENGAGE WITH NEW AUDIENCES.

23 AND THIS AUDIT FOR US ENTAILS MANY TASKS  
24 WHICH YOU CAN SEE A SNAPSHOT OF ON THE RIGHT. MANY  
25 TASKS ARE SMALL ONES LIKE ENSURING THAT OUR BRANDING

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1 IS CONSISTENT ACROSS ALL PLATFORMS TO SOME BIGGER  
2 AND MORE TIME-CONSUMING TASKS LIKE GATHERING METRICS  
3 AND INSIGHTS FROM EACH PLATFORM AND ALSO CREATING A  
4 SYSTEM TO RECORD AND TRACK ALL OF IT.

5 WE GATHER AUDIENCE AND STAKEHOLDER  
6 FEEDBACK, WE WENT AND EVEN LOOKED AT SOME OF OUR  
7 COMPETITORS AND INDUSTRY FRIENDS TO SEE WHAT THEY'RE  
8 DOING WELL, WHAT WE WOULD LIKE TO EMULATE, AND WHAT,  
9 OF COURSE, WE'D LIKE TO AVOID. WE WENT BACK TWO,  
10 THREE YEARS, GATHERED AND ANALYZED ALL THIS DATA TO  
11 LOOK FOR PATTERNS, WHICH IS REALLY IMPORTANT FOR US  
12 BECAUSE IT'S THROUGH THESE PATTERNS, THESE INSIGHTS,  
13 THAT WE CAN FIND OUT WHICH PLATFORM IS RIGHT FOR US  
14 TO FOCUS ON AT WHAT POINT BASED ON THE AUDIENCE THAT  
15 WE ARE TRYING TO REACH.

16 NEXT SLIDE PLEASE. FOR THIS AUDIT WE  
17 CHOSE TO FOCUS ON FORMING PLATFORMS, FACEBOOK,  
18 LINKED-IN, TWITTER, AND INSTAGRAM. AND THESE ARE  
19 THE MAIN PLATFORMS THAT CIRM HAS BEEN MOST ACTIVE  
20 ON. AND PART OF THE REASON WHY WE WANTED TO MAKE IT  
21 SO FOCUSED IS BECAUSE IT'S ACTUALLY A ROOKIE ERROR  
22 TO TRY AND EXIST ON ALL SOCIAL MEDIA PLATFORMS  
23 BECAUSE IN THAT CASE WHAT YOU END UP DOING WHEN YOU  
24 TRY TO SPREAD YOURSELF ACROSS ALL THESE CHANNELS,  
25 YOU DON'T ACTUALLY END UP WITH HAVING THE RESOURCES

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1 TO CREATE THESE REALLY ENGAGING AND MEANINGFUL POSTS  
2 AND CONTENT AND MESSAGES THAT YOUR AUDIENCE IS  
3 REALLY GOING TO CONNECT WITH.

4 AND SO WHAT WE DID THROUGH THIS AUDIT WAS  
5 TO LOOK AT OUR FOUR MAIN PLATFORMS. WE OVER TIME  
6 SAW THAT THERE'S CERTAIN CONTENT THAT GETS CERTAIN  
7 ACTION, SOME CONTENT THAT GETS NO ACTION. WE START  
8 TO NOTICE THAT THERE ARE CERTAIN POSTS THAT PERFORM  
9 BETTER THAN OTHERS IN CERTAIN AREAS OF CERTAIN  
10 PLATFORMS. AND THAT'S WHAT, IN A NUTSHELL, WE FOUND  
11 OUT WAS THAT, AND I THINK, PAT, YOU ALSO SORT OF  
12 ALLUDED TO IT A BIT, WHAT WE HAVE SEEN IS THAT, FOR  
13 EXAMPLE, ON FACEBOOK WE GET A LOT OF QUESTIONS AND  
14 MESSAGES ABOUT CLINICAL TRIALS. PEOPLE FIND STORIES  
15 THAT ARE PATIENT FOCUSED. THEY LIKE STORIES THAT  
16 ARE ABOUT OUR PATIENT ADVOCATES, PERSONAL STORIES.  
17 THOSE ARE THE THINGS THAT ACTUALLY DRIVE A LOT OF  
18 TRAFFIC TO OUR BLOG.

19 AND THEN LOOKING AT SOME OF THE OTHER  
20 PLATFORMS, FOR EXAMPLE, INSTAGRAM IS WHERE WE REALLY  
21 WANT TO START BECOMING MORE ACTIVE BECAUSE THAT'S  
22 WHERE OUR YOUNGER AUDIENCES ARE. SO THERE WAS A  
23 MENTION OF OUR BRIDGES AND OUR SPARKS STUDENTS, AND  
24 THAT'S WHERE WE'D REALLY LIKE TO REACH OUT TO THEM,  
25 GET THOSE HIGH QUALITY IMAGES, THOSE DYNAMIC POSTS

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1 TO GET THAT ENGAGEMENT WITH OUR YOUNGER AUDIENCES.

2 AND SO THESE METRICS, THESE ANALYTICS THAT  
3 WE GATHER THROUGH THIS AUDIT ARE REALLY GOING TO  
4 HELP GUIDE OUR NEXT STEPS AS WE MOVE ON. NEXT SLIDE  
5 PLEASE.

6 SO THE NEXT STEPS, FIRST AND FOREMOST, WE  
7 WANT TO DEVELOP A CONTENT OF -- AGAIN, ESTEBAN, WENT  
8 OVER THIS A BIT -- THAT'S STREAMLINING ALL OUR  
9 CONTENT STRATEGY, DEVELOPING A TOOL KIT, A SOCIAL  
10 MEDIA CALENDAR, REALLY LEARNING WHICH PLATFORM DOES  
11 THE BEST WITH WHAT TYPE OF MESSAGING SO THAT WE CAN  
12 HAVE THIS ALL ON HAND BEFORE WE GO IN THERE AND  
13 START WITH THE NEXT STEPS.

14 AND WHAT WE REALLY WANT TO DO IS THAT WE  
15 WANT TO ALSO REALLY FOCUS OUR SOCIAL MEDIA EFFORTS  
16 INTO REACHING OUT INTO THE COMMUNITY, FOLLOWING  
17 CBO'S, GATHERING MORE FEEDBACK, GETTING TO KNOW WHAT  
18 THESE AUDIENCES WANT, WHAT KIND OF CONTENT REALLY  
19 THEY IDENTIFY WITH. AS ALWAYS, WE'RE GOING TO  
20 CONTINUE MONITORING AND ASSESSING THE WEBSITE, THE  
21 BLOG, AND AS WELL AS ALL THE SOCIAL MEDIA PLATFORMS  
22 TO MEASURE THE TRAFFIC AND TO SEE THAT WE ARE  
23 MEETING THE GOALS THAT WE'VE SET FOR OURSELVES AS  
24 WELL AS IF THERE'S ANYTHING WE NEED TO TWEAK ALONG  
25 THE WAY, IF WE ARE DOING EVERYTHING AS EFFECTIVELY

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1 AS WE CAN, THAT IS ALL COMING UP FOR US IN OUR NEXT  
2 STEPS.

3 AND WITH THAT SAID, I AM GOING TO, UNLESS  
4 THERE ARE ANY QUESTIONS, HAND IT OFF TO KEVIN  
5 MCCORMACK WHO'S GOING TO GO OVER OUR MEDIA PLAN  
6 STRATEGY.

7 CHAIRPERSON DURON: SO HANG ON A MINUTE,  
8 KEVIN. LET'S MAKE SURE THERE ARE NO QUESTIONS OUT  
9 THERE.

10 MS. BONNEVILLE: CURRENTLY THERE ARE NO  
11 HANDS RAISED, BUT THAT DOESN'T MEAN THERE WON'T BE.

12 CHAIRPERSON DURON: OKAY. KEVIN.

13 MR. MC CORMACK: THANK YOU, YSABEL. AND  
14 THANK YOU, KATIE. CAN YOU HEAR ME? GREAT.

15 JUST AS KATIE WAS TALKING ABOUT OUR SOCIAL  
16 MEDIA STRATEGY AND THAT BEING IMPORTANT TO THE WAY  
17 WE WORK, SO ARE MAINSTREAM MEDIA STRATEGIES  
18 IMPORTANT AS WELL. BY MAINSTREAM MEDIA, I MEAN  
19 NEWSPAPERS, TV, RADIO. I KNOW THEY'VE FACED A LOT  
20 OF CHALLENGES OVER THE LAST FEW YEARS WITH LAYOFFS  
21 AND CLOSURES, BUT THEY'RE STILL ONE OF THE MOST  
22 EFFECTIVE WAYS OF GETTING A MESSAGE OUT AND A STORY  
23 OUT TO THE MAINSTREAM PUBLIC ALL OVER CALIFORNIA.  
24 SO THEY STILL HAVE TO BE REALLY IMPORTANT. AND I  
25 KNOW THERE'S A LOT OF KIND OF ALLEGATIONS AND TALK

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1 ABOUT THEY'RE FAKE NEWS. BUT STUDIES SHOW THAT THE  
2 MAINSTREAM MEDIA IS STILL CONSIDERED MORE RELIABLE  
3 AND TRUSTWORTHY THAN MOST OF THE ONLINE SITES. SO  
4 MAINSTREAM MEDIA CLEARLY REPRESENTS AN IMPORTANT  
5 AREA FOR US TO KEEP USING.

6 AND WE'RE GOING TO DO THAT BY CONTINUING  
7 TO IDENTIFY THE REPORTERS WHO ARE INTERESTED IN STEM  
8 CELL, GENE THERAPY, REGENERATIVE MEDICINE AND  
9 PITCHING THEM STORY IDEAS. WE ALSO WANT TO POSITION  
10 OURSELVES AS A TRUSTED THIRD-PARTY SOURCE. SO IF  
11 THEY'RE LOOKING FOR SOMEONE TO COMMENT ON NEW  
12 DEVELOPMENTS, THEY CAN TURN TO US AND WE CAN HELP  
13 PROVIDE THEM WITH COMMENT OURSELVES OR BY DIRECTING  
14 THEM TO SOMEONE WHO'S INVOLVED AS WELL.

15 NEXT SLIDE PLEASE. BECAUSE OF OUR  
16 INCREASED EMPHASIS ON DEI, WE ARE ADJUSTING OUR  
17 MEDIA STRATEGY TO REFLECT THAT AS WELL. BY THAT I  
18 MEAN WE'RE GOING TO BE REACHING OUT TO MORE  
19 COMMUNITY-BASED MEDIA OUTLETS. THERE'S A LOT OF  
20 THESE AROUND. YOU HAVE THE *SAN DIEGO VOICE AND*  
21 *VIEWPOINT*, WHICH ADDRESSES THE BLACK COMMUNITY IN  
22 THAT CITY. YOU HAVE *SING TAO* WHICH SERVES THE ASIAN  
23 COMMUNITY ALL OVER CALIFORNIA. AND THEN YOU HAVE TV  
24 NETWORKS UNIVISION WHICH OFTEN HAVE THE LARGEST  
25 SHARE OF THE NEWS MARKET IN SOME OF THE BIG CITIES

1 IN CALIFORNIA.

2 SO CLEARLY THESE REPRESENT A BIG  
3 OPPORTUNITY FOR US TO GET STORIES IN. BECAUSE  
4 THEY'RE TRUSTED OUTLETS, IF WE GET A STORY ABOUT  
5 WHAT WE ARE FUNDING, THEN IT HAS AN IMPACT. AND  
6 THAT CAN SERVE A NUMBER OF THINGS. ONE, IT MAY  
7 RAISE AWARENESS ABOUT WHAT WE ARE DOING; BUT, TWO,  
8 IT MAY ALSO HELP KIND OF DISPEL SOME OF THE MISTRUST  
9 THAT SOME COMMUNITIES HAVE ABOUT THE HEALTH SERVICE,  
10 THE MEDICAL SERVICE.

11 AND THEN, OF COURSE, THERE'S THE PATIENT  
12 ADVOCATE COMMUNITY. I THINK IT'S FAIR TO SAY THAT  
13 WITHOUT THEM, CIRM WOULDN'T BE HERE. THEY'VE BEEN  
14 CHAMPIONS OF EVERYTHING WE'VE DONE OVER THE YEARS,  
15 AND THEY'RE CERTAINLY INSTRUMENTAL IN GETTING  
16 PROPOSITION 71 AND 14 PASSED. SO WE HAVE AN  
17 OBLIGATION, A RESPONSIBILITY, TO KEEP THEM INVOLVED  
18 IN WHAT WE ARE DOING AND TO REPORT BACK TO THEM  
19 REGULARLY.

20 IN THE PAST ONE OF THE WAYS WE'VE HELPED  
21 SERVE THE PATIENT ADVOCATE COMMUNITY IS BY FOCUSING  
22 ON DISEASE-SPECIFIC AREAS. SO, FOR EXAMPLE, WE  
23 WOULD DO A FACEBOOK LIVE ON STROKE RECOVERY OR  
24 LEUKEMIA, OR SOME OF THE OTHER AREAS THAT WE ARE  
25 FUNDING. OR WE WOULD DO IN-PERSON PRESENTATIONS TO

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1 SUPPORT GROUPS, THE PARKINSON'S, ALS, AUTISM, MANY  
2 OF THOSE DIFFERENT AREAS. AND WE'RE GOING TO  
3 CONTINUE DOING THAT, BUT ALSO NOW WE WANT TO EXPAND  
4 THAT TO BE A LITTLE BIT MORE COMMUNITY FOCUSED.

5 AND SO ONE OF THE WAYS WE WANT TO DO THIS  
6 IS BY -- AND MAYBE, PAT, THIS ADDRESSES SOME OF THE  
7 QUESTIONS YOU RAISED EARLIER -- IDENTIFYING ONE  
8 COMMUNITY, SAY THE SICKLE CELL DISEASE COMMUNITY,  
9 AND USING THAT IN OUR COMMUNICATIONS AND OUR WORK  
10 WITH THAT TO HELP BUILD EXPERIENCE, DEVELOP  
11 MESSAGING, AND TEST THOSE PRACTICES. WE WANT TO DO  
12 THIS BY SURVEYING THE KEY OPINION LEADERS WITHIN  
13 THAT COMMUNITY AND WORKING WITH THEM TO UNDERSTAND  
14 HOW BEST WE CAN SERVE THEM, HOW WE CAN COLLABORATE  
15 WITH THEM TO DEVELOP INFORMATION THAT THEIR MEMBERS  
16 AND SUPPORTERS MIGHT BE INTERESTED IN TO BE ABLE TO  
17 COMMUNICATE THAT IN A WAY WITH THEM THAT MAY HELP  
18 THEM.

19 OBVIOUSLY, THIS IS ALL ABOUT US LISTENING  
20 TO WHAT COMMUNITIES ARE SAYING AND NOT GOING IN AND  
21 JUST SAY HERE'S WHAT WE WANT TO DO. WE WANT TO GO  
22 IN AND SAY HOW DO WE HELP YOU? HOW DO WE HELP  
23 SUPPORT THE WORK THAT YOU'RE DOING AND HELP  
24 COMMUNICATE TO YOUR MEMBERS AND THE PUBLIC IN  
25 GENERAL HOW BEST WE CAN SERVE THEM?

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1           AND, AGAIN, THIS WILL SERVE A NUMBER OF  
2           DIFFERENT PURPOSES. ONE, HOPEFULLY HELP RAISE  
3           AWARENESS ABOUT US AND THE WORK WE ARE DOING AND THE  
4           FACT THAT IT'S DUE TO THE PEOPLE OF CALIFORNIA THAT  
5           WE ARE ABLE TO DO, BUT ALSO, AGAIN, ABLE TO DISPEL  
6           SOME OF THE KIND OF MISTRUST THAT SURROUND MEDICAL  
7           AND HEALTH SERVICES.

8           AND SO WITH THAT, I'LL HAND IT BACK UNLESS  
9           WE HAVE QUESTIONS. J.T.

10           CHAIRMAN THOMAS: KEVIN, WHAT IS THE  
11           CURRENT STATUS OF THE SCIENCE MEDIA IN THE  
12           MAINSTREAM PRESS? HAS IT CONTINUED TO DIMINISH OVER  
13           THE YEARS, OR IS IT STABILIZED?

14           MR. MC CORMACK: I THINK PRETTY MUCH ALL  
15           OF THE SCIENCE MEDIA HAS BEEN IMPACTED OVER THE  
16           YEARS, PARTICULARLY THE MAINSTREAM MEDIA. WHEN YOU  
17           LOOK AND SEE THE MAJOR NEWSPAPERS AROUND CALIFORNIA,  
18           INDEED AROUND THE U.S., THERE ARE FEWER AND FEWER  
19           SPECIALIST HEALTH REPORTERS. WE ARE FORTUNATE HERE  
20           IN SAN FRANCISCO BAY AREA HAVING *SAN FRANCISCO*  
21           *CHRONICLE* AND ERIN ALLDAY WHO'S ONE OF THE FEW  
22           REALLY TRULY DEDICATED HEALTH AND MEDICAL REPORTERS  
23           WHO'S STILL AROUND. BUT, AGAIN, OVER THE LAST  
24           COUPLE OF YEARS HER WORK HAS BEEN ALMOST ENTIRELY  
25           COVID BASED, AND YOU CAN SEE THE SAME PATTERNS IN

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1 LOS ANGELES, SAN DIEGO, AND SACRAMENTO, AND IN THE  
2 CENTRAL VALLEY AS WELL WITH THE *FRESNO BEE* AND  
3 PLACES LIKE THAT.

4 SO KIND OF THE SPECIALIST REPORTER IS AN  
5 ENDANGERED SPECIES IN MANY AREAS. THE SCIENCE MEDIA  
6 IS MORE AMENABLE TO REPORTING ABOUT US, BUT THEY'RE  
7 OFTEN KIND OF RESULTS DRIVEN, AND SO THEY'RE LOOKING  
8 AT SPECIFIC CLINICAL TRIALS OR DEVELOPMENTS. SO WE  
9 DEFINITELY WORK WITH THEM, BUT OPPORTUNITIES TO  
10 PLACE STORIES IN THERE ARE NOT AS PLENTIFUL AS WE  
11 WOULD HAVE HOPED.

12 CHAIRMAN THOMAS: THANK YOU.

13 CHAIRPERSON DURON: KEVIN, EXCUSE ME. I  
14 KNOW YOU'RE DOING OUTREACH, AND YOU MENTIONED CBO'S,  
15 BUT I DIDN'T HEAR THAT -- HOW YOU'RE GOING TO START  
16 BUILDING THAT RELATIONSHIP WITH THE CBO'S BECAUSE  
17 THERE'S NEWS ON NEWSLINE DIRECTLY THROUGH THAT AS  
18 WELL.

19 MR. MC CORMACK: THE CBO'S IS A WHOLE NEW  
20 AREA. WE ARE WORKING NOW WITH JACQUELINE HANTGAN,  
21 WHO'S OUR SENIOR ADVISOR, AND SHE'S GOING TO BE  
22 HELPING US DEVELOP A SPECIFIC STRATEGY TO REACHING  
23 OUT TO THOSE. AND IN A WAY IT KIND OF IS PART AND  
24 PARCEL OF THE PATIENT ADVOCACY. THE IDEA IS YOU  
25 DEVELOP A CONNECTION. AND IF YOU SEE ME LOOKING OFF

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1 TO THE SIDE, IT'S YSABEL, DR. DURON AS I CALL HER,  
2 JUST SITTING OVER THERE, IS TO DEVELOP MESSAGES THAT  
3 WORK FOR SPECIFIC GROUPS AND SPECIFIC COMMUNITIES  
4 BECAUSE SOME OF THESE CBO'S ARE VERY SPECIALIZED AND  
5 HAVE A VERY KIND OF TARGETED AUDIENCE. AND SO WE  
6 HAVE TO BE EQUALLY SPECIALIZED AND TARGETED IN THE  
7 WAY WE DEVELOP THAT.

8 SO I THINK THE IDEA WAS THAT WE WOULD  
9 START WITH, SAY, ONE COMMUNITY, LIKE THE SICKLE CELL  
10 DISEASE COMMUNITY, AND USE THAT AS A WAY OF KIND OF  
11 A TEST CASE TO HELP US DEVELOP MESSAGING, TO HELP US  
12 DEVELOP A BEST WAY TO APPROACH EVEN SOME OF THESE  
13 CBO'S SO THAT WE DON'T COME IN LOOKING AS IF WE ARE  
14 KIND OF BIGFOOTING IN AND SAYING HERE'S WHAT WE  
15 OUGHT TO DO WITH YOU, THAT WE GO IN AND WE ARE ABLE  
16 TO KIND OF CREATE A RAPPORT WITH THEM SO THEY  
17 UNDERSTAND WHAT IT IS WE ARE TRYING TO DO.

18 CHAIRPERSON DURON: BECAUSE THERE'S A  
19 WHOLE STATEWIDE GROUP CALLED LATINOS AGAINST COVID,  
20 AND THEY ARE REALLY REPRESENTATIVE OF A NUMBER OF  
21 CBO'S AS WELL AS THE MISSIONS AS WELL AS RESEARCHERS  
22 AS WELL AS THE PHYSICIANS. AND SO THERE IS A REAL  
23 NICE TEST CASE AS WELL.

24 ANY OTHER QUESTIONS OUT THERE?

25 DR. HIGGINS: I HAVE A QUESTION, BUT I

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1 DON'T SEE A HAND RAISED.

2 MR. MC CORMACK: YOU JUST DID, DAVID.

3 DR. HIGGINS: KEVIN, HOW DO YOU PROPOSE TO  
4 DRIVE THE MANDATE THAT WE'VE BEEN GIVEN FROM THIS  
5 CONVERSATION SO THAT SOMETHING LIKE ONE AND A HALF  
6 BILLION OF THE FIVE BILLION, BUT ROUGHLY SPEAKING,  
7 IS DEDICATED TOWARDS A CERTAIN AREA? HOW DO YOU  
8 MONITOR THAT, MEASURE THAT, MAKE THAT HAPPEN, AND  
9 FIND OUT WHETHER IT HELPS IN THE LONG RUN TO KNOW  
10 WHAT TO DO THE NEXT TIME? I'M OBVIOUSLY BIASED AND  
11 THINKING ABOUT PARKINSON'S. WHAT I HAD ASKED ALMOST  
12 DAILY WAS WHAT'S GOING ON AND WHERE IS THE LOW  
13 HANGING FRUIT THAT YOU GUYS PROMISED US 15 YEARS AGO  
14 OR WHATEVER.

15 MR. MC CORMACK: HAPPILY I DON'T HAVE TO  
16 MONITOR THE MONEY OR ANY OF THOSE THINGS. MY  
17 FINANCIAL ACUMEN IS PRETTY LOW. SO THEY LEAVE THAT  
18 WITH PEOPLE TO KNOW WHAT TO DO. MINE IS ALL ABOUT  
19 THE MESSAGING AND WORKING WITH PEOPLE. AND SO WHEN  
20 WE DO GO OUT AND GIVE TALKS TO PARKINSON'S SUPPORT  
21 GROUPS OR ALS SUPPORT GROUPS OR OTHER GROUPS, WE ARE  
22 ABLE TO POINT TO THAT 1.5 BILLION AS KIND OF A  
23 DEDICATED RESOURCE THAT WE CAN USE TO REALLY TARGET  
24 THE DISEASES WITHIN THOSE COMMUNITIES, THE THINGS  
25 THAT ARE AFFECTING THE PEOPLE WITHIN THOSE

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1 COMMUNITIES. WE TALK ABOUT SOME OF THE WORK WE ARE  
2 FUNDING, SOME OF THE WORK WE ARE HOPING TO FUND AS  
3 WELL, THIS KIND OF PIPELINE THAT WE'RE CREATING OF  
4 PROJECTS THAT WE ARE MOVING THROUGH THE DISCOVERY,  
5 TRANSLATIONAL, HOPEFULLY INTO THE CLINICAL PHASE.  
6 THAT'S WHAT I TALK ABOUT WHEN I GO OUT AND TALK TO  
7 THE PUBLIC ABOUT THIS. THIS IS THE KIND OF MONEY  
8 THAT WE ARE ABLE TO DEDICATE, TO DEVOTE TO THIS KIND  
9 OF RESEARCH.

10 DR. HIGGINS: DO YOU IMAGINE THERE'S  
11 SOMETHING LIKE, JUST SELFISHLY BECAUSE I UNDERSTAND  
12 IT, BUT LAUREN AND I GOING OUT AND HAVING SOME KIND  
13 OF EVENT OR WHATEVER BECAUSE OF THE NATURE OF WHAT  
14 SHE REPRESENTS AND WHAT I REPRESENT?

15 MR. MC CORMACK: ABSOLUTELY. I'D LOVE TO  
16 BE ABLE TO --

17 MS. BONNEVILLE: THAT WOULD BE FANTASTIC.

18 MR. MC CORMACK: -- TACK INTO ALL THE  
19 SKILLS OF OUR BOARD MEMBERS. WE HAVE SO MANY WHO  
20 HAVE REACHES INTO DIFFERENT COMMUNITIES. DR.  
21 CLARK-HARVEY INTO THE MENTAL HEALTH COMMUNITY. I  
22 MEAN THESE ARE GREAT OPPORTUNITIES IF WE CAN USE  
23 THOSE. I'M MINDFUL OF YOUR TIME, OF COURSE, SO I  
24 DON'T WANT TO DO TOO MUCH, BUT, YEAH, YOU'RE  
25 VOLUNTEERING, DAVID, I'LL GIVE YOU A CALL.

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1 DR. HIGGINS: THAT'S WHAT WE ARE ON THE  
2 PLANET FOR. DON'T HOLD BACK. DON'T HOLD BACK.  
3 I'LL SPEAK FOR MYSELF. I MEAN DON'T HOLD BACK.

4 MR. MC CORMACK: OKAY.

5 MS. BONNEVILLE: FANTASTIC.

6 CHAIRPERSON DURON: GEORGE.

7 DR. BLUMENTHAL: JUST A FOLLOW-UP TO  
8 J.T.'S COMMENT ABOUT THE SCIENTIFIC PRESS. I WONDER  
9 IF IT MIGHT BE USEFUL TO REACH OUT TO SOME OF THE  
10 TRAINING PROGRAMS; FOR EXAMPLE, SCIENCE  
11 COMMUNICATION PROGRAMS IN CALIFORNIA OF WHICH THERE  
12 ARE AT LEAST A COUPLE, AND OFFER THE SERVICES OF  
13 CIRM AS A WAY OF GETTING MORE CONNECTION TO STUDENTS  
14 WHO ARE ABOUT TO ENTER THE SCIENTIFIC COMMUNICATION  
15 REALM.

16 MR. MC CORMACK: WE'VE DONE THAT IN THE  
17 PAST. WE ACTUALLY USED TO HAVE A COMMUNICATION,  
18 SCIENCE COMMUNICATIONS INTERNSHIP. AND FREQUENTLY  
19 IT WAS FILLED WITH PEOPLE FROM SANTA CRUZ, WHICH HAD  
20 A WONDERFUL SCIENCE COMMUNICATIONS PROGRAM. WE'VE  
21 ALSO WORKED WITH THE AMERICAN ASSOCIATION FOR THE  
22 ADVANCEMENT OF SCIENCE, AND A LOT OF SCIENCE  
23 JOURNALS ARE PART OF THAT. SO WE GO TO CONFERENCES  
24 WITH THEM AND WORKED WITH THEM AND HELPED DEVELOP  
25 SOME KIND OF CONNECTIONS TO TRY AND ADVANCE IT.

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1 BUT, YEAH, THAT'S A GREAT IDEA FOR GETTING  
2 IN YOUNGER PEOPLE AND WORKING WITH THEM AND HELPING  
3 SUPPORT THEM, GIVE THEM IDEAS, AND MAYBE EVEN, IF WE  
4 CAN, BRING BACK THE INTERNSHIP PROGRAM AGAIN. THAT  
5 WOULD BE A WONDERFUL OPPORTUNITY.

6 CHAIRPERSON DURON: J.T.

7 CHAIRMAN THOMAS: JUST FOLLOWING ON THAT,  
8 KEVIN, THE CONVERSATION WE TALKED ABOUT POTENTIALLY  
9 REACHING OUT TO HIGH SCHOOL AND JUNIOR HIGH SCIENCE  
10 TEACHERS AND HAVING A DEDICATED EFFORT TO REACH THEM  
11 BECAUSE THAT'S A WAY TO GET A DIRECT PIPELINE OF  
12 WHAT WE ARE TRYING TO GET ACROSS STRAIGHT TO THE  
13 KIDS, WHICH IS SOMETHING THAT WILL BENEFIT MORE AND  
14 MORE AS WE GO FORWARD. I DIDN'T SEE THAT IN THERE.  
15 I ASSUME THAT'S CONTEMPLATED SOMEPLACE.

16 MR. MC CORMACK: IT'S DEFINITELY  
17 CONTEMPLATED. IT'S ONE OF THOSE THINGS THAT THERE'S  
18 SO MUCH IN THAT PLAN, THAT TRYING TO KIND OF  
19 PRIORITIZE IT IS REALLY COMPLICATED. WE ARE DOING  
20 CERTAIN THINGS THAT WE CAN RIGHT NOW. KATIE THE  
21 OTHER DAY WROTE A BLOG ABOUT DNA DAY ABOUT A PROGRAM  
22 THAT WAS DEVELOPED TO HELP TEACH HIGH SCHOOL KIDS  
23 AND YOUNGER KIDS AS WELL HOW TO DO THEIR OWN DNA  
24 EXPERIMENTS USING ALCOHOL, STRAWBERRIES, AND SOME  
25 KIND OF REALLY EASY TO FIND THINGS. SO WE ARE DOING

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1 STORIES LIKE THAT AND THEN SHARING THAT WITH KIND OF  
2 THE EDUCATORS COMMUNITIES. WE ARE TRYING TO DO  
3 THAT.

4 BUT, AGAIN, IT'S CERTAINLY SOMETHING WE  
5 WANT TO DO; BUT, AGAIN, IT'S A QUESTION OF, AS  
6 ESTEBAN SAID, WE ARE A SMALL TEAM, SHORT, ABOUT FIVE  
7 SEVEN ON AVERAGE, BUT DAMN PROUD, AND WE'RE GOING TO  
8 WORK AS HARD AS WE CAN TO MAKE SURE WE MEET ALL  
9 THESE DIFFERENT TASKS OVER THE YEARS.

10 DR. HIGGINS: NOT TO PASS OVER THE WORK  
11 THAT'S ALREADY GOING ON AT MANY OF THESE PLACES  
12 THROUGH BRIDGES. THEY'RE NOW REQUIRED TO GO AND  
13 TALK TO A PERSON WITH A SPECIFIC DISEASE, ACTUALLY  
14 PUT A HUMAN FACE ON THAT. I THINK THAT'S -- IT  
15 HASN'T BEEN IGNORED, BUT I THINK THE VALUE OF THAT,  
16 WHICH I THINK IS TREMENDOUS, ABSOLUTELY PHENOMENAL,  
17 IS UNDERAPPRECIATED. I THINK WE COULD DO MORE OF  
18 THE PATIENT/STUDENT KIND OF THING.

19 MR. MC CORMACK: YEAH. IN FACT, DR. DURON  
20 AND MYSELF WENT TO SAN JOSE STATE JUST A COUPLE OF  
21 WEEKS AGO AND TALKED TO THE BRIDGES STUDENTS THERE.  
22 AND FOR MOST OF THEM THE PUBLIC OUTREACH EVENT THAT  
23 THEY WERE GOING TO BE DOING WAS GOING BACK TO THEIR  
24 OLD HIGH SCHOOL AND TALKING TO STUDENTS THERE  
25 BECAUSE THEY WANT TO KIND OF CREATE THAT CONNECTION.

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1 SOME OF THEM -- IT WAS REALLY INTERESTING TO HEAR  
2 THEM TALK ABOUT HOW, WHEN THEY WERE THERE, SOMEONE  
3 INSPIRED THEM, AND THEY WANTED TO GO BACK TO BE ABLE  
4 TO TRY AND DO THAT SAME THING WITH OTHER STUDENTS TO  
5 HELP INSPIRE THEM AND SHOW THAT SOMEONE WHO LOOKS  
6 LIKE THEM, AND IN MOST CASES THESE WERE PEOPLE OF  
7 COLOR, WOMEN OF COLOR AT SAN JOSE STATE, WANTED TO  
8 GO BACK AND BE ABLE TO SHOW THAT THIS IS POSSIBLE.  
9 SO LOOK AT ME. I'M DOING THIS. SO WE ARE CERTAINLY  
10 WORKING WITH THE BRIDGES PROGRAM TO TRY AND DO THAT.

11 AND ALSO WE WORK WITH OBVIOUSLY THE SPARK  
12 PROGRAMS BECAUSE THEY'RE ALL BASED IN HIGH SCHOOLS.  
13 AND SO WORKING WITH THEM TO TRY AND GET THE WORD OUT  
14 TO ALL THE OTHER HIGH SCHOOLS AND THE POTENTIAL  
15 STUDENTS WHO COME IN. THEY'RE CLEARLY A REALLY  
16 IMPORTANT PART OF WHAT WE DO. AND TO BE HONEST,  
17 IT'S ONE OF THE MOST FUN PARTS. THE BRIDGES PROGRAM  
18 AND THE SPARK PROGRAM ARE REALLY SOME OF THE MOST  
19 INTERESTING PLACES TO WORK.

20 MS. BONNEVILLE: LEONDRA HAS HER HAND  
21 RAISED.

22 CHAIRPERSON DURON: LEONDRA.

23 DR. CLARK-HARVEY: YES. I ALSO WANTED TO  
24 POINT OUT THAT WE HAVE RIGHT HERE AT THE STATE  
25 CAPITOL, IN AND AROUND THE CAPITOL, WE HAVE THE

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1 CALIFORNIA COUNCIL ON SCIENCE AND TECHNOLOGY. I  
2 DON'T KNOW IF YOU ALL HAD CONVERSATIONS WITH THEM.  
3 THESE ARE SCIENTISTS THAT HAVE AN INTEREST IN PUBLIC  
4 POLICY THAT COME TO WORK IN THE LEGISLATURE OR IN  
5 VARIOUS DIFFERENT ADMINISTRATIVE OFFICES AND  
6 DEPARTMENTS, ET CETERA. SO THERE MIGHT BE AN  
7 ABILITY TO PARTNER WITH THEM TO SPREAD THE NEWS  
8 BECAUSE OBVIOUSLY THOSE THAT ARE INTERESTED IN THE  
9 PROGRAM ARE SCIENTISTS, THEY'VE BEEN TRAINED, BUT  
10 THEY ALSO HAVE THE ABILITY -- (INTERFERENCE). THEY  
11 ALSO HAVE THE ABILITY TO COMMUNICATE SCIENCE WITHIN  
12 THE POLITICAL ATMOSPHERE. JUST AN IDEA, SUGGESTION.

13 MR. MC CORMACK: SO WHAT WAS THAT NAME  
14 AGAIN, LEONDRA?

15 DR. CLARK-HARVEY: CCST, CALIFORNIA  
16 COUNCIL ON SCIENCE AND TECHNOLOGY.

17 MR. MC CORMACK: SCIENCE AND TECHNOLOGY.  
18 THANK YOU SO MUCH.

19 CHAIRPERSON DURON: I THINK AS WE ARE  
20 LEARNING, THERE'S PLENTY OUT THERE.

21 MR. MC CORMACK: YES.

22 CHAIRPERSON DURON: THERE WILL BE NO  
23 SHORTAGE OF WORK FOR SHORT PEOPLE WHO ARE MIGHTY.  
24 WHO ARE MIGHTY.

25 MR. MC CORMACK: YES.

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1 CHAIRPERSON DURON: GO AHEAD.

2 MR. TORRES: CAN YOU HEAR ME?

3 CHAIRPERSON DURON: YES, ART. YOU AND THE  
4 PEOPLE OF CALIFORNIA.

5 MR. TORRES: NO, JUST ONE PEOPLE. IT'S  
6 HARD WHEN YOU'RE JUST ON THE PHONE, BUT IT'S A  
7 PROGRAM THAT WE STARTED A FEW YEARS AGO WHEN I  
8 STARTED AT CIRM WHERE WE WERE WORKING WITH THE  
9 GORDON MOORE FOUNDATION TO BRING IN YOUNG PEOPLE AND  
10 ASSIGN THEM WITH, BACKGROUND IN SCIENCE, PH.D.'S  
11 ESPECIALLY, TO VARIOUS COMMITTEES IN THE LEGISLATURE  
12 SO THEY COULD GET INPUT. THE PREVIOUS VICE CHAIR,  
13 WHO WAS PART OF CIRM, AND I WORKED ON THAT TOGETHER  
14 13 YEARS AGO. SO THE PROGRAM HAS PROVEN VERY  
15 SUCCESSFUL BECAUSE IT ALLOWS PEOPLE TO HAVE INPUT  
16 THAT OTHERWISE WOULD NOT HAVE BEEN ABLE TO GIVE A  
17 PERSPECTIVE TO THE LEGISLATORS WHO ARE NOT  
18 SCIENTISTS.

19 MR. MC CORMACK: THANKS TO ART, WE  
20 ACTUALLY HAD A SCIENTIFIC INTERN IN, I THINK IT WAS,  
21 SENATOR HERNANDEZ' OFFICE SOME YEARS AGO. AND SHE  
22 WAS ABLE TO COME AND WORK WITH US TO HELP GET PASSED  
23 THE LAW REQUIRING SOME OF THESE BOGUS OR PREDATORY  
24 STEM CELL CLINICS TO HAVE A SIGN IN THEIR OFFICE  
25 SAYING NONE OF THESE THERAPIES HAVE BEEN VETTED OR

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1 APPROVED BY THE FDA. SO THAT WAS A REALLY USEFUL  
2 THING. IT WAS GREAT TO BE ABLE TO WORK WITH SOMEONE  
3 IN THE LEGISLATIVE OFFICE THERE ON A DAILY BASIS TO  
4 GET THAT DONE.

5 MR. TORRES: THIS IS ALL DONE WITH NOT  
6 CIRM FUNDS, BUT WITH FOUNDATION FUNDS, WHICH WAS  
7 GREAT.

8 CHAIRPERSON DURON: SO, ART, IS THAT STILL  
9 ACTIVE? KEVIN, ARE YOU SEEING ANY CROSS --

10 DR. CLARK-HARVEY: THAT WAS THE PROGRAM  
11 THAT I WAS JUST MENTIONING. HE WAS EXPOUNDING UPON  
12 IT. BUT, YES, IT'S DEFINITELY STILL ACTIVE.

13 CHAIRPERSON DURON: I SAW PAT'S HAND UP.

14 DR. LEVITT: I WAS GOING TO SAY ONE OTHER  
15 THING TO THINK ABOUT IS THERE ARE FOLKS ON THE BOARD  
16 AND ON THIS SUBCOMMITTEE THAT ARE EXCELLENT SCIENCE  
17 COMMUNICATORS. IT'S THE THING ABOUT HOW TO DEVELOP  
18 A SMALL CADRE OF SCIENTISTS WHO REPRESENT DIFFERENT  
19 AREAS THAT ARE SUPPORTED BY CIRM TO ACTUALLY GAIN  
20 SOME SCIENCE COMMUNICATION EXPERIENCE AND THEN  
21 UTILIZE THEM IN VARIOUS WAYS. MAKE IT A DIVERSE  
22 GROUP. AND FOR CIRM TO HELP ORGANIZE, THERE ARE  
23 WAYS OF DOING THAT IN TERMS OF WORKSHOPS AND OTHER  
24 THINGS THAT WOULD BE REALLY HELPFUL. MOST OF US  
25 DON'T HAVE FORMAL OR EVEN INFORMAL COMMUNICATION

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1 SKILLS, AND I THINK ONE OF THE THINGS THAT I'VE  
2 LEARNED OVER THE YEARS DOING A LOT OF PUBLIC TALKS,  
3 A LOT OF POLICY TALKS IS THAT FOR A SCIENTIST, AN  
4 ACTIVE SCIENTIST WHO ALSO LEARNS HOW TO COMMUNICATE  
5 THE SCIENCE, IT RESONATES SO UNBELIEVABLY POWERFUL  
6 WITH ALL SORTS OF AUDIENCES, HEARING FROM THE  
7 SCIENTISTS THEMSELVES.

8 SO I THINK THAT'S SOMETHING THAT COULD BE  
9 GROWN. IT WOULD ALSO HELP IN TERMS OF SOME OF THE  
10 MATERIALS THAT ARE CURRENTLY ON THE WEBSITE THAT I  
11 ASSUME YOU'RE GOING TO REFRESH IN TERMS OF THE  
12 COMMUNICATION POSTS.

13 MR. MC CORMACK: IN THE PAST WE HAD  
14 GRANTEE MEETINGS. WE WOULD ACTUALLY HAVE A SPECIAL  
15 SESSION TO HELP WORK WITH THE SCIENTISTS, POST DOCS,  
16 ANYONE WHO'S INTERESTED IN DEVELOPING GOOD  
17 COMMUNICATION SKILLS. WE PUT THEM THROUGH A SERIES  
18 OF DRILLS, A SERIES OF TESTS TO HELP THEM REFINE  
19 THEIR SKILLS, GET MORE COMFORTABLE TALKING ABOUT  
20 SCIENCE IN PUBLIC TO NONSCIENTIFIC PEOPLE.

21 WE ALSO DID AN ELEVATOR CHALLENGE WHERE  
22 YOU HAD TO KIND OF PRESENT A SUMMARY OF YOUR WORK IN  
23 30 SECONDS OR LESS TO BE ABLE TO BE REALLY GOOD AT  
24 IT. AND SOME OF THE SCIENTISTS WERE GREAT. SOME OF  
25 THEM COULDN'T SAY HELLO IN THREE MINUTES. BUT A LOT

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1 OF THE YOUNGER ONES IN PARTICULAR WERE REALLY GOOD  
2 AT BEING ABLE TO KIND OF CONDENSE WHAT THEY DID INTO  
3 THESE LITTLE PRESENTATIONS. SO THEY TOOK THE REALLY  
4 GOOD SKILLS. IF WE GET OPPORTUNITIES TO DO THAT  
5 AGAIN, WE'D BE MORE THAN HAPPY TO HAVE ANOTHER  
6 WORKSHOP LIKE THAT.

7 DR. LEVITT: THANKS.

8 CHAIRPERSON DURON: ESTEBAN.

9 MR. CORTEZ: YEAH. I WAS JUST GOING TO  
10 SAY WE JUST HAVE A COUPLE OF SLIDES LEFT, SO JUST TO  
11 GET THROUGH THE REST OF THE PRESENTATION, AND THEN  
12 WE ARE HAPPY TO ANSWER ANY OTHER QUESTIONS AS  
13 NEEDED. J.T., IS THAT OKAY IF WE GET TO YOUR  
14 QUESTION?

15 CHAIRMAN THOMAS: SURE.

16 MR. CORTEZ: OKAY. SO THANK YOU, KEVIN,  
17 FOR THAT PATIENT OVERVIEW, PATIENT ADVOCATE  
18 STRATEGY. AND JUST BEFORE WE FINISH THE  
19 PRESENTATION, I WOULD LIKE TO QUICKLY POINT OUT THAT  
20 THOSE AFOREMENTIONED STRATEGIES ARE IN ADDITION TO  
21 THE ONGOING PROJECTS AND INITIATIVES THAT WE ARE  
22 WORKING ON. IF YOU COULD GO TO THE NEXT SLIDE,  
23 MARIANNE.

24 SO THESE PROJECTS INCLUDE OUR E-MAIL  
25 MARKETING, "STEM CELLAR" BLOG, WHICH, BY THE WAY,

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1 WAS RECENTLY RECOGNIZED AS ONE OF THE TOP STEM CELL  
2 AND GENE THERAPY RESEARCH BLOGS, OUR CIRM PODCAST,  
3 THE WEBSITE, BRAND STRATEGY, AS WELL AS DISPLAY  
4 ADVERTISING. SO THOSE ARE THINGS THAT WE ARE ALSO  
5 WORKING ON IN ADDITION TO THOSE STRATEGIES THAT WE  
6 JUST MENTIONED.

7 AND WITH THAT, IF YOU GO TO THE LAST  
8 SLIDE, MARIANNE, BEFORE WE MOVE ON TO OUR FINAL  
9 QUESTIONS AND DISCUSSION, I JUST WANT TO THANK YOU  
10 ALL ON BEHALF OF CIRM AND THE PUBLIC OUTREACH TEAM  
11 FOR BEING HERE AND LISTENING TO OUR PRESENTATION.  
12 WE ARE REALLY EXCITED TO GET TO WORK, AND WE ARE  
13 CONFIDENT THAT WE CAN MEET THESE GOALS THROUGH THESE  
14 COMPREHENSIVE STRATEGIES. SO WE LOOK FORWARD TO ANY  
15 FEEDBACK AND ANSWERING ANY FURTHER QUESTIONS THAT  
16 YOU ALL MAY HAVE.

17 CHAIRPERSON DURON: J.T.

18 MS. BONNEVILLE: HE DISAPPEARED. HE'S  
19 BEEN HAVING WI-FI ISSUES SO THAT MIGHT BE IT.

20 CHAIRPERSON DURON: DOES ANYBODY ELSE HAVE  
21 OTHER COMMENTS TO MAKE? ANYTHING WE SAW?

22 I ONLY HAVE ONE COMMENT. ONE OF THE  
23 THINGS THAT I FEEL IS THE BOARD ITSELF DOESN'T HAVE  
24 A GREAT COMMUNICATION STRATEGY. IN OTHER WORDS, WE  
25 DON'T KNOW ENOUGH -- I MEAN WE ARE ASKED TO COME TO

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1 MEETINGS AND WE ARE ASKED TO VOTE ON THINGS, BUT DO  
2 WE KNOW ENOUGH ABOUT ALL OF THESE THINGS THAT ARE  
3 HAPPENING? I'M GOING TO PUT KATIE ON THE SPOT.  
4 KATIE ON THE SPOT. SHE DID THIS FABULOUS NEWSLETTER  
5 FOR INTERNAL COMMUNICATIONS SO THAT THE STAFF LEARNS  
6 ABOUT EACH OTHER AND WHAT'S ON THEIR PLATE AND WHERE  
7 THEY'RE GOING AND WHAT THEY'RE DOING. AND I JUST  
8 WONDERED IF THE BOARD COULDN'T HAVE SOMETHING LIKE  
9 THAT.

10 MS. BONNEVILLE: ABSOLUTELY.

11 CHAIRPERSON DURON: WE HAVE A LOT OF NEW  
12 MEMBERS. WE HAVE A LOT OF NEW MEMBERS.

13 MS. BONNEVILLE: YSABEL, ABSOLUTELY. WE  
14 WOULD BE HAPPY TO DO THAT. WE WERE DOING A BOARD  
15 NEWSLETTER UP UNTIL AROUND THE REFUNDING, AND THEN  
16 THINGS, I THINK, GOT A LITTLE CRAZY, BUT WE ARE SO  
17 HAPPY TO BRING THAT BACK AND HAVE THAT BE A MONTHLY  
18 NEWSLETTER THAT GOES TO THE BOARD OR WHATEVER THE  
19 BOARD FEELS IS ENOUGH FREQUENCY BUT NOT TOO MUCH.  
20 YOU HAVE TIME TO READ AND ASK QUESTIONS ABOUT. SO  
21 WE ARE TOTALLY OPEN TO THAT. SO YOU JUST LET US  
22 KNOW, AND THAT'S SOMETHING THAT WE CAN GET STARTED.

23 CHAIRPERSON DURON: SO LET ME LET  
24 CHRISTINE GO AHEAD. MAYBE SHE WANTS TO COMMENT ON  
25 THAT, AND MAYBE WE CAN SHOW A HANDS OR SOMETHING

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1 THAT PEOPLE LIKE THAT IDEA AS IF THEY NEED MORE  
2 STUFF IN THEIR INBOX. BUT THERE'S ANOTHER PART OF  
3 ME THAT SAYS I'M KIND OF CURIOUS TO KNOW WHAT'S  
4 GOING ON. CHRISTINE.

5 DR. MIASKOWSKI: I WOULD WELCOME GETTING  
6 THE NEWSLETTER BECAUSE I CAME ON AFTER IT WAS  
7 STOPPED. I THINK THIS IS A TERRIFIC COMPREHENSIVE  
8 POINT. I WANT TO SAY THAT. IT COVERS THE  
9 LANDSCAPE. BUT THE QUESTION I HAD WAS, GIVEN YOUR  
10 MIGHTY TEAM OF THREE OR FOUR, DEPENDING ON HOW YOU  
11 COUNT, WHAT ARE THE PRIORITIES AND WHAT ARE THE  
12 METRICS OF SUCCESS? HOW CAN WE THINK ABOUT WHERE  
13 WE'RE GOING TO GET THE BIGGEST BANG FOR OUR BUCK IN  
14 A SENSE? AND MAYBE YOU HAVEN'T GOTTEN THERE YET,  
15 BUT THAT MIGHT BE A CONVERSATION FOR US TO HAVE  
16 COLLECTIVELY AT SOME POINT BECAUSE I DO THINK THE  
17 PLAN IS EXTRAORDINARY. I DON'T WANT TO DISCOUNT IT  
18 IN ANY WAY, SHAPE, OR FORM.

19 MR. MC CORMACK: WE DO ACTUALLY HAVE  
20 METRICS. FOR ALL OF THE GOALS, WE HAVE A STRATEGY,  
21 BUT WE ALSO HAVE MEASURABLE GOALS. WE'VE BEEN VERY  
22 MINDFUL ABOUT DOING THAT SO THAT WE DON'T JUST SAY  
23 AND THEN WE WANT TO DO THIS, THIS, AND THIS. WE  
24 REALLY DO WANT TO BE VERY SPECIFIC ABOUT TARGETS  
25 THAT WE'RE GOING TO BE REACHING; FOR EXAMPLE, HOW

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1 MANY PATIENT ADVOCATE ORGANIZATIONS WE REACH OUT TO  
2 IN A GIVEN PERIOD, HOW MANY MEDIA RELATIONS PEOPLE  
3 WE PITCH A STORY TO, HOW MANY -- AND THEN, OF  
4 COURSE, KATIE AND ESTEBAN CAN MONITOR AND TRACK ALL  
5 OF OUR SOCIAL MEDIA METRICS AND HAVE A REALLY GOOD  
6 IDEA WHICH MESSAGES ARE HITTING HOME, WHICH ONES  
7 AREN'T, AND NEW STRATEGIES. SO THAT'S CERTAINLY  
8 SOMETHING, METRICS, I'M KEEPING KIND OF A CLEAR IDEA  
9 ABOUT NOT WHAT JUST WE ARE DOING, BUT IF IT'S  
10 WORKING IS REALLY A BIG PART.

11 DR. MIASKOWSKI: MY APOLOGIES. I MISSED  
12 THOSE IN THE PLAN.

13 MR. MC CORMACK: IT'S A VERY BIG PLAN, AND  
14 THERE'S A LOT OF DETAIL IN THERE.

15 CHAIRPERSON DURON: I APPRECIATE YOU  
16 RAISING THAT, CHRISTINE, BECAUSE, FIRST, WE NEED TO  
17 GIVE THANKS TO THIS FABULOUS WORK THAT YOU DID. I  
18 KNOW IT WAS VERY LABOR INTENSIVE, BUT THAT IS  
19 EXACTLY WHERE WE NEED TO START KIND OF BASELINE.  
20 RIGHT?

21 MR. MC CORMACK: YEAH.

22 CHAIRPERSON DURON: SO WE ARE PULLING UP  
23 ALL THE ROCKS. WE ARE LOOKING UNDERNEATH THE  
24 COVERS. WE ARE TRYING TO DETERMINE WHERE WE GO  
25 NEXT. SO I REALLY APPRECIATE THE WORK THAT THEY

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1 HAVE DONE.

2 DOES ANYBODY ELSE WANT TO MAKE A COMMENT?  
3 OR LET ME ASK FIRST. THE PICTURES I CAN SEE. DO WE  
4 WANT TO VOTE ON WHETHER YOU REALLY ENCOURAGE THEM TO  
5 DO A NEWSLETTER?

6 MR. MC CORMACK: BEFORE ANYBODY VOTES, I  
7 THINK YOU OUGHT TO KNOW THAT ONE OF THE POPULAR  
8 PARTS OF OUR INTERNAL NEWSLETTER IS BABY PHOTOS. SO  
9 IF YOU DO VOTE IN FAVOR, WE EXPECT TO SEE BABY  
10 PHOTOS.

11 CHAIRPERSON DURON: WELL, OR SUBSTITUTE  
12 ANIMALS OR SOMETHING LIKE THAT. HAND SHOW. SHOW OF  
13 HANDS. NEWSLETTER? NEWSLETTER? I WOULD SUGGEST  
14 THAT MAYBE WE EVEN SEND SOME NEWS FOR POSTING ABOUT  
15 OURSELVES OR ABOUT SOMETHING THAT WE WANT ON. I  
16 THINK THAT WOULD COLOR THE COMMUNICATIONS, IF YOU  
17 WILL. SO I DON'T KNOW IF ANYBODY IS MISSING FROM  
18 THAT COUNT, BUT IT LOOKS LIKE THERE'S A LOT OF  
19 FAVORABLES TO GO.

20 DR. CLARK-HARVEY: I'LL SAY I DIDN'T VOTE  
21 FOR IT BECAUSE I WOULD LIKE TO KNOW IF THIS IS  
22 ONEROUS OR WOULD TAKE TOO MUCH TIME FROM THE STAFF.  
23 I JUST DON'T HAVE A SENSE OF THAT. SO IF THIS IS  
24 SOMETHING THAT CAN SIMPLY BE DONE AND ISN'T A BIG  
25 TASK, THEN YES. BUT IF IT'S GOING TO TAKE EXTRA

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1 TIME, THEN IT'S NOT NECESSARY FOR ME PERSONALLY.

2 MR. MC CORMACK: WE ARE ALREADY DOING A  
3 LOT OF THIS NEWS GATHERING AND INFORMATION GATHERING  
4 ANYWAY, LEONDRA. SO IT WOULDN'T REALLY BE TOO MUCH  
5 EXTRA WORK. WE'D BE DEPENDENT ON BOARD MEMBERS  
6 SENDING US INFORMATION ABOUT THINGS THAT THEY WOULD  
7 LIKE TO KNOW ABOUT. BUT I THINK WITH MARIA, WITH  
8 MARIANNE, AND WITH STEPHANIE AND THE OTHER MEMBERS  
9 OF THE TEAM THAT SUPPORT ALL OF THIS, WE CAN  
10 CERTAINLY DO THAT, I THINK.

11 DR. CLARK-HARVEY: I HOPE THEY ALL AGREE  
12 WITH YOU.

13 MR. MC CORMACK: I LIKE TO VOLUNTEER  
14 PEOPLE.

15 DR. CLARK-HARVEY: MAYBE A TRIAL. MAYBE  
16 WE TRY IT AND SEE THAT IT WORKS.

17 MR. MC CORMACK: YEAH.

18 CHAIRPERSON DURON: IT WOULD BE A NICE  
19 SURPRISE FOR SOME BOARD MEMBERS, PARTICULARLY THOSE  
20 WHO ARE NEW AND WHO STILL NEED TO GET TO KNOW EACH  
21 OTHER WHILE WE ARE TRYING TO FIGURE OUT THE BIGGER  
22 PICTURE.

23 SO ANY OTHER COMMENTS OR QUESTIONS? OH, I  
24 SEE, SORRY, NO NAME THERE --

25 MS. BONNEVILLE: PAT AND LAUREN BOTH HAVE

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1 THEIR HANDS UP.

2 CHAIRPERSON DURON: LAUREN, SORRY.

3 LOOKING VERY LOVELY.

4 MS. MILLER-ROGEN: I JUST WAS GOING TO ADD  
5 THAT I THINK THAT THINGS THAT GO IN THE NEWSLETTER  
6 TO UPDATE US ARE THINGS THAT ON SOCIAL MEDIA COULD  
7 PROBABLY BE SHARED. I THINK IT'S A DOUBLE WHAMMY  
8 THERE. AND THAT IF WE ARE EDUCATING THE GROUP ABOUT  
9 WHAT WE ARE ALL DOING, THE PUBLIC WILL WANT TO KNOW  
10 AS WELL. AND SO I THINK THAT THE WORK THAT GOES  
11 INTO TELLING THE STORY TO EACH OF US CAN ALSO GO  
12 INTO OUTREACH INTO THE LARGER PUBLIC, THE PEOPLE OF  
13 CALIFORNIA.

14 CHAIRPERSON DURON: PAT, DID YOU HAVE YOUR  
15 HAND UP? I'M SORRY. IT'S LARRY.

16 DR. GOLDSTEIN: I WAS JUST GOING TO REMIND  
17 FOLKS THAT KEVIN AND HIS TEAM WRITE THE DAILY "STEM  
18 CELLAR," WHICH I WOULD SUGGEST ALL THE BOARD MEMBERS  
19 FIND A WAY TO SUBSCRIBE TO BECAUSE IT IS ACTUALLY A  
20 VERY DAILY, CONCISE, DISEASE-OF-THE-DAY OR  
21 THERAPY-OF-THE-DAY DESCRIPTION. AND I FIND THEM  
22 VERY HELPFUL. THEY'RE WRITTEN AT A REASONABLE  
23 LEVEL, AND OVER TIME YOU GET A PRETTY GOOD  
24 EDUCATION.

25 MS. BONNEVILLE: ANY BOARD MEMBERS DO NOT

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1 CURRENTLY RECEIVE THAT, LET ME KNOW SO I CAN SIGN  
2 YOU UP. I TRY AND SIGN YOU ALL UP AS SOON AS YOU  
3 BECOME BOARD MEMBERS. SOMETIMES I FORGET. SO JUST  
4 LET ME KNOW IF YOU'RE NOT ALREADY RECEIVING IT.

5 CHAIRPERSON DURON: I DON'T KNOW HOW LARGE  
6 THE "STEM CELLAR" IS, BUT MAYBE THERE'S ONE ITEM OUT  
7 OF THAT THAT YOU INSERT IN A NEWSLETTER AND THEN  
8 POINT BACK TO THE "STEM CELLAR." J.T.

9 CHAIRMAN THOMAS: I JUST WANTED ALL  
10 MEMBERS OF THE BOARD TO KNOW THAT THE "STEM CELLAR"  
11 WAS RECOGNIZED VERY RECENTLY AS ONE OF THE TOP STEM  
12 CELL BLOGS IN THE COUNTRY. AND SO MAJOR KUDOS TO  
13 KEVIN AND THE COMMUNICATIONS TEAM AND EVERYBODY  
14 WHO'S BEEN WORKING SO HARD ON THAT. AND THAT'S, BY  
15 THE WAY, A GREAT EXAMPLE OF PLAIN ENGLISH  
16 DESCRIPTIONS OF A LOT OF THINGS THAT COULD BE VERY  
17 SCIENTIFICALLY COMPLEX AND DIFFICULT TO COMPREHEND.  
18 SO GREAT JOB BY THE TEAM ON THAT.

19 CHAIRPERSON DURON: AND I WANT TO POINT  
20 OUT AS WELL, J.T., THEY ARE ALSO REALLY INCREASING  
21 THE KIND OF OUTREACH THEY DO ON LINKED-IN. THEY SAY  
22 THE PROFESSIONALS, SO TO SPEAK. BUT I ALSO LIKE THE  
23 FACT THAT THEY'RE SHARING MORE STORIES, MORE IMPACT  
24 WITH PATIENTS FROM THAT LEVEL AS OPPOSED TO THE  
25 HEAVY-DUTY SCIENCE AT THE TOP. AND I THINK THAT

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1 THAT'S REALLY GREAT. SO THEY ARE DOING INCREASED  
2 WORK IN TRYING TO PUT THE PLAN INTO ACTION.

3 CHAIRMAN THOMAS: YSABEL, CAN I JUST ASK A  
4 TOTALLY SEPARATE QUESTION QUICKLY BEFORE WE RUN OUT  
5 OF TIME HERE? GETTING BACK TO ART'S COMMENTS AND  
6 THE INTERN FROM SENATOR HERNANDEZ' OFFICE, WE SPEND  
7 OBVIOUSLY A TREMENDOUS AMOUNT OF TIME TRYING TO GET  
8 MESSAGES ACROSS ABOUT ALL THE GREAT THINGS THAT CIRM  
9 DOES, THE INCREDIBLE SCIENTISTS AROUND THE STATE ARE  
10 DOING, ET CETERA. BUT THERE'S ALSO, I THINK, A  
11 RESPONSIBILITY TO GET ON SOME OF THE NOT-SO-POSITIVE  
12 TOPICS, PARTICULARLY STEM CELL TOURISM, TO BE ABLE  
13 TO DESCRIBE TO THE PUBLIC WHAT THAT'S ALL ABOUT AND  
14 HOW IT CAN BE VERY HARMFUL, ET CETERA.

15 WHAT'S THE THINKING OF THE TEAM ON  
16 ANYTHING ON THAT PARTICULAR TOPIC AT THE MOST?

17 MR. MC CORMACK: WELL, WE REGULARLY BLOG  
18 ABOUT THAT. WE REGULARLY WRITE ARTICLES IF THERE  
19 ARE UPDATES WHEN, SAY, PAUL LOEFFLER DOES A STUDY OR  
20 A SURVEY OF HOW MANY CLINICS ARE OUT THERE OR  
21 REPORTS. IF THE FDA CRACKS DOWN ON ONE OF THESE  
22 CLINICS, WE REPORT ON THOSE. SO ANY CHANCE THAT WE  
23 GET WE WRITE ABOUT THOSE.

24 MR. TORRES: THE GREATEST OPPOSITION WE  
25 HAVE RECEIVED IS FROM THE BOARD OF MEDICAL QUALITY

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1     ASSURANCE FOR THE STATE OF CALIFORNIA. IT'S  
2     DOMINATED BY DOCTORS THAT DON'T WANT TO HAVE THESE  
3     ISSUES RAISED. AND NO MATTER, GEOFF LOMAX, I KNOW  
4     HE'S BEEN WORKING ON THIS AS HAVE I WITH HIM, NO  
5     MATTER HOW MANY TIMES WE TRY TO RAISE IT, THEY JUST  
6     PUT A DEAF EAR. SO I'VE BEEN IN CONVERSATIONS WITH  
7     SENATOR TONI ATKINS, WHO IS THE PRESIDENT PRO TEM OF  
8     OUR STATE SENATE, ONE OF HER APPOINTEES TO THE BOARD  
9     HAS BEEN VERY VOCAL ABOUT THESE ISSUES. SO WE'LL  
10    CONTINUE TO PRESS THEM, BUT IT'S NOT BEEN EASY WHEN  
11    DOCTORS ARE PROTECTING DOCTORS.

12           CHAIRMAN THOMAS: THANK YOU, ART. AND  
13    THANK YOU FOR ALL YOU AND GEOFF ARE DOING ON THAT  
14    AND FOR ALL THE MESSAGES THAT YOU'VE BEEN DOING WITH  
15    THE BLOG. IT'S A VERY IMPORTANT THING TO EDUCATE  
16    THE PUBLIC ON BECAUSE IT'S NOT ONLY IMPORTANT  
17    INFORMATIONALLY, BUT IT'S IMPORTANT FOR SAFETY  
18    REASONS, TO KEEP PEOPLE FROM FALLING PREY TO THESE  
19    CLINICS THAT ARE OUT THERE THAT TAKE ADVANTAGE OF  
20    DESPERATE FAMILIES AND PATIENTS ACROSS THE STATE,  
21    LET ALONE THE NATION, ET CETERA.

22           MS. BONNEVILLE: DAVID HIGGINS HAS HIS  
23    HAND RAISED.

24           CHAIRPERSON DURON: DAVID.

25           DR. HIGGINS: I JUST WANTED TO -- THIS IS

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1 A NOTE FOR ART. ART, TONI IS MY REPRESENTATIVE IN  
2 THE SENATE AND SHE'S ALSO A NEIGHBOR. SO IF YOU  
3 NEED HELP TALKING TO HER, LET ME KNOW.

4 CHAIRPERSON DURON: TACKLE HER ACROSS THE  
5 LAWN. IS THAT WHAT YOU'RE GOING TO DO, DAVID?  
6 SORRY. I DIDN'T SAY THAT.

7 MR. TORRES: THANK YOU.

8 CHAIRPERSON DURON: I THINK WE'VE GOT JUST  
9 A FEW MINUTES. SHALL WE SEE, MARIA, IF THERE'S  
10 ANYBODY IN THE PUBLIC WHO HAS COMMENTS?

11 MS. BONNEVILLE: DON'T SEE ANYONE ON FROM  
12 THE PUBLIC, AND THERE ARE NO HANDS RAISED.

13 CHAIRPERSON DURON: WELL, WITH THAT SAID,  
14 I WANT TO THANK EVERYBODY FOR JOINING FOR THIS  
15 ROBUST CONVERSATION. I HOPE THAT THE TEAM,  
16 COMMUNICATIONS TEAM, FELT THAT IT WAS VERY HELPFUL.  
17 AND, OF COURSE, WE WILL BE HERE FOR YOU. I'M NOT  
18 SURE WHEN IS OUR NEXT MEETING. DOES SOMEBODY KNOW?

19 MS. BONNEVILLE: WE HAVE NOT YET SCHEDULED  
20 IT, BUT WE CAN WORK OFFLINE AND GET THAT DONE AS  
21 WELL.

22 CHAIRPERSON DURON: VERY GOOD. THANK YOU,  
23 EVERYBODY. HAVE A GOOD REST OF THE AFTERNOON.

24 MS. BONNEVILLE: THANKS, EVERYONE.

25 CHAIRPERSON DURON: AND THE REST OF THE

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WEEK.

(THE MEETING WAS THEN CONCLUDED AT 2:30 P.M.)

**REPORTER'S CERTIFICATE**

I, BETH C. DRAIN, A CERTIFIED SHORTHAND REPORTER IN AND FOR THE STATE OF CALIFORNIA, HEREBY CERTIFY THAT THE FOREGOING TRANSCRIPT OF THE VIRTUAL PROCEEDINGS BEFORE THE COMMUNICATIONS SUBCOMMITTEE OF THE INDEPENDENT CITIZEN'S OVERSIGHT COMMITTEE OF THE CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE IN THE MATTER OF ITS REGULAR MEETING HELD ON MAY 2, 2022, WAS HELD AS HEREIN APPEARS AND THAT THIS IS THE ORIGINAL TRANSCRIPT THEREOF AND THAT THE STATEMENTS THAT APPEAR IN THIS TRANSCRIPT WERE REPORTED STENOGRAPHICALLY BY ME AND TRANSCRIBED BY ME. I ALSO CERTIFY THAT THIS TRANSCRIPT IS A TRUE AND ACCURATE RECORD OF THE PROCEEDING.

BETH C. DRAIN, CA CSR 7152  
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