

Communications Update



**Presented by the
Communications Team**
June 26, 2025

Marketing & Communications



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Funding Program Rollout

Supported program teams with launch of new and updated funding opportunities, including Discovery, Preclinical, Infrastructure, and Clinical Programs

Deliverables:

- Website landing pages
- Messaging support
- Email marketing
- Social media
- Partner and institutional outreach



Funding Program Rollout



Keck School of Medicine of USC

Weekly Notice of Funding Opportunities

A Publication of the KSOM Office of Research

Wednesday, June 11, 2025

New This Week

CIRM Preclinical Development (PDEV) Award

Deadline: Pre-submission forms due June 12, 2025
Award amount: Up to \$13M for up to five years

CIRM's [Preclinical Development \(PDEV\) funding program](#) supports completion of preclinical studies, FDA Investigational New Drug (IND) clearance, and clinical trial start for innovative stem cell-based and genetic therapies. This partnership model helps applicants navigate key preclinical milestones and maximizes the likelihood of success. This vision is achieved through a critical path approach emphasizing collaboration, knowledge sharing, and strategic alignment with CIRM's broader goal of advancing 15-20 therapies into late-stage clinical trials. The awards may support a range of activities from candidate optimization to IND-enabling studies and trial startup, ensuring a smooth path toward clinical readiness.



Opportunities

[Preclinical Development \(PDEV\) Awards](#) will support stem cell-based and genetic therapies that not only offer potential for transformative clinical impact but also meaningfully address current barriers to patient access and affordability with up to \$13 million in funding over a five-year period. Review the [Program Announcement](#), attend the [information webinar](#) on **May 22**, and submit a [presubmission form](#) by **June 12**.

[DISC4 Awards](#) will support collaborative research teams with up to \$13 million in funding over a four-year period. Upcoming key dates:
June 10 | [ReMIND Awaredee Panel discussion](#)
June 16 | [Presubmission Form deadline](#)



Website Launch

- Improved navigation
- Fresh, modern design to improve usability
- Consistent branding for a cohesive look
- New and engaging content
- Translation and accessibility widgets
- Improved mobile performance
- Streamlined content updates



Communications Guidelines for Awardees

The screenshot shows the top navigation bar with links for Grants Management System, CIRM Hub Portal, Contact, and a language dropdown set to English. The main header includes the CIRM logo and navigation links for About, For Researchers, Our Programs, Patient Resources, and News and Events. The page title is "Media and Communications Guidelines".

The main content area features a paragraph: "The California Institute for Regenerative Medicine (CIRM) is committed to amplifying the work of awardees, researchers, and our partners. This toolkit provides tips and information to foster collaboration and advance our respective missions."

Below this are four colored boxes representing different categories of resources:

- CIRM Leadership** (Red border):
 - Governing Board Bios
 - Executive Bios
- News** (Yellow border):
 - Press Releases
 - The Stem Cellar
- Printable Documents** (Purple border):
 - CIRM Annual Reports
- Videos** (Blue border):
 - CIRM YouTube Channel
 - Igniting Innovation
 - Providing Opportunities

At the bottom, a "Brand Assets" section is partially visible, starting with "Please follow these guidelines:" and listing:

- Use of the main logos is preferred except when a single-color logo is required.
- Except for resizing, do not alter the logos.

The document is titled "Communication Guidelines for Your CIRM Award" and is divided into several sections:

- Introduction:** States CIRM's commitment to amplifying the work of awardees, researchers, and partners.
- Crediting CIRM in Press & Planned Media:**
 - As a publicly funded state of California organization, it is crucial to recognize CIRM's contribution to the field of regenerative medicine and science.
 - Any publications, announcements, presentations, and press releases, or public statements related to a CIRM award must recognize CIRM as a key funder pursuant to CIRM intellectual property (IP) regulations.
 - CIRM requests reasonable notice (1-2 weeks) of news releases and/or public statements related to your award to give CIRM an opportunity to review and make recommendations so that our messaging is aligned.
 - To recognize CIRM support and funding, please include: "The [research, project, or study] was made possible by funding from the California Institute for Regenerative Medicine (CIRM), a state of California Agency that funds regenerative medicine, stem cell, and gene therapy research. (Grant Number _____)."
- Issuing a Press Release About Your CIRM Award:**
 - CIRM encourages you to share announcements and press releases about your CIRM award. Press releases must be shared with the CIRM communications team pursuant to CIRM intellectual property (IP) regulations.
 - If you choose to issue a press release, please ensure you provide proper attribution to CIRM by including our boilerplate at the bottom of your press release (see below).
 - CIRM requests reasonable notice (1-2 weeks) of news releases and/or public statements related to your award to give CIRM an opportunity to review and make recommendations so that our messaging is aligned.
 - With adequate lead time, our communications team can work with our internal leadership team to provide a media quote for use in your press release and/or communications.
 - Press releases and quote requests can be sent to the CIRM communications team at press@cirm.ca.gov.
- CIRM boilerplate for use in applicable press releases:**
 - About the California Institute for Regenerative Medicine (CIRM): The California Institute for Regenerative Medicine (CIRM) is a funding agency established by Californians to accelerate regenerative medicine research to deliver treatments for patients with unmet medical needs. Established in 2004 through the passage of Proposition 71, CIRM was initially funded with \$3 billion from the state of California to support ongoing research, and in 2020, was funded again with another \$5.5 billion through Proposition 14 to continue the Agency's important work.
 - CIRM has provided billions in funding to support stem cell, genetic research, and development programs in its portfolio. Through the Agency's research, infrastructure, and education programs, CIRM aims to transform the field of regenerative medicine, stimulate economic growth, and improve the lives of diverse communities throughout the state. For more information go to cirm.ca.gov.

The footer of the document includes contact information: PARTNER KIT, (310) 340-9101, PRESS@cirm.ca.gov, CIRM.CA.GOV, 601 GATEWAY BLVD, SUITE 400, SOUTH SAN FRANCISCO, CA 94080.

Patient & Trainee Stories

California Institute for Regenerative Medicine
Published by Christina Smith
December 16, 2024

With funding support from CIRM, including a recent \$14.7 million grant, Donald Kohn, MD, of Broad Stem Cell Research Center at UCLA's gene therapy for ADA-SCID offers n... See more



BLOG.CIRM.CA.GOV
Gene Therapy Brings Hope to Families Affected by Rare Immune Disorder
Photo Courtesy of [unreadable]
See insights at [unreadable]

California Institute for Regenerative Medicine (CIRM)
10,222 followers
1mo · Edited · [unreadable]

After a life-changing accident left **Jake Javier** paralyzed, he faced a choice: try an experimental stem cell treatment or accept his injury as final. He ...more



Battle and 59 other

A CIRM Bridges student discovers a passion for engineering

MARCH 21, 2025 / CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE (CIRM) / EDIT



CIRM Bridges student Esme Ruiz-Garcia

Esmerelda "Esme" Ruiz-Garcia grew up in California in a Mexican-American family, where pursuing a career in healthcare is considered a family calling, with most of her relatives in the nursing and medical fields. "I've always loved science, but I was not that interested in the medical field itself," said Esme. Now, she's a student intern in the CIRM-funded Bridges program at California State University (CSU), San Bernardino.

Breaking barriers in rare disease: A gene therapy transforms cystinosis treatment

MARCH 11, 2025 / CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE (CIRM)



A 12-year-old Kurt Gillenberg. Photo courtesy of Kurt Gillenberg.

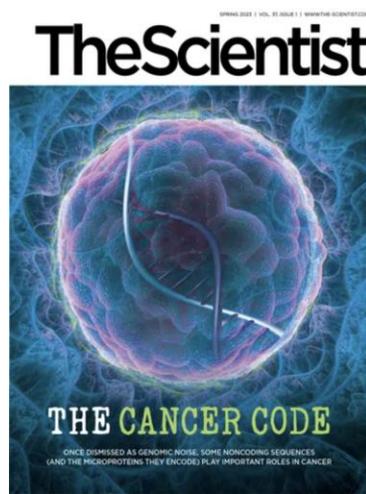
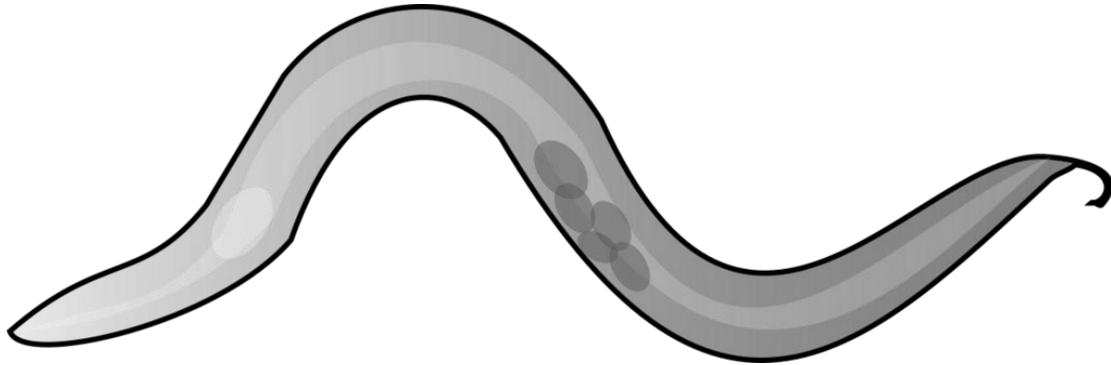
Diving into a new era of treatment: A patient's journey with an epilepsy stem cell therapy

APRIL 16, 2025 / CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE (CIRM) / EDIT



Senior Director Hiring Update

Introduction



What I'm hearing

Why don't more people know about CIRM?

- Our successes
- Our focus areas
- Our impact in the state

Gene Therapy
Agency
California
CIRM
Regenerative Medicine
Cell Therapy
Stem cells
Institute

Initial priorities

Help all of CIRM sing the same song

- Consistent way of describing who we are
- Consistent examples of our successes
- Consistent messages about our focus and progress



Discussion

How do you tell CIRM's story?

Thank You!