

C I R M

CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE

Communications & Outreach update

**Independent Citizen's Oversight
Committee**

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Senior Director, Communications

March 26, 2026



CIRM

To accelerate world-class science and deliver transformative regenerative medicine treatments in an equitable manner to a diverse California and the world

Driving **awareness of**
& **support for**
CIRM's progress & accomplishments

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graph LR; A[Create the story] --> B[Tell the story]; B --> C[Deliver the story]; C --> D[Measure the impact]
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Create the story

Tell the story

Deliver the story

Measure the impact



Create the story

What it means

Define a unified, emotionally resonant narrative that reflects CIRM's mission, values, and impact.

What we'll do

- ✓ Generate a multi-layered CIRM story
- Develop audience-specific versions of that story
- ✗ Develop a progress tracker



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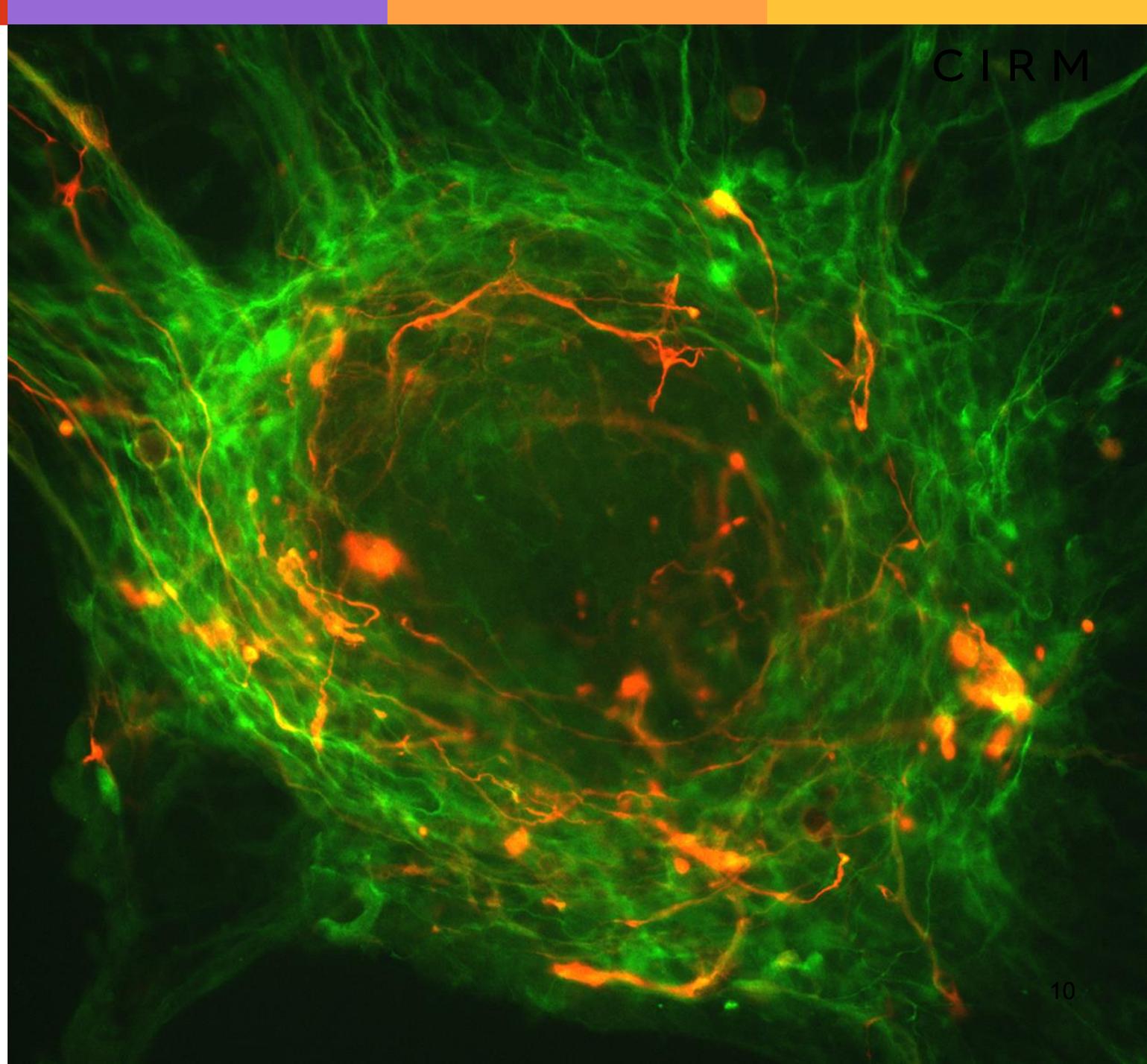
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Tell the story

What it means

Leverage diverse storytelling formats to bring the CIRM story to life.

What we'll do

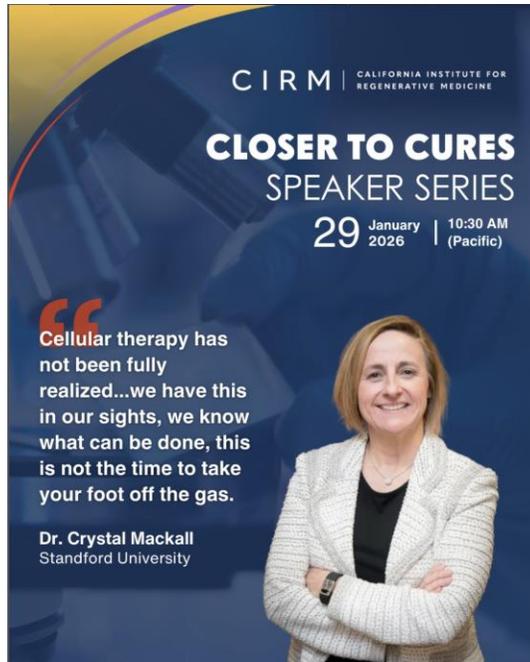
- X Carry out a gap analysis on storytelling formats
- X Develop a content strategy
- X Map storytelling formats to audiences
 - Expand written and video storytelling
 - Develop a storytelling toolkit for advocates (staff, board members, etc)
- ✓ Make website fully accessible



Tell the story

Storytelling

Patients and progress



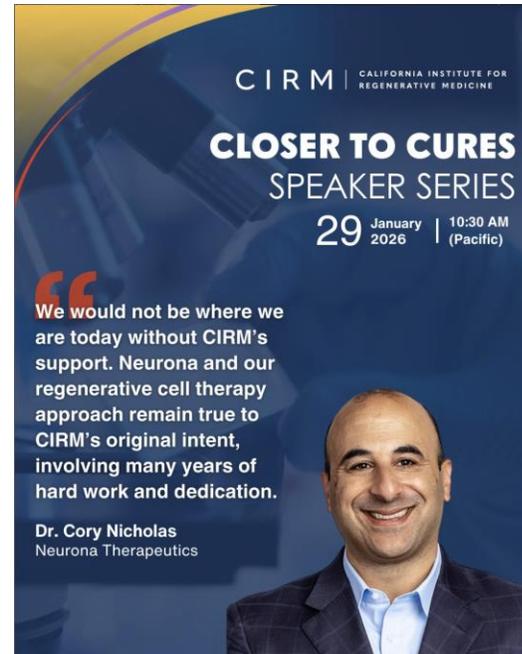
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CLOSER TO CURES
SPEAKER SERIES

29 January 2026 | 10:30 AM (Pacific)

“Cellular therapy has not been fully realized...we have this in our sights, we know what can be done, this is not the time to take your foot off the gas.”

Dr. Crystal Mackall
Stanford University



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CLOSER TO CURES
SPEAKER SERIES

29 January 2026 | 10:30 AM (Pacific)

“We would not be where we are today without CIRM's support. Neurona and our regenerative cell therapy approach remain true to CIRM's original intent, involving many years of hard work and dedication.”

Dr. Cory Nicholas
Neurona Therapeutics





Deliver the story

What it means

Ensure emotionally resonant stories reach target audiences.

What we'll do

- X Carry out a gap analysis of communication channels
- X Map storytelling formats to channels that reach the appropriate audience
- ✓ Hire a PR firm
- ✓ Train advocates to use the storytelling toolkit
- X Create a patient advocate ambassador program
- ✓ Create a strategy for communicating CIRM operations and activities



Messaging training

~60
Attendees

11
Scenarios

11+
Scripts

Play



00:58:01 / 01:07:21



Speed



Deliver the story

C I R M

Media Relations

RAPID & more



STAT ^{YEARS} 10

“There’s this frontier mentality, being on the cutting edge of Silicon Valley and now biotech,” he said. “The ability by the electorate to to take a chance on next-generation technology in various fields pervades these elections, and we’re very proud of that out here.” -JT



California's \$100 Million Push For Faster Drug Development



Deliver the story Outreach





Measure the impact

What it means

Evaluate the effectiveness of storytelling efforts and refine strategy based on data.

What we'll do

- X Hire an agency to carry out listening sessions or focus groups
- X Report quarterly to leadership and board on metrics
- X Review data yearly to modify storytelling and channels as needed



Thank you!