

**Board Subcommittee on Communications with the California Public
and Taskforce on Public Media**

Membership of Subcommittee: 10-13 Members

Membership of Taskforce: A subset of the Subcommittee membership

Mission of Subcommittee: CIRM has a responsibility to educate the public regarding the steps it is taking to achieve its mission. Proposition 71 gives the Chair the responsibility to interface with the California public. The size of California, the diversity of its population, and the complexity of stem cell research present challenges to CIRM's ability to communicate with the public. The Subcommittee will establish a strategy, in consultation with CIRM staff, to devise new approaches to provide information to the general public and to community leaders on the progress of the agency in meeting the mission of Proposition 71. To accomplish this, the Subcommittee may call upon outside experts for advice and assistance. The Subcommittee will seek to develop objectives and goals, for each quarter, over the next 24 months, starting with the second quarter of calendar year 2010. The Subcommittee, in consultation with CIRM staff, will also develop a system for receiving public input and measuring the achievement of the goals and objectives established by the Subcommittee.

CIRM has a specific responsibility to issue an annual report to the public on its performance and promising new research areas. This ICOC responsibility for public reports is articulated at section 125290.40 (e) and the responsibility for annual reports is cited at section 125290.30. One of the goals of the Subcommittee will be to consider the ways in which the contents of the annual report and CIRM's substantial scientific progress can be broadly communicated to the general public.

Mission of Taskforce: The Taskforce will work, in consultation with CIRM staff and the Chairman's Office, to develop specific strategies with public communications media, covering non-scientific print media, television, radio and documentary earned media opportunities.

Subcommittee Meetings: Approximately three times per year, as needed. Taskforce meetings as needed.