

Communications Subcommittee  
January 12, 2022





*Accelerating world class science to deliver transformative regenerative medicine treatments in an equitable manner to a diverse California and world*



Maria Bonneville,  
VP Public Outreach  
And Board Governance



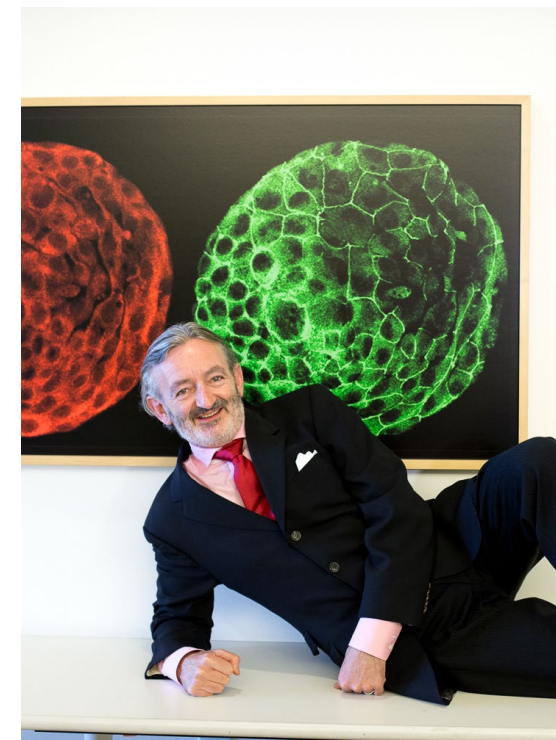
Katie Sharify,  
Communications Team  
Coordinator



Esteban Cortez,  
Director of Marketing &  
Communications



Kevin McCormack,  
Director of Patient  
Advocacy



Note: Hiring Community Outreach Coordinator & Media Relations Manager in FY 22-23



- 150 different events
- Public/In person
- Media
- Blog, Podcast, Social Media

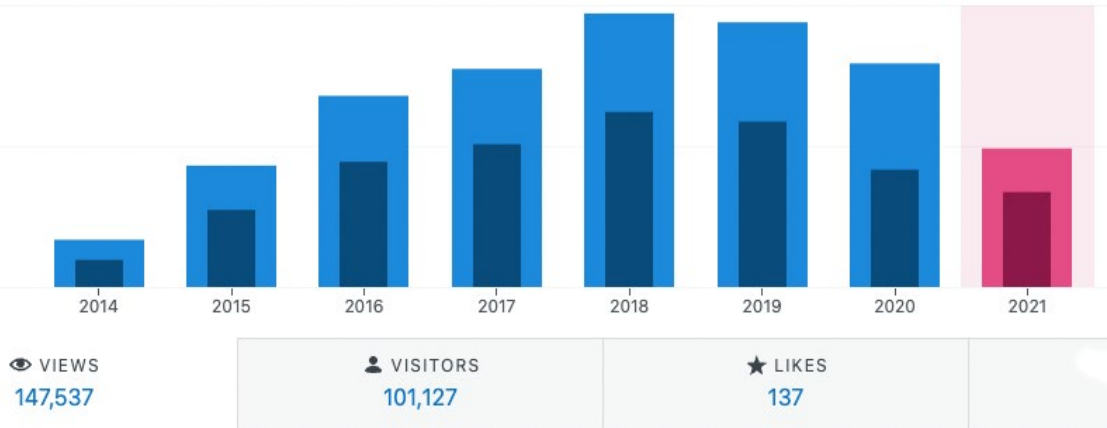


- More than 2,000 newspapers have closed since 2004
- [Pew research study](#) since 2008 newspaper journalism has shed some 30,000 jobs, around 26% of the total.
- Radio journalism has fallen by a similar amount, 26%.
- In 2020 [A third of papers](#) with an average Sunday circulation of 50,000 or more experienced layoffs last year
- Science journalism hard hit – fewer specialist reporters

- Conducting a marketing and communications channel audit
- Audit includes: Social media, email, print, podcast, website, blog, social media, photo/video, YouTube, etc.
- Identify strengths, challenges and opportunities (SWOT analysis)
- Develop messaging for channels
- Set measurable goals to track progress

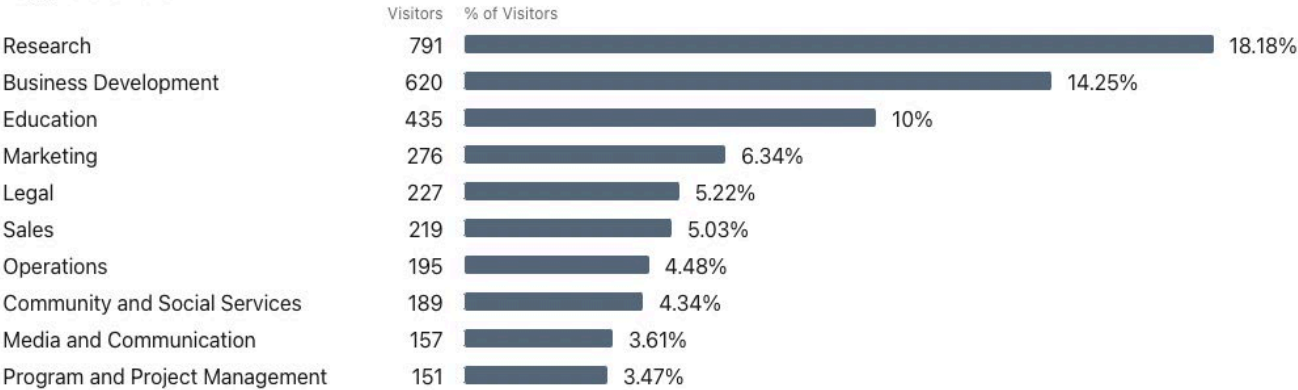


Blog traffic by year



LinkedIn Page Visitor Demographics

Top job functions





# Q1 Goal: Reconvene Communications Subcommittee

- Committee supports with:
  - Communicating with the public
  - Helping guide best practices
  - Providing feedback to deliver messaging in inclusive and equitable manner
  - Support with delivering linguistically and culturally appropriate messaging



Illustration: Jennifer Tapias Derch



# Q1 Goal: Social Media Audit & Strategy

- Conduct a thorough audit of social media channels to understand our current efforts
- What has worked so far? What can we do differently?
- Gain audience insights, implement best practices, build content strategy
- Set measurable goals to track progress over time and stay on top of trends



What messages should CIRM focus on in their outreach strategy?

Are there key communication channels CIRM has missed?