



STANFORD MEDICINE MAGAZINE

ISSUE 1 / 2022

Molecules of life: Understanding the world within us

This issue of *Stanford Medicine* magazine explores the molecules within us and why understanding them can revolutionize how medicine is practiced.

COMMUNICATION PLAN

LAST UPDATED: 07/22//2022

PLAN HIGHLIGHTS

KEY GOALS & DATES – P.1

EDITORIAL ASSETS – P. 2-5

PROMOTION TIMELINE &

AMPLIFICATION TACTICS - P.5

PERFORMANCE METRICS – P.5

COMMUNICATIONS GOALS

The following roll-out plan aims to ensure broad distribution of the latest magazine's content including:

- Promotion via owned channels (web sites, intranet sites, social channels, newsletters)
- Promotion via earned media: news release, media pitches, outreach to professional/specialty associations, funding partners, and patient foundations
- Thought leadership / amplification via faculty and staff (executive communications, writers/editors sharing via their channels, faculty presentations/emails)
- Print distribution (30,000 copies sent to alumni, donors, SM faculty, media and U.S. subscribers)
- Longer-term recognition via prestigious awards and other recognition programs

KEY DATES AT A GLANCE

- **JULY 27**
 - Soft launch of the digital issue (**no promotion on this day**)
- **AUG. 1**
 - Launch of internal and external weeklong social media promotion blitz
- **AUG. 2 or 3**
 - Delivery of print magazines at mailing centers

EDITORIAL ASSETS

FULL MAGAZINE OVERVIEW:

Molecules of life:

Understanding the molecules of life

- **Description:** This issue of *Stanford Medicine* magazine explores the molecules within us and how understanding them can lead to medical discoveries and innovations.

THOUGHT LEADERSHIP

Unraveling molecular mysteries:

A steadfast commitment to fundamental science has pushed Stanford Medicine research beyond what we could have imagined

- **Article subject:** Letter from Dean Lloyd Minor
- **Description:** Stanford's legacy of scientific discovery has demonstrated that basic science has the power to change how we see the world around us and how we live in it.

Putting patients first in prescription opioid regulation:

Chief of commission on North America's opioid crisis reflects on the importance of consensus

- **Article subject:** Opening thoughts — Keith Humphreys
- **Description:** Keith Humphreys, chair of the Stanford-Lancet Commission on the opioid crisis, calls on disparate groups to work together to put patients first.
- **Experts featured or quoted:** Keith Humphreys, professor, psychiatry and behavioral sciences

THEMED ARTICLES

Human biology at its most basic:

Molecular insights boom

- **Article subject:** Lead wrap-up story.
- **Description:** Relocating its medical school to Palo Alto set the stage for Stanford medical students, researchers and physicians to be leaders in accelerating biomedical discoveries and advances.
- **Experts featured or quoted:** Ruth O'Hara, senior associate dean for research; Dean Lloyd Minor; Nobel winner Paul Berg; Sylvia Plevritis, professor of biomedical data science; Nathanael Gray, professor of chemical and systems biology

Imaging blows up:

Cryogenic electron microscopy is driving a burst of discoveries about how molecules work in health and disease

- **Article subject:** Cryo-EM imaging technology.
- **Description:** A game-changing technique for imaging proteins — cryogenic electron microscopy — enables discovery of the structure of nearly any molecule within a few days, deepening our understanding of diseases and how to treat them.
- **Experts featured or quoted:** Dean Lloyd Minor; Georgios Skiniotis, professor of molecular and cellular physiology and of structural biology; Christopher Barnes, assistant professor of biology; Wah Chiu, a professor of microbiology and immunology and of bioengineering;

My favorite molecule:

A dozen Stanford Medicine researchers explain what piques their interest when it comes to molecules

- **Article subject:** Researchers choose their favorite molecules.
- **Description:** In telling us about their favorite molecules, a dozen researchers reveal their enchantment with doing science that helps explain the world within us.
- **Experts featured or quoted:** Jonathan Long, assistant professor of pathology; Suzanne Pfeffer, professor of biochemistry; Roger Kornberg, professor in medicine; Karen Parker, associate professor of psychiatry and behavioral sciences; Jonathan Tyson, PhD, postdoctoral scholar in bioengineering; Michael Fischbach, an associate professor of bioengineering and of medicine; Nicole Martinez, assistant professor of chemical and systems biology and of developmental biology; Alka Das, postdoctoral scholar in molecular and cellular physiology; Manuel Amieva, professor of pediatrics and of microbiology and immunology; Daria Mochly-Rosen, professor of chemical and systems biology; Peter Santa Maria, associate professor of otolaryngology - head and neck surgery; Kathleen Ruppel, senior scientist in biochemistry

Vicious circles:

Cancer's deadly weapon – rings of DNA – have been hiding in plain sight

- **Article subject:** Extrachromosomal DNA's role in blocking cancer treatment.
- **Description:** The discovery that circles of free-floating DNA, or extrachromosomal DNA, help cancerous tumors evade treatment is driving a quest to disrupt them.
- **Experts featured or quoted:** Paul Mischel, professor of pathology; Howard Chang, professor of cancer research and of genetics

Reforming pain:

Goodbye to one-size-fits-all solutions to rein in pain

- **Article subject:** How Stanford's pain experts are developing precisely focused treatments for each patient.
- **Description:** Understanding that traditional treatments don't work for every pain patient, researchers and clinicians are pursuing individualized remedies.
- **Experts featured or quoted:** Sean Mackey, chief Division of Pain Medicine; professor of anesthesiology and pain medicine; specialist Vivianne Tawfik, associate professor, anesthesiology, perioperative and pain medicine; Brian Kobilka, chair of cardiology;

Beth Darnall, professor, anesthesiology, perioperative and pain medicine; Boris Heifets, assistant professor, anesthesiology, perioperative and pain medicine

A gift of hope:

Following her daughter's death, a mother's donation helps open the door for cancer immunotherapy

- **Article subject:** How brain tumor donations are advancing DIPG treatment options.
- **Description:** In donating her 4-year-old daughter's brain tumor for research after she died of a rare brain cancer, this mom hoped her decision would help change outcomes for other families.
- **Experts featured or quoted:** Michelle Monje, professor of neurology and neurological sciences; Crystal Mackall, professor of pediatrics and of medicine

The mind-mucus connection:

When phlegm runs amok, it can be life-threatening. Neuroscience know-how offers a way to put a cork in it.

- **Article subject:** What mucus neurotransmitters can tell us about mucus secretion.
- **Description:** Mucus is an unsung hero of a healthy body, essential to its function but rarely scrutinized. Perhaps surprisingly, the manner of its secretion strongly resembles, on the molecular level, one of the most intensively studied physiological phenomena: neurotransmitter release.
- **Experts featured or quoted:** Axel Brunger, professor of molecular and cellular physiology, of neurology and neurological sciences and of photon science; Tom Sudhof, professor of molecular and cellular physiology

NON-THEMED ARTICLES

A guide through the cancer labyrinth:

Toward a peer navigation program for Black women helping Black women survive breast cancer

- **Article subject:** BLACC cancer peer navigation program.
- **Description:** Women who understand that the needs of breast cancer patients extend beyond the clinic's door are developing a program to help Black women navigate the experience.
- **Experts featured or quoted:** Lisa Goldman Rosas, assistant professor of epidemiology and population health and of medicine; Juanita Waugh, retired health insurance worker; Starla Gay, longtime community organizer and advocate and co-leader of the peer navigation program; Chiquita Tuttle, peer navigation program steering committee member; Taylor Hollis, peer navigation program steering committee member

Here come the assembloids:

A new type of brain model reveals the organ's workings in unparalleled detail, providing insights into development and disease

- **Article subject:** A new era of research to expand the limits of what we know about the brain and neurological diseases.

- **Description:** Sergiu Pasca has pioneered a cell culture method that allows scientists to watch parts of a human brain develop in real time and form connections. Use of the models, known as assembloids, is catching on.
- **Experts featured or quoted:** Sergiu Pasca, associate professor, psychiatry and behavioral sciences; said Jan Carette, PhD, associate professor of microbiology and immunology; Anca Pasca, an assistant professor of pediatrics

VIDEO

Head and deck:

Web blurb:

SUPPORTING ASSETS

The 2022 1-Molecules Comms Promo Social materials folder in Box, which is here, [link deleted for privacy] contains folders and files that all teams will need for promotion planning and implementation. If there's something you need that you can't find in that folder, contact Patty Hannon or Rosanne Spector. Included in the above folder are:

- A *2022 1 Molecules-Shared photos* folder containing a folder of original hi-res main images for each article (News Center, Instagram or other needs), and a folder of images cropped for social media (Twitter/Facebook/Scope, etc).
- A *2022 1 Molecules - Quote files* folder with key quotes from all themed and non-themed stories.
- A *2022 1 Molecules - Files for Claire for Video* folder for Instagram.

ASANA PLANS:

- Asana plans: The magazine issue and all stories and budgetlines are listed on the full project called Magazine - 2022 Issue 1 Molecules. Here's a link [link deleted for privacy] If there's something you need that you can't find in that folder, contact Patty Hannon or Rosanne Spector.

PROMOTION TIMELINE AND AMPLIFICATION TACTICS

- The full promotional plan — including team leads, timelines, amplification tactics and contacts — is saved on Box [link deleted for privacy].