

From: [Valerie Patmintra](#)
To: [Richard Isaacson](#); [Sue Pekarske](#); [Robert Wah](#); [Amy Porter](#); [Cianciotto.Melanie](#); [Mike Dockery](#)
Subject: Agenda and Materials for Monday's Communications Committee Meeting
Date: Friday, April 23, 2021 1:49:29 PM
Attachments: [Comms Cmte Agenda 4.26.21.docx](#)
[June 26 Communications Committee Call Minutes Draft 7.8.20.doc](#)
[TIMELINE Comms April 20-for Board materials.doc](#)

Hello Everyone,

The agenda for our communications committee meeting taking place Monday, April 26 at 11am ET is attached here, along with minutes from the last meeting and the updated communications timeline that is being included in the Board meeting materials. The dial in number is: 877-934-2901 and the passcode is: 8630398. It is also included on the agenda.

I also wanted to pass along this link to a recent blog post based on an interview with Dr. Lazar covering his AHA Scientific Statement, A Primary Care Agenda for Brain Health: <https://mcknightbrain.org/expert-interview-with-dr-lazar/>. His statement identifies primary care as the ideal setting to address the risk factors that can prevent cognitive decline before changes associated with aging even begin and it underscores the need for the new PCP section of the site we're developing.

I'm still working on the new pages for the PCP section of the site and will send a link to review the new landing page and supporting pages Monday morning before our call.

Please let me know if you have any questions.

Thanks! Hope you all have a great weekend!
Valerie

MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)

Meeting of the Communications Committee of the Board of Trustees

**Monday, April 26, 2021
11:00am – 12:00 pm EDT**

Conference Call Number 877-934-2901 Passcode 8630398

Members: Dr. Richard Isaacson, Chair; Dr. Robert Wah, Dr. Sue Pekarske
and Dr. Michael L. Dockery, MBRF Chair

Also Attending: Ms. Amy Porter, Ms. Melanie Cianciotto and Ms. Valerie Patmintra

AGENDA

- | | | | |
|--------------------------------|----|---|---------------|
| 11:00 am EDT
ACTION | 1. | Call to Order/Welcome/Roll Call | Dr. Isaacson |
| | | a. Minutes from the June 26, 2020, Meeting | |
| | 2. | Sanjay Gupta Video Promotion | Dr. Isaacson |
| | | a. Review of ads and social content posted | Ms. Patmintra |
| | | b. Web traffic and results | |
| | 3. | McKnightBrain.org | Dr. Isaacson |
| | | a. New content added | Ms. Patmintra |
| | | b. Review new section for Primary Care Physicians | |
| | 4. | Next Steps/Other Business | Dr. Isaacson |
| 12:00 pm EDT
ACTION | 5. | Adjourn | Dr. Isaacson |

MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION
COMMUNICATIONS COMMITTEE OF THE BOARD OF TRUSTEES CONFERENCE CALL
June 26, 2020

The McKnight Brain Research Foundation's Communications Committee conference call began at 10:00 a.m. Eastern on Friday, June 26, 2020.

The following MBRF Trustees participated in the call:

Dr. Richard Isaacson, Chair
Dr. Sue Pekarske
Dr. Robert Wah

Ms. Amy Porter and Ms. Valerie Patmintra also participated.

1. Call to Order and Roll Call

Dr. Isaacson opened the call, took roll and welcomed those in attendance. Ms. Porter noted that Dr. Mike Dockery is on vacation and unable to make the call. Dr. Isaacson asked the committee if anyone had questions or changes to the minutes from the July 11, 2019, call that were included with the meeting materials. Ms. Porter noted that the minutes are from last summer, but were included with the meeting materials because they were never formally approved. Dr. Isaacson called for a motion to approve the July 11 meeting minutes and they were approved. Ms. Porter also noted that the communications timeline would be updated after the call, presented to the Chair for approval, and included with materials for the July 22 Board meeting.

2. Organizational Brochure

Dr. Isaacson then began a discussion on the organizational brochure that was also included for review with the committee meeting materials. He noted that while a lot of work has already gone into drafting content for the brochure, this is an early version of the designed piece that still needs work to get the design and graphics just right. Dr. Isaacson said he feels the brochure is a little bland and sterile with a lot of dark blue colors used. He suggested revising the brochure to be more modern with the use of graphics and more colors. He also mentioned the need to make sure the font is 14-point and bigger throughout the brochure, making sure it's easy to read for all web viewers and on mobile devices.

Ms. Porter reminded the committee that the request for the organizational brochure came from the MBI Leadership Council who asked for a printed piece they could use to explain the MBIs' relationship with the Foundation. She noted that another brochure more targeted to patients may be developed down the road and would be an opportunity to use brighter and more inviting colors and images.

Understanding the purpose of the organizational brochure, Dr. Isaacson noted it could be okay for it to have a more sterile feel, but that the content needs to include information on the Foundation beyond its relationship with the MBIs. He suggested adding content about partnerships beyond the MBIs, the Cognitive Aging Summits, and a summary of the Foundation's four strategic achievements and their impact.

Ms. Porter said one thing she really appreciates about the brochure is that it's the first piece the Foundation has developed that brings the four MBIs together under the one Foundation umbrella. She agreed with Dr. Isaacson that more of the Foundation's accomplishments could be highlighted in the beginning of the brochure.

Dr. Wah mentioned that the sequence of the brochure feels off since the mission and vision statements are included at the end. He noted that the 20-year history video seems to have more information about the Foundation's achievements than the brochure.

Ms. Patmintra agreed to work on updating the brochure content to put more about the Foundation's achievements and impact upfront and to work with the designers on tweaks and adjustments to the brochure design to make it more inviting and engaging visually.

3. McKnightBrain.org

After wrapping up the discussion on the organizational brochure, Dr. Isaacson asked Ms. Patmintra to provide an update on new content that's been added to the website and an overview of the current audience statistics. Ms. Patmintra noted that several new articles and videos have been added to the News page of the website and that it has also been updated to include all recent Foundation press releases. Ms. Patmintra also noted that the 20-year history video that was originally developed as an introduction to the communications panel held at the 2019 Inter-Institutional meeting has been updated to include the Foundation and MBIs' new logos and new leadership photos and will be added to the website soon.

Ms. Patmintra then reviewed the web analytics report that was included with the meeting materials as a baseline for the site's traffic without any promotion. She noted that the site has been attracting close to 200 visitors per month to date in 2020, which is positive considering the site hasn't been officially optimized for search engines or promoted to outside audiences. Dr. Isaacson agreed that it's good to see the number of people coming to the site organically and that the pages per session and bounce rate statistics are also positive for a new website. As context, he mentioned that his organization's website took five to six years to gain traction and start reaching several hundred visitors per month.

Dr. Wah asked where research opportunities and grant funding are located on the website. Ms. Patmintra directed him to the "For Researchers" tab and he and Dr. Isaacson questioned if that is an intuitive place to have the McKnight Scholarship housed on the site or if it's too hard to find. Dr. Isaacson suggested that after the brochure is finished, attention be placed on user testing the website to make sure it is easy to navigate and content is easy to find.

Ms. Porter then asked if the committee had feedback to the outline of content suggested to create an area of the site dedicated to educating primary care physicians (PCPs) on age-related cognitive decline and memory loss. Dr. Isaacson asked when the decision to focus on primary care physicians had been made. Ms. Porter noted that the initiative crosses all of the committees and, after extensive discussion by the research and educations committees, it's coming up as a topic for the communications committee to review, specifically to see if the web content suggested makes sense and would be good to have to meet the goal of educating PCPs. Dr. Wah added that the initiative stemmed from discussion among the full Board when primary care physicians were identified as being on the front lines of patient care and determined an important audience to reach and educate.

Dr. Isaacson warned that reaching and educating primary care physicians is a very hard endeavor and, one where from an Alzheimer's perspective, millions of dollars have been spent by pharmaceutical companies, but their efforts have still failed to move the needle. He suggested the Foundation would need a team of dedicated medical

communications professionals to stand a chance of reaching and educating primary care physicians on age-related cognitive decline and memory loss. Ms. Porter suggested that the Foundation start by reaching out to a small group of primary care physicians to get their buy-in upfront on the initiative and enlist their help in creating the educational resources. Dr. Isaacson said he would feel a lot more comfortable with that approach as a starting point. Ms. Porter agreed and asked the committee if they could suggest names of primary care physicians she and Ms. Patmintra could reach out to and ask for input. Dr. Isaacson said he could help provide a couple names and Ms. Porter suggested developing a questionnaire to start enlisting feedback from primary care physicians.

Dr. Wah agreed that starting with a questionnaire sounded like a good idea. Understanding the education and communications committees are looking at the initiative from two different perspectives, Dr. Wah also said he doesn't think the Foundation should back away from PCP outreach because it's a daunting task. Dr. Isaacson noted that the initiative would be trying to change PCP behavior in two ways by getting them to start recognizing the issue of age-related cognitive decline and memory loss and screening their patients. Dr. Pekarske asked if there had been any decision as to whether the questions of whether the Foundation should develop its own screening tool or link to outside trusted resources as has been discussed by both the research and education committees. Dr. Isaacson noted that creating a new screening tool and implementing the outreach program would require a seven-figure budget. He also said that no other organization is better poised to do this type of PCP outreach and he thinks it would be a good use of funding. Ms. Porter said she thinks the Foundation may be willing to invest budget in the initiative to do it effectively.

4. Current Annual Report Template

Ms. Porter turned the committee's attention to the next item on the agenda and asked if anyone has ideas on what items could be added to the MBI annual report template to try and get additional information on their communications efforts. There was discussion by the group of the call starting to run over time, so Ms. Porter asked the committee to send any ideas they have to her via email. She noted some of the communications items that have been suggested are to ask for information on media outreach and results, any new updates to their websites and any webinars or communications sessions they've held.

5. Next Steps and Adjournment

With no additional discussion on the annual report template, Dr. Isaacson thanked the committee members for their time and adjourned the call at 11:05am.

Communications Activity Timeline

(Updated to current status as of April 20, 2021)

Activity	Date/Status	Action	Responsible Party	Comments
Key Messages	✓ April 11, 2019 (COMPLETE)	Messages distribute at 11 th Inter-institutional Meeting Communications Program and Panel	A. Porter V. Patmintra	Key messages document to be used as the basis for communications materials, website content, social media postings, and media speaking points as they relate to the topics of cognitive aging, decline, and memory loss. Key messages include edits/suggestions from the Leadership Council as of Dec. 2018, and were endorsed by the Board of Trustees on Feb. 20, 2019.
Organizational Brochure	✓ January 2020 - December 2020 (COMPLETE) June – October 2020	Draft content and designed the organizational brochure Revised brochure design and content based on feedback secured	V. Patmintra	Content secured from the MBIs and incorporated into a draft of the MBRF organizational brochure. Content was shared with the CWG members on the January 24 th conference call and edited to reflect MBI feedback. Worked with designers to layout and design the MBRF organizational brochure as a complement to the new MBRF website. Look and feel matches the overall website design and include content approved for the website and reviewed by the MBIs. Designed brochure was reviewed by MBRF Education and Communications Committees in June Meetings. The designed brochure was reviewed during the Board’s July meeting. Revisions were made to reflect committee and the full Board’s feedback and an updated version of the brochure was shared with the communications working group members during their September call.

	March – April 2021			Building out pages for the PCP area of the website based on the wireframe and content approved by the Education Committee. Link to review the new section will be shared with the Board by Monday, April 26.
	Spring 2021 - Ongoing	Build out content to announce and promote the new Research strategic focus area	V. Patmintra	<p>Develop content and create dedicated pages of website describing the new mid-career research accelerator awards program, application requirements and relevant dates.</p> <p>Create a dedicated area of the McKnight Brain homepage to announce the new award program and lead to new content pages.</p> <p>Develop web banners the MBIs and other partners can post to their websites linking to the award information and applications on the MBRF website.</p>
	Summer 2020 - Ongoing	Build audience for the new website	V. Patmintra	<p>Worked with web agency on search engine optimization and targeted online advertising campaigns to drive traffic to and build an audience for the new MBRF website.</p> <p>Audience Building plan was presented to the Communications Committee during the June 26 call and presented to the full Board during their July 22 call</p> <p>Additional patient content is being continually added to the site that maps back to the most popular search terms and key content areas of the site.</p> <p>Implemented social media promotion plan to drive traffic to watch Dr. Issacson's video interview with Dr. Sanjay Gupta. Results report will be shared with the Board leading up to the April 30 meeting.</p>
Social Media	March, 2019 - Ongoing (IN PROGRESS)	Launch MBRF Twitter account and Facebook page	V. Patmintra	Use Twitter to share info from MBRF and the MBIs. V. Patmintra shared MBRF Twitter page with Trustees on April 10, 2020 and posts articles and events to the Twitter

				<p>feed regularly. New logo in use on Twitter.</p> <p>Launched MBRF Facebook page in March to use as a tool to drive traffic to the McKnight Brain website to watch the Dr. Sanjay Gupta interview. Content was posted to Twitter and Facebook regularly during the two-week promotion period to promote the video. Updates will continue being made to Twitter and Facebook several times per week going forward.</p>
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Generate Visibility Opportunities	April 2021 - Ongoing	Inter-Institutional Meeting	V. Patmintra	<p>Post/Share press release announcing the Inter-Institutional Meeting on Twitter and new website. Develop meeting summary to post after the meeting with event highlights and photos.</p> <p>Identify stories, scientists, research, news from Inter-Institutional Meeting to highlight on MBRF website, social media platforms or promote to partners and media contacts after the meeting.</p>
Tracking and Quarterly Reports	Began in 2019 Ongoing	Conduct media tracking and provide quarterly updates.	V. Patmintra	Track media and social media metrics and reach throughout the year and provide quarterly updates to the Trustees. Tracking topics include: brain health, age-related memory loss, McKnight Brain Research Foundation, McKnight Brain Institutes.
Communications Working Group	Ongoing Last meeting held December 14	Monthly calls and activities with members of the Communications Working Group	A. Porter/V. Patmintra	<p>Schedule and hold monthly calls with members of the Communications Working Group to engage in ongoing activities, including:</p> <ul style="list-style-type: none"> Identifying core competencies needed for each MBI to move forward with communications outreach Reviewing, vetting and approving materials Providing input on upcoming studies with relevant consumer/medical media angles Identifying young researchers and studies of note to highlight on the MBRF website

Identify and Train Expert and Lifestyle Spokespeople	Spring 2021	Identify group of expert spokespeople	A. Porter V. Patmintra	Work with members of the Communications Working Group to identify a team of expert spokespeople to speak to media on behalf of MBRF and the MBIs.
	Spring 2021	Develop initial list of possible spokespeople	A. Porter V. Patmintra	Based on CWG input, develop a list of expert spokespeople available for media interviews and to comment on relevant new research and news articles. Suggested list of expert spokespeople/influencers to be shared with the Trustees by summer 2021.
	On Hold	Develop list of lifestyle spokespeople to recruit	V. Patmintra	Decided to focus on MBI Leadership as expert spokespeople for the coming year. Incorporating lifestyle experts to speak on behalf of the Foundation will be evaluated down the road if the decision to engage in large-scale consumer media outreach is made.

From: [Valerie Patmintra](#)
To: [Richard Isaacson](#); [Sue Pekarske](#); [Robert Wah](#); [Amy Porter](#); [Cianciotto.Melanie](#); [Mike Dockery](#)
Subject: Re: Agenda and Materials for Monday's Communications Committee Meeting
Date: Monday, April 26, 2021 10:17:34 AM
Attachments: [Sanjay Video Promotion Results-final_4.23.21.docx](#)

Good morning, everyone,

Before our call today at 11am, I wanted to pass along a report with results from the social media campaign promoting Richard's video interview with Sanjay Gupta. The report is attached here and we've been really pleased to see the spike in website traffic the campaign has generated over the past few weeks. We've gone from averaging about 10 visitors a day to 600!

In total, the campaign generated more than 85,000 impressions and drove more than 3,100 site visits. The good news is we generated those results over a little more than two weeks while using \$2,500 - a quarter of our approved budget. We continued pushing the ad campaign last week, but noticed a drop off in click-through rates compared to the first two weeks, showing that we've reached our peak views for this video interview.

Also, here's a link to review the new PCP landing page: <https://mcknightbrain.org/for-healthcare-professionals/>. The supporting pages are also live and ready for review via the links on the landing page.

We're looking forward to discussing both the new PCP section of the website and the social media campaign results during our call.

Thanks!
Valerie

On Fri, Apr 23, 2021 at 1:47 PM Valerie Patmintra <valerie627@gmail.com> wrote:

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McKNIGHT BRAIN RESEARCH FOUNDATION

Preserving memory, enhancing life

Dr. Isaacson/Sanjay Gupta Interview Social Media Promotion Results

Total Campaign Results – April 5 - April 20

Site Visits: 8,376

Video Landing Page Visits: 6,050

Fact Sheet Downloads: 120

Total Spend: \$2,348.88

Facebook Ads & Instagram Stories

Ran from April 5 - April 20

			Results	Demographics
			People Reached: 73,189	Men: 26%
			Video Views (in ad): 74,999	Women: 73%
			Post Engagements: 4,956	
			Landing Page Views: 3,249	
			Impressions: 85,475	
			Link Clicks: 3,768	
			Cost per Landing Page View: \$0.22	

Google Ads

Ran from April 5 - April 20

A

Your Google Ads
Only you can see this

Interview With Dr. Sanjay Gupta

ACTIVE Your ads show for this search

Ad · mcknightbrain.org/
Cognitive Aging 101 | Leaders in Brain Health | McKnight Brain Research Fdn
Learn the difference between dementia and cognitive decline—and how to spot them both. Get tips and resources from the McKnight Brain Research Foundation

A

Your Google Ads
Only you can see this

Interview With Dr. Sanjay Gupta

ACTIVE Your ads show for this search

Ad · mcknightbrain.org/
Build a Better Brain | How Sanjay Gupta Keeps Sharp | Top Tips From His New Book
Leading expert Dr. Sanjay Gupta shares the secrets to better brain health Watch the candid conversation with the McKnight Brain Research Foundation

A

Your Google Ads
Only you can see this

Interview With Dr. Sanjay Gupta

ACTIVE Your ads show for this search

Ad · mcknightbrain.org/
Boost Your Brain Health | Dr. Sanjay Gupta's Top Tips | How to Keep Sharp at Any Age
Leading expert Dr. Sanjay Gupta shares how to take care of your brain. From the McKnight Brain Research Foundation

Results

Total Site Visits: 8,375

Total Visits to Video Landing Page: 2,801

Cost Per Click: \$0.58

Detailed Breakdown of Google Ads:

\$1,633.25 Spend



Impressions

222K

How often your ads were shown



Clicks

2.83K

Actions on your ads



Conversions

383

Actions on your website from ads

[See performance details](#)

Actions on your website from ads

You're tracking actions on your website with [Google Analytics](#).

Ads insights



89%

New visits from your ad



65.09 sec

Average time spent on your website



1.71

Average number of pages viewed

383

Conversions

[Manage your Google Analytics goals](#)



248 Tips to Maintain Brain Health



116 Cognitive Aging 101



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