



McKNIGHT BRAIN

RESEARCH FOUNDATION

Preserving memory, enhancing life

Meeting of the Communications Committee of the Board of Trustees

Tuesday, August 5, 2025

6:00 – 7:00 PM ET

Via Teams (link in calendar invite)

Members Attending: Dr. Patricia Boyle, Communications Committee Chair; Dr. Mike Dockery, MBRF Chair; Dr. John Brady; Dr. Sharon Brangman; Dr. Sue Pekarske; Dr. Alice Luo Clayton, Chief Executive Officer; Ex-Officio Committee Member

Also Attending: Dr. Lee Dockery, Chair Emeritus; Ms. Valerie Patmintra; BRG Team –Mr. Shannon McDaniel; Ms. Maureen Higgins; Ms. Kate Worthy

AGENDA

6:00 pm ET	1.	Call to Order/Welcome/Roll Call	Dr. Boyle
6:05pm ET ACTION	2.	Approval of Minutes from the April 29, 2025 Communications Committee Meeting	Dr. Boyle
6:10pm ET	3.	Communications Activity Timeline	Dr. Boyle
6:15 pm ET	4.	Brain Works Campaign Year Two Results Summary	BRG/ Ms. Patmintra
6:35 pm ET	5.	Year Three Communications Planning and Discussion	
	a.	Zooming out: Communications planning in the context of MBRF program development	Dr. Luo Clayton
	b.	Looking Ahead: August – October 2025 and beyond	Ms. Patmintra/ BRG
6:55 pm ET ACTION	6.	Other Business and Adjourn	Dr. Boyle



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Communications Activity Timeline Updated July 28, 2025

Activity	Date/Status	Action	Responsible Party	Comments
Patient Education Brochures	Complete	Drafted content and designed two new patient education brochures	V. Patmintra	The “Cognitive Aging Explained” and “Keeping Your Brain Healthy” brochures are both posted on the Helpful Resources page of the website and on the “About Cognitive Aging” and “Brain Health Tips” pages of the Brain Works microsite. As part of the ongoing relationship with the Gerontological Society of America, the “Cognitive Aging Explained” and “Keeping Your Brain Healthy” brochures were added to GSA’s KAER toolkit in July of 2023 along with the Foundation’s tip sheet on healthy aging.
MBRF Organizational Brochure	Complete	Updating the MBRF Organizational Brochure to Post for the 25 th Anniversary	V. Patmintra	The organizational brochure has been updated to include new visuals, updated metrics and information on the MBRF and updated content for each of the four MBIs. The updated brochure is featured on the Foundation’s 25th Anniversary celebration landing page on the website.
MBRF Anniversary Video	Complete	MBRF 25 th Anniversary Highlights Video	V. Patmintra BRG	The MBRF’s anniversary video is featured on the website and was included in social media promotion efforts as part of the activities commemorating the Foundation’s 25 th anniversary.

Mind Your Memory Newsletter	Ongoing	Quarterly Newsletter with Consumer-Focused News and Highlights	V. Patmintra	The Mind Your Memory consumer newsletter began distribution in September 2022 and is distributed quarterly to the Foundation’s organizational contacts list and to consumers who sign-up for distribution on the website. The summer 2025 issue of the newsletter is being drafted and will be distributed in mid-August.
McKnight Brain Website	Ongoing	Home Page Refresh and Ongoing Content Development	V. Patmintra	Based on results from the User Testing initiative, the website navigation was updated at the end of July with new headers designed to draw audiences into the content most relevant to their needs. The organizational content about the Foundation is also now separated across two tabs titled “Our Work” and “About Us.” Following completion of the navigation update, new content has been added to the Blog and News pages of the website on a weekly basis. The Brain Works microsite launched on March 22 as part of the campaign kickoff activities and features a Resource Hub with materials from the MBRF as well as other leading cognitive aging and brain health organizations. The Hot Topics section of the microsite is updated regularly to feature campaign news and consumer-friendly research updates from the MBIs. A Brain Works button is featured in the McKnightBrain.org’s primary navigation and a hero image highlighting the campaign was added to the homepage carousel to help users flow seamlessly between the two areas of the site.
PCP Education Initiative	Ongoing	Develop content to build a dedicated area of the website for PCP education	V. Patmintra	The Brain Works Year Two campaign recommendations include ideas for engaging with healthcare professionals via partnerships with relevant membership organizations. A partnership opportunity with the American Academy of Family Physicians has been secured and materials on

				brain health and cognitive aging have been developed and posted on the AAFP's patient-facing website FamilyDoctor.org and in the physician trade Family Medicine Today.
Social Media	Ongoing	Develop monthly content themes and make regular posts to the MBRF Twitter, Facebook and LinkedIn pages	V. Patmintra	Developing themes and drafting content on a monthly basis to make 2-3 posts per week. Leveraging boosted Facebook posts and Google ads to drive additional traffic to the McKnightBrain.org website. Resulting from additional social media advertising and promotion, the MBRF's social media following has increased by more than 500% since the Brain Works campaign launched in March.

Tracking and Quarterly Reports	Began in 2019 Ongoing	Conduct media tracking and provide quarterly updates.	V. Patmintra	A comprehensive report of media coverage and website traffic generated from the Brain Works campaign will be included for review with materials for the August Trustees' meeting.
Communications Working Group	Began in 2019 Ongoing	Zoom meetings with members of the Communications Working Group	A. Porter A. Clayton V. Patmintra Last Meeting: March 12, 2025 Upcoming Meeting: September 2025	Quarterly meetings with members of the Communications Working Group to discuss and engage in ongoing activities, including: • Identifying core competencies needed for each MBI's 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

Brain Works Public Awareness Campaign	Ongoing		V. Patmintra A. Clayton A. Porter BRG	The <i>Brain Works: Optimize Your Brain Span</i> campaign launched on March 22 with a Satellite Media Tour, launch of the Brain Works microsite and ongoing media outreach. Results from the first few months of the campaign were shared with the Trustees during the May meeting, along with high level plans for year two of the campaign. Plans for the campaign's second year will be formalized following the meeting. Year Two Brain Works campaign activities, including ongoing media relations, distribution of an online public service announcement, influencer activation with Dr. Joy and a partnership opportunity with the American Academy of Family Physicians were completed by the end of June. Results reporting will be shared with the Communications Committee during the August 5 meeting and a comprehensive communications plan for FY 2025-26 will be developed based on campaign results to date and input from the Communications and Education Committees. The full plan will be shared with the Trustees during the October meeting.
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**MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)
MEETING OF THE COMMUNICATIONS COMMITTEE
TEAMS MEETING
April 29, 2025**

The Meeting of the Communications Committee of the MBRF was called to order at 6:00 pm EDT on April 29, 2025 by Dr. Patricia Boyle.

The following committee members were present:

Dr. Patricia Boyle, Communications Committee Chair
Dr. John Brady, Trustee
Dr. Sharon Brangman, Trustee
Dr. Sue Pekarske, Trustee

Others attending:

Dr. Lee Dockery, Chair Emeritus
Ms. Melanie Cianciotto, Corporate Trustee
Dr. Alice Luo Clayton, CEO
Ms. Amy Porter, Interim Executive Director
Ms. Valerie Patmintra, Senior Communications Advisor
Ms. Mandy Byrd, BRG Communications
Ms. Maureen Higgins, BRG Communications
Ms. Kate Worthy, BRG Communications

1. Call to Order

Dr. Boyle welcomed the committee members and guests attending the meeting. She also welcomed Dr. Alice Luo Clayton, the MBRF's new CEO to the meeting and to the Foundation. Dr. Luo Clayton introduced herself to the group and expressed her enthusiasm in learning more about the MBRF's communications efforts and working with the Foundation going forward.

2. Approval of Minutes from the February 6, 2025, Joint Meeting of the Communications and Education Committees

The minutes of the February 6, 2025, Joint Meeting of the Communications and Education Committees were reviewed and approved as presented.

Action Item 1: The minutes of the February 6, 2025, Joint Meeting of the Communications and Education Committees were approved as presented.

3. Communications Activity Timeline

Dr. Boyle reviewed the updated activity timeline, noting that the BRG team would be joining the meeting soon to provide an update on the Brain Works campaign. She also noted that the next issue of the Mind Your Memory newsletter would be distributed in mid-May and that the AAFP partnership, which was approved during the last meeting, is now in progress and materials are being developed with the AAFP. Dr. Brady shared that the co-branded materials will be featured on AAFP's FamilyDoctor.org patient-facing website and in Family Medicine

Today, the trade publication for family physicians, and should be a great opportunity to reach and engage with the AAFP's family physician and patient audiences.

4. Brain Works Campaign Update

a. Media and Social Outreach and Results to Date

Ms. Kate Worthy, BRG Communications, presented a summary of media coverage secured for the Brain Works campaign to date. Since the campaign launched in March of 2024, more than 2 billion media impressions, 4,200 placements and 57 interviews have been secured. She noted that the campaign is tracking very well against the year two media goals and has already surpassed the number of media impressions anticipated for the year thanks to several high-profile media placements featuring the MBRF Trustees.

Ms. Worthy shared that the campaign's digital coverage is also exceeding expectations. Thanks to influencer activations and an ongoing advertising strategy, the Foundation has increased its followers across all social media platforms by more than 500 percent. She also noted there have been more than 27,000 visits to the Brain Works microsite since July. In response to Dr. Luo Clayton's question about audience demographics, BRG and Ms. Patmintra offered to present the demographic breakdown of web visitors and social followers with the results that will be shared during the May 14 Trustees meeting in Miami.

b. Upcoming Activities

Ms. Patmintra noted that a draft syndicated article was included with the committee materials and has already been reviewed and approved by Dr. Boyle. She asked the committee members to review the article and let her know if it is approved by Monday, May 5, so the article can be distributed to community papers across the country to boost placements for the second year of the campaign. BRG also presented the idea of partnering with Dr. Joy for another influencer activation in May for Mental Health Awareness Month and the committee members approved.

BRG also shared that a deskside interview opportunity with Jon Hamilton, the lead science reporter for NPR, has been secured and they are working with Dr. Roy Hamilton to schedule the interview. The interview will be a great opportunity to introduce the Foundation and its expert spokespeople to NPR with the goal of serving as a resource for future stories and interview requests.

5. Update on the AARP Brain Health Action Collaborative

Dr. Brangman gave an update on the AARP Brain Health Action Collaborative noting that Ms. Patmintra has been invited to join the group's meetings as the Collaborative is also planning a consumer outreach initiative. Now that Dr. Luo Clayton has started as CEO, Dr. Brangman said she would introduce her to the group as another MBRF representative to participate in the AARP Brain Health Action Collaborative.

6. Adjourn

With no additional items for discussion, Dr. Boyle called for adjournment of the meeting at 7:10 p.m. EDT.

Respectfully Submitted,

Valerie Patmintra
Senior Communications Advisor