

MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION
COMMUNICATIONS WORKING GROUP CONFERENCE CALL
June 13, 2019

The McKnight Brain Research Foundation's Communications Working Group conference call began at 2:00 p.m. Eastern on Thursday, June 13, 2019.

The following working group members participated in the call:

Jennifer Bizon, Ph.D., University of Florida
Christian Camargo, MD, University of Miami
J. Lee Dockery, MD, MBRF Trustee
Susan Fox-Rosellini, MBA, University of Miami
Vicki Hixon, University of Alabama Birmingham
Valerie Patmintra, Senior Communications Advisor
Amy Porter, MBRF Executive Director
LuAnn Snyder, University of Arizona
Todd Taylor, University of Florida

1. Roll Call and Welcome

Ms. Porter opened the call, took roll and welcomed those in attendance. Ms. Porter noted how great it was seeing everyone in person in April for the Inter-Institutional Meeting and thanked the group for being on the call and continuing to be involved with the working group.

2. Review of Communications Panel and Video

Ms. Porter asked the group for feedback on the Communications Panel that was held in April during the Inter-Institutional Meeting. Dr. Isaacson said it was interesting hearing how many people were initially curious about why the panel was being held, but had positive feedback to share afterwards. Ms. Hixon noted that the panel was especially helpful for young investigators and gave them ideas of alternative ways they can get attention for their research. Dr. Camargo agreed the panel was very useful and relevant for investigators at his level who often don't get formal or systematic instructions on how they can communicate their research and said he would be able to apply what he learned in his own work. Dr. Dockery noted the powerful take home messages delivered especially by Lynne Anderson and Michelle Jaffe as journalists/former journalists and said all of the panelists did a first class job. Dr. Dockery also complemented the video as turning out really well and being a great piece to have in time for the Foundation's 20-year anniversary. Mr. Taylor echoed Dr. Dockery's compliments on the video and said the social media portion of the panel discussion was especially helpful for the new social media coordinator coming onboard at UF. The group agreed that the Communications Panel should be held at the next Inter-Institutional Meeting in Miami and suggested perhaps the panel could focus on a new theme each year. Dr. Camargo suggested social media as the topic for next year. Ms. Fox-Rosellini said that UM has a great communications team she can work with to help facilitate a panel at the 2020 meeting.

Ms. Porter asked if there were any additional thoughts or feedback from the group on the video, noting that it's going to be made into a stand alone piece for the new MBRF website. Dr. Isaacson said he's working on developing a sophisticated online media training for Cornell that will be open source and available to share with members of the CWG later in the summer. With no additional feedback shared on the video, Ms. Porter asked the group to review the professional photos taken during the Inter-Institutional Meeting to see if there are any photos that should be incorporated in the revised video. Ms. Patmintra said she would send links to the photos

to the group after the call. Ms. Fox-Rosellini asked if it's possible to export snippets from the video for each MBI to use in their individual efforts. Dr. Isaacson thought that was possible and offered to look into it with the video producer.

3. Update on MBRF's New Website Development

Dr. Isaacson updated the group on MBRF's new website development, noting that the website project is underway with an anticipated site launch sometime in the fall. Ms. Patmintra asked each MBI if they could share content highlighting their priorities, research highlights and leadership that could be used on the new website, as well as in the updated video and organizational brochure. Ms. Porter suggested circulating a template of what the Foundation would like to highlight on each MBI, giving everyone the opportunity to fill in information tailored to their MBI. Ms. Patmintra said she would circulate a template to the group and work from the content provided to draft content for the website and organizational brochure.

4. MBRF Logo Design and Brochure Development

Dr. Isaacson let the group know that the Foundation is also working on a new logo and hoping to have a new design selected later in the summer. He noted there are a few promising designs created by outside design firms that are being shared with the MBRF Board for initial reaction and the logo development would evolve based on the Board's feedback. Ms. Patmintra noted that the brochure design is on hold until the new MBRF logo is determined, but that she would use content shared from the MBIs to begin working on the brochure content as the logo is being determined.

5. MBRF Social Media Channels

Ms. Porter announced that MBRF is active on Twitter and looking for news and updates from the MBIs to share. She drew attention to the Twitter Guide that was included with the meeting materials, noting that the Guide was developed as background to help the MBRF Board get active on Twitter, but could also be shared with MBI Leadership. She said with time, the Guide will expand to include tips for attracting and growing followers on Twitter.

6. News from the MBIs

Ms. Porter asked the group for any news from their MBIs they would like to share. Mr. Taylor shared news about the new UF Health website that launched in May and mentioned Dr. Sacco's inclusion in an article on Cornell's most prominent alumni that ran in June. Ms. Hixon said she would share the save the date for the upcoming poster session scheduled for October 20 in Chicago.

7. Next Steps and Adjournment

With no additional news from the MBIs to share, Ms. Porter reminded the group that the next call is scheduled for Thursday, July 25 at 2pm. She then thanked the group for their participation and adjourned the call at 3pm.