

- *Pending chair review*

**MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)
COMMUNICATIONS COMMITTEE
CONFERENCE CALL
October 7, 2024**

The Communications Committee of the MBRF was called to order at 6:00 pm EDT on October 7, 2024 by Dr. Patricia Boyle.

The following members were present:

Dr. Patricia Boyle, Communications Committee Chair
Dr. Michael Dockery, MBRF Chair
Dr. John Brady
Dr. Sharon Brangman
Dr. Sue Pekarske

Others attending:

Ms. Amy Porter, Interim Executive Director
Ms. Valerie Patmintra, Senior Communications Advisor
BRG Team – Mr. Shannon McDaniel, Ms. Maureen Higgins, Ms. Kate Worthy

1. Call to Order

Dr. Boyle welcomed the members of the committee to the call and noted the BRG team would be joining the meeting shortly to review media highlights from and upcoming initiatives for the Brain Works campaign.

2. Minutes of the August 1 2024, Meeting

The minutes of the August 1, 2024 Communications Committee Meeting (Attachment 1) were presented for approval. Dr. Pekarske noted that the meeting minutes were done really well and included just the right amount of detail. Dr. Brady motioned for approval of the minutes and the minutes were approved by the committee.

Action Item 1: The minutes of the August 1, 2024 Communications Committee Meeting (Attachment 1) were approved as presented.

3. Medscape Education Collaboration Opportunity

Ms. Patmintra presented an opportunity for the Foundation to collaborate with Medscape Education on an upcoming Brain Health and Cognition Hub Medscape is proposing in response to an RFP from Eli Lilly. As a collaborator on the initiative, the Trustees would be asked to review and approve the content being developed for the Hub and the Foundation's branding would be included along with Medscape's. Ms. Porter noted how incredible it is that Medscape

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found the MBRF and reached out asking the Foundation to collaborate with them on the initiative. Dr. Brady said while Lilly is trying to corner the market on defining the line between normal cognitive aging and cognitive impairment, the collaboration sounds like a great opportunity as long as the Foundation can maintain its branding. Dr. Brady and Dr. Dockery suggested the opportunity be discussed by the Trustees when they meet on October 14 and asked if it would be possible to receive the proposal for review in advance. Ms. Patmintra agreed to ask the Medscape contact if the Trustees can have until October 14 to decide if the Foundation will participate as a collaborator and if the full proposal will be ready for review by the meeting. In the meantime, she will send the proposal outline to Drs. Brady and Dockery for an initial review.

4. Brainworks Campaign Update

The BRG team joined the meeting and Mr. McDaniel introduced Ms. Maureen Higgins, a Vice President with more than 10 years of experience at BRG, as the newest member of the team supporting the Foundation. Ms. Worthy shared results to date for the Brain Works campaign, which include new placements secured for Healthy Aging Month, and bring the total media coverage secured to 1.1 billion media impressions, 4,000 media placements and 41 total interviews. She noted that media interest in the campaign remains strong and includes high level national media placements with top outlets like Oprah Daily, TIME Magazine, Parade and CBS Eye on Health.

Ms. Worthy then presented the four influencers BRG recommends as candidates for the Foundation to engage for activations later this fall and in the New Year. The influencers are trusted experts with backgrounds in mental health and nutrition. Dr. Boyle noted that she reviewed the influencers in depth and Dr. Joy is her preferred option for the mental health experts. Ms. Worthy said that BRG has a great relationship with Dr. Joy and has had good experiences working with her in the past. Dr. Dockery said he appreciates that BRG has had positive experiences working with Dr. Joy and would support working with her as an influencer.

Dr. Brady asked about the influencer process and how it's decided which of the influencer's social platforms the Foundation's content would be posted on, noting that the suggested influencers have varying numbers of followers across their different social platforms. Ms. Worthy responded that BRG starts conversations with the approved influencers and gauges their level of interest in working together then determines the details around cost, which platforms to use, level of engagement, etc.

BRG then gave an overview of the type of PSA they are working to develop to increase online reach and engagement for the Brain Works campaign. Ms. Patmintra noted that BRG will share a storyboard of the Brain Works PSA when the Trustees meet on the 14th and wanted to make sure the Communications Committee is comfortable with the style of PSA they are planning to create. BRG shared an example of another animated PSA. In response, Dr. Brady shared that he really likes the graphics and animation. The committee members agreed they are excited to see the script and story board next.

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5. Adjourn

Ms. Patmintra asked if there were any additional items for discussion. Ms. Porter thanked Dr. Brangman for agreeing to serve as the Foundation's representative on AARP's Brain Health Initiative and asked if she had any updates after attending her first meeting. Dr. Brangman noted that there may be an opportunity for the MBRF to take on a segment of the work being planned for the program and that she is looking forward to learning more as she participates in upcoming meetings. She will also have an opportunity to share information on the Foundation's programs in an upcoming meeting and Ms. Patmintra offered to help with the presentation.

To facilitate the influencer review process when the Trustees meet on October 14, Ms. Porter asked Ms. Patmintra to send the proposed influencers to the Trustees with links to their social media platforms and details on what to look for in reviewing each one.

With no additional business to discuss, Dr. Boyle thanked BRG for joining and called for adjournment of the meeting at 7:05 p.m. EDT.

Respectfully Submitted,

Valerie Patmintra
Senior Communications Advisor