

**MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)
MEETING OF THE COMMUNICATIONS COMMITTEE
TEAMS MEETING
August 5, 2026**

The Meeting of the Communications Committee of the MBRF was called to order at 6:00 pm EDT on August 5, 2025 by Dr. Patricia Boyle.

The following committee members were present:

Dr. Patricia Boyle, Communications Committee Chair
Dr. Mike Dockery, MBRF Chair
Dr. John Brady, Trustee
Dr. Sue Pekarske, Trustee
Dr. Alice Luo Clayton, CEO, Ex-Officio Committee Member

The following committee members were absent:

Dr. Sharon Brangman, Trustee

Others attending:

Dr. Lee Dockery, Chair Emeritus
Ms. Melanie Cianciotto, Corporate Trustee
Ms. Valerie Patmintra, Senior Communications Advisor
Ms. Maureen Higgins, BRG Communications
Mr. Shannon McDaniel, BRG Communications
Ms. Emily Sullivan, BRG Communications
Ms. Kate Worthy, BRG Communications

1. Call to Order

Dr. Boyle welcomed the committee members and guests attending the meeting. She shared an overview of the meeting and requested feedback from the committee on what the MBRF wants to do with Communications and leveraging the BRG relationship while building a broader communications effort.

2. Approval of Minutes from the April 29, 2025, Communications Committee Meeting

The minutes of the April 29, 2025, Communications Committee meeting were reviewed and approved as presented.

Action Item 1: The minutes of the April 29, 2025, Communications Committee meeting 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 August and a more comprehensive communications plan will be presented at the October 20, 2025, Board of Trustees' Meeting.

4. Brain Works Campaign Update

a. Media and Social Outreach and Results to Date

Ms. Maureen Higgins, BRG Communications, presented a summary of media coverage secured for the Brain Works campaign to date. The campaign has surpassed all of the goals that were established at the beginning of the campaign. The MBRF website ranking has improved when doing a key terms search and elevated the brand to top search ranking with the key terms. The MBRF is the top organization sourced in articles mentioning cognitive aging. The Brain Works campaign has also received recognition as a finalist in the Media Relations category in the PR Daily's 2025 Nonprofit Communications Award.

Ms. Emily Sullivan shared that the campaign's digital coverage is also exceeding expectations. She shared the demographic breakdown of web visitors and social followers and offered key insights on what can be learned from this information. She also shared onsite behaviors such as page engagement and downloads.

In response to Dr. Mike Dockery's question about how to measure the interactions given the rising use of ChatGPT rather than Google, Ms. Worthy shared BRG is currently looking at Generative Engine Optimization (GEO) and how to utilize it.

5. Year Three Communications Planning and Discussion

Dr. Luo Clayton shared the year three communications planning should be done in the context of MBRF program development. This can be done by sustaining the Brain Works momentum with a more focused campaign and widening the lens to consider additional communications goals and strategies.

Ms. Patmintra shared the timeframe for developing the year three communications plan. During August and September Ms. Patmintra and Dr. Luo Clayton will analyze campaign analytics to date, reflect on campaign successes and opportunities, and secure Education and Communications Committee member feedback. The detailed Brain Works and ongoing communications plan will be shared at the October Board of Trustees' Meeting.

Ms. Patmintra shared the Phase III Strategic Objectives which are:

- Leverage communications to reinforce the MBRF's position as a research-driven organization
- Analyze campaign analytics to identify priority audiences and tailor content
- Evolve the MBRF website into a leading resource on the science and medicine of cognitive aging
- Deepen current partner relationships and develop new ones

Ms. Patmintra also reviewed the audience segmentation of the General Public, Researchers, and Health Care Providers (HCPs).

The committee members provided their feedback:

- Need to develop content and get the message to researchers
- Engage researchers in a more targeted way
- Really highlight the programs the MBRF sponsors
- Need to remember the MBIs, they need to be knitted together and have a more developed purpose
- Perfect opportunity to help the MBIs augment and share their messages

6. Next Steps

The Year Three Communications and Planning will be shared with the Education Committee later this week. The goal is to build the content in terms of education and/or research and move from a pure awareness campaign to an awareness and education campaign.

7. 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