

**University of Florida
Board of Trustees
Public Relations Committee Minutes
September 10, 2004**

Present: Cindy O'Connell, Chair
Carlos Alfonso
Roland Daniels
Joelen Merkel
Chris Brazda

- I. Mrs. O'Connell called the meeting to order at 8:45 a.m.
- II. Minutes of the June 3, 2004 meeting were approved
- III. Discussion Items

Note that Media Target Analysis is not being presented though on the agenda due to time constraints. Trustee O'Connell thanked Chris Brazda for his leadership as Interim Vice President for Public Relations.

- Media Exposure – Mr. Brazda showed that News & Public Affairs does a good job getting media placements out. Slides were shown with summaries and explanations of the exposure UF has locally, state-wide and nationally since June 2004. The staff has strong relationships with the assignment desk staff at the major news outlets. Trustee Alfonso asked what relationships UF had via the Journalism school. Mr. Eyman said that there are many ties with Journalism alumni around the US. He added they will work with the Alumni Association more to get more contacts. Trustee O'Connell noted that Dr. Gail F. Baker did create such a list of alumni that may be helpful with contacts but the list needed to be updated. Trustee Alfonso asked about exposure in the Chronicle of Higher Education. Mr. Orlando noted that there will be a story on the new butterfly rainforest soon. All agreed that state legislators needed to get copies of the story in the Chronicle. Trustee O'Connell asked Mr. Brazda to produce an advertising equivalency. Video clips were shown of UF on CNN. Trustee Alfonso commented that UF needs to find technology to specialize in so they can get grants/funding to be on the forefront. He asked what UF's strengths were. Trustee Merkel suggested research on water that could be used in cases of drought or hurricane.
- Digest Online Update - Ms. Lovler reported that the new online version of Digest is getting approximately 5000 hits a day. It is updated daily and the cost is significantly less than the old print version of the Digest. Trustee Merkel mentioned receiving ENews daily. Trustee Daniel suggested putting the Digest information/web link on the ENews daily update. Trustee O'Connell commented the communication internally at UF needs to be heightened and improved. Mr. Brazda mentioned Ms. Bridgewater Alford (of the PR office) is working on the promotion of the Digest online website including coming up with a distinctive logo. Webmaster Mark Trammell commented that there seems to be a need for one main location for all UF news to be disseminated from. Trustee Daniels

suggested mailing/emailing go out to all UF Stakeholders asking if they would like to receive the ENews email daily.

- UF Website Update - Mark Trammell reviewed the new design of the UF homepage. The new site went up in May of 2003 and was done by the work of over 300 people. There is an updated spotlight/photo on the site every 3 to 4 weeks. Trustee Daniels asked if there was a time table to revise the site. Mr. Trammell commented that there is continuous testing to improve the look of the site. He added that when the university had a visual identity/brand that would help be the rock to build on.
- UF's Emergency Communication – Dr. Kerry Crooks reviewed that UF has a current plan in place that worked effectively as recently as Hurricane Frances. Trustee O'Connell asked for a copy of the document. Dr. Crooks said that UF's Emergency Management Office is in step with Federal guidelines. PR works closely with Alachua County Emergency Management. The current plan is integrated, there is a hotline, electronic billboards, a website with daily/hourly updates, and phone messages are timely with what is happening. There is a checklist in place. The UF committee was proactive via visiting shelters, staffing offices during the emergency, and responding to news media. The committee was meeting today to discuss the next Hurricane, Ivan. Trustee Merkel noted she was impressed that UF's website was so current and many other state university websites she visited were not. Trustee Daniels asked if anyone from UF sat on the Alachua County Emergency Center board. Dr. Crooks replied that staff from another UF office are on the board and keep the Office of Public Relations up to date. Mr. Trammell added UF's website gave definitive information and a tone of certainty.
- Inauguration Publicity - Chris Brazda reviewed Inauguration collateral materials. An ad was placed in Florida Trend announcing the Inauguration and multiple print stories were placed. UF's 30 second institutional television spot was shown and the four 30 second radio spots were played. Trustee Daniels suggested broadening UF's advertising in the future using the sound bytes from the institutional spot and video on President Machen. UF could place buys for the radio spots as part of a strategy to target specific audiences.
- Spanish-Language Media Analysis - Ronnie Lovler briefly reviewed the importance of reaching the Spanish language audiences. UF has had presence in three Spanish based networks: Univision, Telemundo and CNN Espanol. Trustee Fernandez commented on placing stories, the strategic plan, why UF is great to these audiences.

IV. The meeting was adjourned at 10:08 a.m.

Due to time constraints Trustee O'Connell asked that guest presenter Tom Fortner, Director of News and Communications at the Health Science Center join the next committee meeting to present his overview.

Submitted by,
Chris Brazda
Interim Vice President, Office of Public Relations