

**University of Florida
Board of Trustees
Public Relations Committee Minutes
June 13, 2005**

Present: Cindy O'Connell, Chair
Carlos Alfonso
Joelen Merkel
Jane Adams

I. Mrs. O'Connell called the meeting to order at 1:15 p.m.

II. Minutes of the March 2005 meeting were approved as amended

Minutes Amendment:

Chairman O'Connell noted that the minutes of the previous meeting included a reference that Manny Fernandez charged President Machen and Vice President Adams with implementing the branding campaign. She suggested that he encouraged rather than charged. Trustee Alfonso made a motion to correct the minutes, and it was approved.

III. Discussion Items

➤ Guest Presentations

- Chairman O'Connell introduced Cori Rice, President, and Cindy Haas, Vice President of H&K SAMCOR, who gave a presentation on Hispanic media and demographics as well as blogs. Ms. Haas detailed the growing Hispanic populations throughout the state of Florida and their purchasing power. She also provided valuable insights into Hispanic media and their ratings as compared to ABC, CBS, NBC and Fox networks. The committee discussed the importance of providing information on UF to Spanish-speaking media.
- Ms. Haas also briefed the committee on use popularity of blogs, and their effect on public relations activities. A discussion regarding the importance of monitoring blogs for information and misinformation regarding UF followed.

➤ Media Exposure for Spring 2005

- Vice President Adams noted that copies of brochures and television spots for UF&Shands branding campaign were left on the tables in response to trustees' requests for the materials at the last meeting. She then presented the quarterly media report, which shows increases in broadcast print media coverage as compared to the same quarter in 2004. Trustee Alfonso asked if it is possible to track the media coverage of other universities, and Chairman O'Connell indicated it could be done. Chairman O'Connell and Vice President Adams also discussed the need to determine whether more valuable media evaluation and measurement tools are available for UF's future use.

IV. Old Business

➤ Branding

- Vice President Adams provided an update on the branding campaign, informing the committee that three advertising agencies have been designated as finalists to implement the plan. They are Fletcher Martin, of Atlanta; Lewis Communications, of Birmingham, AL, and St. John & Partners, of Jacksonville. She said the selection committee will announce its final choice later in the week.
- Trustee Merkel inquired about the ability of the firms to produce a television spot for use in television coverage of the upcoming football season. All of the firms confirmed their ability to meet that deadline. Trustee Merkel also asked about the spot that will be aired in television coverage of the upcoming baseball championships, and President Machen said last year's spots would be used for that.

V. New Business

➤ Introduction of Associate Vice President Marketing and Public Relations

- Joe Hice, the new Associate Vice President for Marketing and Public Relations was introduced by Vice President Adams. Mr. Hice will assume his duties on June 20.

➤ Development of Strategic Plan for UF PR

- The meeting concluded with a discussion about the development of a communications plan to support the Board of Trustees' strategic plan. Vice President Adams indicated that a plan that includes the branding campaign will be developed and presented at the September meeting for the committee's approval. Chairman O'Connell and Trustee Alfonso expressed interest in providing input into the development of that plan.

VI. Meeting Adjourned 1:45pm

Respectfully Submitted by,

Jane Adams
Vice President, University Relations