

**University of Florida  
Board of Trustees  
Public Relations Committee Minutes  
September 8, 2005**

Present: Cynthia O'Connell, Chairman  
Carlos Alfonso  
Roland Daniels  
Joelen Merkel

- I. Chairman Cindy O'Connell called the meeting to order at 1:19 p.m.
- II. The minutes of the previous meeting were approved.
- III. Discussion Items
  - Media Exposure Report for Summer 2005
    - Associate Vice President Joe Hice presented the media exposure report for the period of June through August, which showed the University of Florida with 49 national broadcast hits and 45 national print hits. He also presented a comparison with UF media coverage with other leading national universities, including UCLA, Berkeley, University of Michigan, University of Virginia, Ohio State, Florida State University and the University of Miami. In both print and broadcast, UF placed third behind the University of Michigan and UCLA with more than 440 million media impressions during the past quarter.
    - AVP Hice also informed committee members about the university's website improvements, including the News website, which is receiving 10,000 hits per day, and the new Podcasting service, which enables students to download UF news. Debuted in August, it now has more than 600 listeners per day. According to Hice, UF colleges have expressed interest in podcasting classes and other universities have contacted University Relations for information about our service.
- IV. Old Business
  - Vice President Adams presented Marketing goals and objectives for the next 18 months, including the following:
    - Execute initial phases of the branding effort, "The University of Florida: Foundation for the Gator Nation"

- Increase effectiveness of university-wide marketing and public relations efforts
- Develop strategy to improve communications with faculty and administration
- Enhance university's public affairs capabilities
- Evaluate and improve website

V. New Business

- Chairman O'Connell asked the committee members to review the goals and objectives and to provide their comments within 15 days. She also stressed the importance of the campus marketing and communications audit.
- Vice President Adams introduced guest presenter Andy Fletcher, CEO of Fletcher Martin. Mr. Fletcher briefed committee members on the branding campaign, "The University of Florida: Foundation for the Gator Nation and showed them the television psa to air in football games and the print ads which are appearing in the football program. Mr. Hice followed with information on rolling the campaign out to various campus audiences.
- Trustee Daniels asked that key marketing/pr messages to support the campaign be developed by the December meeting and Trustee Merkel stressed the importance of featuring the branding campaign in high school recruiting efforts. Chairman O'Connell asked about scheduling additional spots, and Mr. Fletcher said there is no budget for broadcasting beyond the football season.
- The committee also discussed including the slogan on the UF home page and the need to improve the Digest. Mr. Hice said the department is working to revamp the Digest.

V. Meeting Adjourned at 2:19 p.m.

Respectfully Submitted by,

Jane Adams  
Vice President, University Relations