

University of Florida
Board of Trustees
Public Relations Committee Minutes
December 2, 2004

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

- I. Mrs. O'Connell called the meeting to order at 2:15 p.m.
- II. Minutes of the September 10, 2004 meeting were approved
- III. Discussion Items

- Guest Presenter: Tom Fortner, HSC News & Communications – Mr. Fortner summarized the News & Communications operation at the Health Science Center, including who they support as well as their staff and collaborative partners. He listed samples of their news coverage outlets, internal publications, alumni publications, promotional publications, news website, and public radio program. He listed his area's advantages and plans for building more relationships with news media. Trustee O'Connell asked how they measure success. Mr. Fortner replied they have a media system that looks at the media hits and broadcast information much the same as the News & Public Affairs division uses. He touched on the new brand with UF&Shands stating it would continue to roll out at the Super Bowl. Trustee Daniels commented on the importance of the public connecting Shands with the University of Florida. He also noted he had seen the various mediums for this campaign and felt it was very strong. Trustee O'Connell asked him to give copies of the video on that new brand to the committee and all trustees.
- Public Relations Committee Update – Vice President Jane Adams updated the committee on the beginning of the branding process. Two consultants have come in and done preliminary meetings with UF administrators from various areas campus-wide. The consultants will return in January and conduct more meetings and focus groups so that they can create a market analysis (with the goal of the top ten in mind) and a gap analysis communication plan. The branding concept should be completed by May and will roll out in fall of 2005. Trustee Daniels asked if they would give recommendations on how the brand will be rolled out. Vice President Adams said they will come up with conceptual advertising boards as a part of their recommendations. Trustee Merkel asked about the life expectancy of the Flagship for Discovery slogan rolled out for the Presidential Inauguration. Trustee O'Connell said the slogan was designed to bridge the sesquicentennial with the new brand. It also allowed the university to have ownership of 'flagship.' Vice President Adams added that Flagship for Discovery information was shared with the consultants so that it can be taken into account when the new brand is created.

- Public Relations Accomplishments – Vice President Adams highlighted the accomplishments over the last three years in Media Relations, Print, Broadcast, Photography, and Publications to see where we have been and where we are going. Trustee O’Connell asked Trustee Alfonso about the Hispanic audience he mentioned in the previous meeting. Trustee Alfonso stated that paying attention to this audience was important and always ongoing. News & Public Affairs Director Ronnie Lovler stated they are continuing to focus on this audience. Trustee O’Connell asked if they were actively contacting stations with news stories to this audience and Ms. Lovler confirmed they were. She also noted that UF is one of the few universities with a concentrated effort to reach the Spanish language media. Vice President Paul Robell added that the Foundation also started their website in Spanish approximately eight months ago for that audience. Trustee Daniels asked if they have tracked the website hits for the Spanish site. Vice President Robell said they had not but would get the information for the committee.

- Media Exposure for fall 2004 Report – Vice President Adams recapped the media exposure activity. She reported the News Desk Print Hits for September through mid November, which showed a significant increase in circulation in September. Trustee Merkel asked what the increase was associated with. The increase was due to the hurricanes that hit Florida in August and September. Trustee O’Connell commented on a job well done to the staff for the circulation numbers being so high. Vice President Adams also that another way to measure the relative ad value associated with the circulation is through tone and placement. Trustee O’Connell agreed.

IV. Old Business - None

V. New Business – Trustee Daniels wanted to remind the committee there is also an opportunity with the African American media that is equally as important. Trustee Merkel remarked the Dr. Tatum’s visit during the Presidential Inauguration was very successful and worth including in the appropriate periodicals. Dr. Tatum’s visit did get national attention via CSpan. Trustee O’Connell indicated this was another area that is being focused on. Vice President Adams commented that the consultants will take that into account during the communications strategy for the new brand. Trustee Merkel commented that while we are waiting for a brand to roll out next fall, perhaps we can partner with the Gainesville Sun on some column space to showcase UF’s accomplishments. The column could be ‘Flagship for Discovery-This week’s Discovery.’

VI. Meeting Adjourned 3:41pm

Submitted by,
Jane Adams
Vice President, University Relations