

**University of Florida  
Board of Trustees  
Public Relations Committee Minutes  
June 3, 2004**

Present: Cindy O'Connell, Chair  
Carlos Alfonso  
Roland Daniels  
Joelen Merkel  
Chris Brazda  
Kerry Crooks  
Ronnie Lovler  
Karen Willis

- I. Mrs. O'Connell called the meeting to order at 1:20 p.m.
- II. Minutes of the March 5, 2004 meeting were approved
- III. Discussion Items

- Recap of UF Exposure during President Machen's 100 day roll-out
  - Trustee. O'Connell asked Ronnie Lovler, News & Public Affairs director, to speak to this issue.
  - Ms. Lovler proceeded to recap the media coverage including coverage Machen has received since the March BOT meeting. It was noted in the breakdown of top broadcast hits that UF continues to increase its' hits in the national/network level. When reviewing the top broadcast hits there was a particularly high market in Los Angeles. This was attributed to two consecutive research stories Fox picked up. Quinten Eyman, News & Public Affairs noted that the top three universities that got coverage, in order, were: UF, Yale and Columbia. Again, confirming presented data that UF has a strong national presence. Ms. Lovler indicated that the News & Public Affairs department participates in a daily feed with network affiliates to help UF get exposure. Trustee Alfonso wanted to know if feed call is only Florida affiliates, which Lovler verified. Trustee Merkel asked if the high national/network levels were due to Senator John McCain's recent visit to the first convocation President Machen attended in April. Ms. Lovler said they did not see a significant increase in numbers due to the visit; the numbers have been consistently climbing. Ms. Lovler said that other news services are recruited and used on a regular basis to help UF get coverage. Trustee Daniels commented on how successful the first 100 days went with the city, county and government entities.
  - Trustee Merkel asked for the answer to a question rose in the last meeting that Trustee Alfonso posed regarding how coverage of a new president roll out compared to FAU and FSU specifically. Trustee O'Connell indicated UF far surpassed the other institutions and that she would have specific numbers prepared for the next meeting.
  - Steve Orlando, News & Public Affairs, added that his department is still receiving multiple inquires regarding the Presidents open search process.

Trustee Alfonso added he personally has been approached about how open our search committee was. He also indicated he has made contact with the Tampa Tribune about doing a story on UF's presidential search being so successful under Sunshine Laws. He added he would follow-up with his contact on this matter. Trustee Daniels said that awareness of our successful search is also noted locally by various community clubs and OpEd pieces in the local paper. Ms. Lovler suggested a trustee write an OpEd piece on the subject.

- Paul Robell, University Foundation, indicated another opportunity for national coverage could be an upcoming national award a UF professor will be given at the National Diabetes dinner in Washington in the coming weeks. Trustee Daniels added
- Ms. Lovler also added that UF's coverage is international as well and showed a sample of recent coverage.

➤ Gator Day - April 15, 2004

- Dr. Crooks reported on Gator Day. He recapped the pre-event planning, the pre-event media coordination, event activities, and post activities.
- Dr. Crooks indicated that former Gator Danny Wuerffel's presence had a significant positive impact on the event being successful. There was also Alachua County and 4-H presence which contributed to the success of Gator Day.
- Dr. Crooks indicated they coordinated with an area representative to promote the event. Trustee O'Connell asked if his presence made a difference in the success of UF being mentioned in 15 newspapers around the state as this was not the case last year. Dr. Crooks agreed his presence contributed to the exposure. Dr. Crooks showed a tabloid that was produced for the event that was handed out. Trustee O'Connell reiterated that it is always good to leave something behind people can refer back to. Trustee O'Connell complimented Dr. Crooks and Marion Hoffman, Government Relations, on a job well done. Trustee Daniels asked if there was any end event analysis that resulted from the event. Dr. Crooks indicated there was, which was included in his presentation. Trustee Daniels asked if there was one eureka event during the day that surfaced, giving the example of Gator Day falling on a holiday in the past causing lower turnout. Dr. Crooks indicated the need to have a better alliance with the county planning prior to the event next year though their attendance had a positive impact.
- Trustee Merkel added the booth on the 22<sup>nd</sup> floor was very well received and she be repeated next year.

➤ UF Theme Development Update

- Trustee O'Connell said that this administration has a lot of energy behind finding a theme. She indicated Dr. Gail Baker's team has been working on this theme for over a year with various resources doing testing, etc. She introduced graduate student Kristina Smith, whom she has working on this development. Ms. Smith listed five criteria that they are focusing on for the theme development: a theme that highlights legacy, the historical component of UF and relationship UF has with the state; being active in terms of relating personally with faculty and students; reflect the Century Tower as a common UF icon; speaks to new frontier or global

reach (Trust O'Connell added this criteria was very important to President Machen); and finally a message with staying power that is easy to articulate and catchy. Trustee O'Connell indicated she has forwarded her top ten suggestions to Dr. Machen for review.

➤ Inauguration Committee Update

- Karen Willis spoke on behalf of inauguration committee co-chairs Dr. Gail Baker and Dr. Michael Blachly. Ms. Willis reported the last inauguration was in 1990 and 1985 prior to that. She indicated the events will take place September 9-10<sup>th</sup>. President Machen requested all events be inclusive. Ms. Willis indicated there is a committee formed which contains nine sub-committees including two trustees, so that there are many people campus-wide involved. There will be 6 major events, 3 functional events and 2 prominent speakers. A tentative schedule of events was given. Trustee Merkel raised the issue of their also be a BOT meeting at that time and requested the schedule be re-reviewed with the BOT meeting schedule in mind so that they may have a presence at the various planned inaugural functions. Trustee Merkel also added there appears to be down time in the schedule on Saturday prior to the 6pm football game and there should be functions or options for people to attend during that time. She also added this should be put on correspondence. Paul Robell confirmed the Florida Museum of Natural History and other venues will be open for people to attend. Trustee Fernandez asked why were tied to an 11am time for these events, which conflict with the current BOT scheduled meetings. Ms. Willis indicated this was typical protocol but the time could be moved. Trustee O'Connell asked Ms. Willis to review the timeline in relation to the BOT schedule.

➤ UF Foundation PR Team

- Trustee O'Connell reminded the committee that each meeting they would like a different PR office on campus to speak to the committee of their office function. Trustee O'Connell introduced Chris Brazda, UF Foundation.
- Mr. Brazda indicated the UF Foundation PR office was established in 1997 in conjunction with the "It's Performance that Counts" campaign. He reviewed his role in the office and roles other staff. Mr. Brazda indicated one of the main office functions is to keep the consistency of the Foundations message.

➤ Discussion Topic

- Trustee O'Connell touched on the Discussion Topic of this meeting "the role of the BOT PR committee in setting the course for message strategy/measurement goals for UF external media presence." She indicated she feels it is necessary to have an external resource facilitate, not control, the committee and UF in our efforts. She added that the using an external resource would facilitate the committee's job. She feels professionally paid assistance is a must. Trustee Alfonso said that he saw validity in getting 'new eyes' looking at what the committee is doing but on a short-term basis until President Machen clarifies his administration. He also added we used consultants during the search as a central entity to get an overlying visual but no doubt we have the resources internally. Trustee Daniels wanted clarification if these efforts of recruiting external

resources would focus on branding. Trustee O'Connell said no and added that Trustee Daniels added he could see using an external resource on a short-term basis to help get a concrete set of goals, objectives and vision and how to reach them. Trustee Daniels proposed more discussion was needed before any process could begin as some trustees had left the meeting. Trustee Alfonso agreed and indicated it was worth discussing hiring an external resource on a short-term basis but he also wanted other trustee input. All trustees on the committee agreed this topic requires further discussion is required.

IV. The meeting was adjourned at 2:50 p.m.

Respectfully submitted by,

The Office of Public Relations