

**FIU PRESS CONFERENCE/PUBLIC ANNOUNCEMENT/MEDIA EVENT**  
**July 8, 2004, 2-3 p.m.**  
**FIU MEDICAL SCHOOL PROPOSAL SUBMISSION TO BOG**

**MEDIA OUTLINE**

**FIU RESPONSIBILITY**

- |           |   |                               |
|-----------|---|-------------------------------|
| <b>1.</b> | <b>Announcement by FIU - News Lead</b>  | <b>Maydel</b>                 |
|           | Submission to BOG   |                               |
|           | PHOTO OPS - using FIU Backdrop with medical school logo/message   |                               |
|           | Option A: Visualization of Chairman Henriques giving proposal to FED EX   |                               |
|           | <u>could be perceived as gimmicky, offensive to BOG process and prerogatives, i.e., counterproductive</u>   |                               |
|           | <u>OR</u>   |                               |
|           | Option B: President Maidique/ Chairman Henriques intent to fly to Tallahassee to hand deliver proposal /brief the Chancellor                                  |                               |
|           | Photo to include Marco Rubio and Hospital Partners making announcement  |                               |
|           | <u>could be difficult to schedule; Chancellor could be unwilling to meet, but could be left indefinite; message would be intent to fully brief Chancellor</u> |                               |
| <b>2.</b> | <b>Partner Support - Critical Element - need at least two</b>   | <b>MM/MBR/Breslin/Dambach</b> |
|           | Children's Hospital - considering   |                               |
|           | Mt. Sinai - on hold   |                               |
|           | Mercy - MATVSKA   |                               |
|           | Baptist KOO   |                               |
|           | Prominent doctor such as Pedro Greer or Manuel Penalver   |                               |
| <b>3.</b> | <b>Summary of Policy Issue</b>  | <b>Maydel</b>                 |
|           | Shortage of Doctors locally, statewide, nationally  |                               |
|           | Implications for minorities locally   |                               |
|           | Critical unmet needs  |                               |
| <b>4.</b> | <b>Summary of Proposal</b>  | <b>Maydel</b>                 |
|           | What  |                               |
|           | When  |                               |
| <b>5.</b> | <b>Political Support</b>  | <b>MM/MBR/SS</b>              |
|           | Marco Rubio   | Fausto                        |
|           | Alex Villalobos   | Fausto/SS/MBR                 |
|           | Rene Garcia   | MM                            |
|           | Ralph Arza  | MM                            |