

# MEDICAL SCHOOL COMMUNICATIONS

Monday, March 29, 2004 - MARC 531A

2:00 – 3:30 pm

## AGENDA

Attendees: Dr. Thomas Breslin  
Karen Cochrane  
Dr. Carlos Martini  
Maydel Santana-Bravo  
Terry Witherell

- 1) Formal name of Medical School Communications Plan
  - a) "FIU Medical School Initiative"
- 2) New Alumni electronic (monthly) Newsletter Special Section for Medical School
  - a) Dr. Jeff Horstmyer to become Spokesperson
- 3) Budget
- 4) Website
  - a) Discuss how to capitalize on other health related PR, i.e., Nursing – Eric Wagner, etc.
- 5) Newsletter
  - a) Distribution
    - i) Audience
      - Professional
      - Hospitals
    - b) Quantity
    - c) Estimates
- 6) USF – FIU Partnership
- 7) Next Meeting: Monday, April 5 from 2:00 – 3:30 pm