

Program Strategy and Formats
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The Broadcast Format

Six 30-minute programs

Episodes have their own theme and have three main components within the 30-minute time block. These components are part of the episode's theme in nursing history, early adopters (people and places) involved in that history, and day-in-the-life of today's nursing careers that highlight those active in that theme today specific to each clinical professions. Each episode theme will also have shorter segments of common theme topics which have a presence in all episodes.

This format strategy helps the audience tie together the past and present to establish the credibility of the profession through its history and secures audience trust and engagement with current people and methods. Providing a mixture of programming content in each episode allows for audience retention and reach out to a broader audience. Below are the episodes and the suggested components of those episodes.

Show topics listed in episodic order:

- Show 1: Early History
- Show 2: Community Health and Home Care
- Show 3: Military
- Show 4: Diversity
- Show 5: Politics and Government Affairs, Research Contribution
- Show 6: Disasters

Common theme (segments within each episode)

- Technology
- Education
- Texas Medical Center

Program segment times per episode.

Percent	Average Time	Segment
40%	12 minutes	History (theme) and people (innovators/founders)
30%	10 minutes	Day-in-the-life of a nurse (work and home)
10%	2 minutes	Technology (particular to the episode theme)
10%	2 minutes	Education (particular to the episode theme)
10%	2 minutes	Texas Medical Center (particular to the episode theme)
1%	2 minutes	Sponsorship open and close of show recognition

Celebrating the Faces of Nursing - Online Awareness Campaign

With today's online audience through popular social media, the campaign provides knowledge and recognition to support and promote the nursing profession in a time when recruiting and retention are of the utmost importance.

Online Format

Common / Cross Promotion

Segments created for the 30-minute broadcast programs will be used in the online awareness campaign. The common-theme segments will be built in 2-minute increments and operate as a cross promotion between traditional and nontraditional medias. The online segment utilizes real nurses and builds a strong and positive curiosity for the long-format broadcast episodes.

Personal History Segment

These segments tie regional history with facility specific history. Fro example, if a hospital chooses to participate, they can introduce the segment with a brief regional history fact and include their evolvment in that timeline.

Percent	Average Time	Topic
30%	1 minute	History (theme) and people (innovators/founders)
65%	2 minutes	Sponsored Nurse's Story (program sponsor)
5%	20 seconds	Sponsorship recognition and show promotion (airtime sponsor)

Personal Involvement - The Hope of Nursing

Nurses will be encouraged to submit a heartwarming personal story that reflects the heart of nursing and why they choose to stay in nursing. The top 20 stories submitted online will be professionally recorded and inserted in the online awareness champaign. These stories are no more than 3-minutes in length and are covered in the airtime sponsorship.