



Faces of Nursing

facesofnursing.org

DOCUMENTARY & AWARENESS CAMPAIGN
BEGINNING NURSE'S WEEK 2021



PRESENTED BY:
DIREC EDUCATIONAL PROGRAMMING
facesofnursing.org

Documentary & Awareness Campaign



For many in healthcare 2020 was a true test of their expertise and loyalty to their profession. Nurses have been on the frontlines in the battle against COVID-19, and even as we progress toward better therapeutics and promising vaccines, the effect of this crisis will be long lasting. In the early days of the pandemic, doctors, nurses and all healthcare professionals were named as heroes and were met at the end of each shift by fire engine sirens, thunderous applause, and cheers by thousands of people. As time wore on, however, the sirens and applause would die out. Faces of Nursing, Houston, is a dynamic documentary and awareness series that will act as a reminder of why their efforts are so important.

Although the pandemic may act as the catalyst for the May 2021 Nurses Week FACES of NURSING documentary and awareness campaign, it is a project that is well overdue considering the impact nurses have had in healthcare over the years in Houston and surrounding areas. The project will highlight 120 years of professional, compassionate and often heroic service unique within the Gulf Coast Region and will be distributed across several social media platforms prior to and during Nurses Week with the main event being the LIVE Nightly Podcasts of six 30-minute episodes. The series when then be distributed to nursing organizations, associations, and local medical related libraries.

FACES of NURSING presents its first project titled “**Faces of Nursing, Houston**”, will be produced by DIREC Educational Programming and partners with local nursing organizations, associations, and individuals willing to participate. The Faces of Nursing, Houston, documentary series will be the first program to be distributed on the Medical Channel Network and will be the first of many programs created by and specifically for medical professionals. The new and upcoming Medical Channel Network will debut Nurses Week of 2021.

Research and the development of contributing history, photos, films, and artifacts are being gathered from local historic organizations, libraries, hospitals, institutions of learning, and individuals. The initial development was provided by broadcast producer, Jon Lindgren, and Texas Nurses Association District 9 volunteers that identified eight areas of focus to help better define Nursing's unique history throughout Houston and surrounding areas. This regional nursing history conveys nursing roles in community,



education, research, technology, diversity, disaster relief, military, politics, and the Texas Medical Center. For additional information visit facesofnursing.org.

This insightful project will celebrate the diversity of the Nursing’s clinical practice through prominent hospitals and recognized healthcare leaders in the Houston area. By revealing the history and spirit of nursing, the project’s broad reach to both the healthcare professional and general audience will have a lasting impact on institutions of learning, organizations, and associations that can orientate new students and members now and for years to come.

The program content is divided into 30-minute episodes and 2-minute program segments for distribution. Shorter segments designed for high frequency in social media outlets, act as the awareness campaign to the nursing profession and a forerunner for the upcoming live podcasts. There will be sponsored commercials to promote the live podcasts for four weeks, three weeks prior and during Nurses Week.

The 2-minute segments are designed to peek interest on social media by local nurses conveying why they became a nurse and what keeps their passion alive. This important component is the heart of the message and will build trust and interest in the broadcast. **“Faces of Nursing, Houston”** is a six part 30-minute documentary series that will be presented nightly during Nurses Week through a live podcast with viewer interaction, awards, special recognition, and scholarships.

HOW TO PARTICIPATE

Research and Development:

We welcome volunteers, pictures, films, and artifacts that will help tell this story. Choose how you want to help at facesofnursing.org/participants

Sponsorship: The two types of sponsorships are program development and promotion. Program development is divided into 30-minute and 2-minute sponsorships.

Program Development / 30-Minute Episodes: Each episode in the series will be produced for an estimated \$20,000 and sponsorship is divided into Program Development Sponsorship Levels of Gold, Silver, and Bronze. Each episode has a unique theme. Funds provided for program development include research, script writing, field and post HD video production, professional narrative, licensed music, and motion graphics for a 30-minute episode. Below are a list of the sponsorship amounts and benefits:

Sponsorship Rates Per Episode

- \$5,000 Gold Sponsor
- \$2,500 Silver Sponsor
- \$1,250 Bronze Sponsor

Program Development Sponsorship Benefits:

- All sponsors receive a visual and spoken, “sponsored in part by”, recognition at the open and close of their sponsored episode. Gold Sponsors have full screen recognition with organization slogan, Silver sponsors are two per screen, and Bronze six per screen.
 - Gold Sponsorships provides interview opportunities, including employees or leadership that best fit the episode’s topic and history focus.
- All sponsorships have a similar presence at facesofnursing.org

Promotion Sponsorship Rates of Promotion Per Episode

- \$10,000 Platinum Sponsor
- \$5,000 Diamond Sponsor

Promotion Sponsor Benefits:

- A Platinum sponsor has exclusivity promotion while a Diamond sponsor will share with one other Diamond Sponsor in the promotion. Promotional ad placement will be distributed across a variety of social media platforms, websites, and publications. Each episode is its own promotion.
 - Promotional Sponsors are recognized at the end of each commercial and prior to the program sponsor recognitions in the episode.
 - The words in the episode are, “The following program is made possible by...” and a

sponsor phrase or slogan can be included.

- Sponsorships have a similar presence on the FACESofNURSING.org website.
- A platinum sponsor who sponsors three or more episodes becomes a Title Sponsor and has additional programming and airtime benefits
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Program Development / 2-Minute Segments: Sponsorship for this campaign will pay for both the development and promotion of each segment. The minimum sponsorship runs six individual segments per day and focuses on three topics of discussion for 2021. Segments run in rotation online and communicate the need, passion, and history of nursing. Spanning across FaceBook, Twitter, and Linked In this project will produce a minimum of 50 segments to run throughout the month of April and May. Inspiring stories, personal passion, and personal historic-involvement stories will engage many healthcare professionals as they watch their peers and learn more about their profession.

Passion Segments Sponsorship Rates Per Segment

- \$1,000 – Supports two nurse interviews – Nursing Passion Segments
 - Recognizes with two nurses with three short segments each
 - Placement in social media six times a day for one week

The six-part 30-minute documentary series kicks-off in Nurses Week 2021 with a series of nursing history and passion segments to bring awareness to the importance of nurses and nursing. Passion segments are short inspiring nurse stories that reveal each nurse's passion for care.

Scholarships, Awards, and Gifts: During the live nightly podcast, there will be nightly winners that will receive nursing tuition scholarships, continuing education scholarships, travel accommodations, and door prizes. This reaches a broader, more significant audience and supports nurses continued education and encourages potential students into local nursing programs. You must be a Silver Sponsor or greater to participate in providing scholarships due to promotional benefits and restrictions of other sponsor benefits. Please visit the sponsor page or contact us directly for more details.

A Gold Sponsorship provides much more than a title screen; it provides sponsor participation. History and factual events are the two major components that make up the body of the 30-minute documentary. Each episode has a historic theme along with a nurse clinical professional that supports that theme. "Faces of Nursing, Houston" introduces the audience to a CNA, LPN, RN, APRN, DNP, and other nursing professions in each episode, why their job is so important, and how they work with their employers to provide excellent patient care. Understanding the rich history of Nursing lays the foundation for the vitality of the profession and conveying the various professions within nursing broadens the viewer's appreciation for what healthcare offers today.

Each episode represents different clinical professions and the value that these professions bring across the spectrum of time. The episode shares a portion of the clinical professional's personal story and that nurse's relationship with their organization in an engaging and informative way. The sponsor can include three management-level interviews to support the nurse's portion in the episode.

Program sponsor benefits are significant in developing the storyline as we engaging their staff in telling the nurse's story. The greatest benefit is the immediate engagement and long-term presence in the life of the project.

Timeline for Participation:

DATE	Activity
January 1 – April 6	Program R&D for all programs and segments; recruiting of photos, films, interviews, and sponsors (volunteers welcome and listed in credits)
April 6 – May 12	Social media promotion and 20-minute segments are distributed
May 6 – May 12	LIVE podcasts of episodes and social media interaction of audience/winners

HOW TO SPONSOR

Make SPONSORSHIP payable to **DIREC Inc.** All sponsors must go to one of the links provided below and fill out a sponsorship form and pay online. When sponsoring by mail, print the completed form and mail in with your check.

A Program Sponsor is a donation and remains imprinted on the program for the life of the program. The program can be donated to a variety of causes and learning opportunities for many different organizations.

A Promotion Sponsorship is an advertisement expense and provides the commercial promotion for the live podcast for the promotion and its debut. This advertisement plays a vital role in supporting nursing by gathering the audience for this Nurses' Week documentary series and awareness campaign. The Promotional Sponsor has the most visual recognition during the promotion of the project.

Please follow the link below for online SPONSORSHIPS Follow online guides for proper sponsorship.

Online: <https://squareup.com/market/direcedu>

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DIRECedu.org/projects

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