

NURSE



TALK
media

2019-20 Outreach Strategy

More Listeners

Nurse Talk Media positions and promotes nurses as experts on health care.

We seek to engage both union and non-union nurses addressing issues important to them and their patients.

Our media products amplify nurses voices as patient advocates contributing to the national conversation advancing progressive policy and informing public opinion.

We identify and create coalitions with individuals, advocacy groups and activist organizations to amplify messaging that supports action for the health, dignity and well being of all people.

Developing Partnership

1

We can explore increased distribution of Nurse Talk through partnerships such as logo placement and link, listening window or NT app for easy use and direct access to latest news and Nurse Talk Media products.

2

We can develop and promote a robust ongoing editorial calendar and scheduled guest appearances to spotlight planned partner activities and campaigns.

3

We can create an ongoing open communication channel / regular meetings to address breaking news and issues to maximize partner opportunities to participate in crafting the focus and discussion.

4

We can develop custom products and programs such as a monthly update featuring targeted news on partner priorities such as legislation, Medicare for all campaign, union victories and calls for volunteers.



2019-20

Outreach Strategy

Grow our National Presence

Healing America through
advocacy, activism, and
education



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Nurse Talk Media Priorities

We can explore content partnerships and paid advertisement to increase social media presence and product distribution.

We will utilize targeted social media advertising and best practices to reach and understand the interests of nurses not already in our audience, and create a strategy for engaging them.

We can increase the interactive communication with our current audience by creating opportunities to contribute such as e-bulletin boards, moderated group discussions, polls, and contests.

We can increase web site visits by enriching design and content; syndicating NT created content as well as diversifying content offerings by recruiting new contributors who will bring their own audiences.

We will place Nurse Talk content on additional broadcast, streaming and on-demand distribution channels and radio stations such as Pacifica Network.

We will identify and collaborate with progressive coalition groups to syndicate Nurse Talk content through their media channels.