Advanced Practice Public Relations and Membership Development Plan

The following is a proposed 12-month public relations and membership campaign for the Council on Advanced Practice.

Print Media
Print advertising is expensive but the overall cost can be mitigated by the frequency with which ads are placed. For example,

- A quarter page ad [4.938" x 10.5"] in the major daily newspapers Saturday/Sunday markets runs approximately $15,000;
- A 2 col. X 6" [3.792" x 6"] ad through the Mississippi Display Advertising Network (MDAN) and cover the state (all newspapers) for $3,150. The 2 col.x6" ad is as large as MDAN will place;
- A quarter page ad [4.938" x 10.5"] in just the Sunday Clarion Ledger run approximately $5,000; and

Magazine advertising in such professional publications as the Mississippi Board of Nursing monthly magazine, Board of Nursing Mississippi; the Mississippi Hospital Association’s Mississippi Hospitals; or in the more life-styles oriented magazine such as Mississippi Magazine, can run from $600 to $4,000 depending on the size of the ad and the frequency of which it runs.

The cost of print advertising will be in actual media buy itself. Between MNA and AANP resources, costs for creative and ad preparation will be minimal.

Preparing editorial copy that may be used by publications is a method of getting into the print media without having to spend money on advertising. Letters to the editors is another practical and inexpensive method of directing public attention to a message. Identification of the suitable or desirable publication in which the council would like to see their message and what that message will be for each publication is a process needing council input.

Electronic Media
A media buy for radio markets - Individual market spots run $15 to $45 per spot per time slot. The Mississippi Broadcasters Association sponsors the non-commercial sustaining announcement grant. MNA would pay MBA $25,000 in the form of a grant. MBA would produce a series of spots and send instructions to all member stations (100% of Mississippi TV stations, and 85% of Mississippi radio stations) to air the spots as year-long program running ten spots a week in all time slots. MNA would receive a quarterly report on how many spots ran and which stations ran them.
Advanced Practice Notes

A method to reach the advanced practice nurses in a more consistent, timely manner would be with the creation of the weekly e-newsletter, Advanced Practice Notes. This blast e-mail publication can be sent each Monday morning to the current advanced practice nurses on the MNA membership and the nurse practitioners on the NP List serve. (There are currently 422 on list serve; 684 on MNA membership). There is no additional cost in producing the Advanced Practice Notes. Editorially, it would contain:

### News to Know
- Local MNA Briefs and Announcements
- Legislative Updates and Calls to Actions as needed during the session
- Recap or points from list serve
- AANP Briefs from the AANP Smart Brief newsletter

### Council Contacts
- List of Advanced practice Council Members with contact information
- MNA Board of Directors with contact information
- Committees with contact information

### Calendar Reminders
- Events, CE, Programs etc.

### Links included in Links Section
- Academy of Nurse Practitioners
- American College of Nurse Practitioners
- Mississippi BON of Nursing Advanced Practice Page
- Mississippi Nurses Association
- Mississippi Nurses Foundation

### Annual Bulletin Billboards

Billboard advertising can be an effective and cost-efficient way to spread the word about their products and services. Creating a permanent presence in the state by use of annual bulletin (permanent paints) is a constant reminder and results in a passive awareness of a message.

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Tupelo, Lee County</td>
<td>$750</td>
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<tr>
<td>Yazoo County</td>
<td>$600</td>
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<tr>
<td>Copiah County</td>
<td>$500</td>
</tr>
<tr>
<td>Oxford, Lafayette County</td>
<td>$750</td>
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<tr>
<td>Leake County</td>
<td>$600</td>
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<tr>
<td>Claiborne County</td>
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<tr>
<td>New Albany, Union County</td>
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<tr>
<td>Madison County</td>
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<tr>
<td>Fulton, Itawamba County</td>
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<tr>
<td>Warren County</td>
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<tr>
<td>Corinth, Alcorn County</td>
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<tr>
<td>Rankin County</td>
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<tr>
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<tr>
<td>Hinds County</td>
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<tr>
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<tr>
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<tr>
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<tr>
<td>Pearl River County</td>
<td>$800</td>
</tr>
<tr>
<td>Stone County</td>
<td>$900</td>
</tr>
</tbody>
</table>
Adams County $1,000  Tate County $500*
George County $800  Chickasaw County $400*
Washington $800  Humphreys County $500*
Kemper County $500*  Calhoun County $400*
Bolivar County $700  Clay County $650
Lauderdale County $850  Lowndes County $850
Coahoma County $700  Okitibbeha County $850
Neshoba County $650  Choctaw County $400*
Panola County $800  Webster County $400*
Newton County $650  Winston County $400*
Tunica County $800  Noxubee County $400*
Scott County $400  Jasper County $500
Grenada County $800  Covington County $400
Leflore County $800  Jones County $700
Sunflower County $500*  Marion County $500
Monroe County $400*  Lamar County $800

* Available as only posters

**Short-Period Use Digital Billboard**

Use of digital or electronic billboards offers easily updatable messages. Scheduling a statewide, digital board buy during National Nurses Week is a quick and relatively cost effective method of creating awareness. Weekly rates:

- Jackson $1,500  Biloxi (Interstate) $2,500
- Pearl $1,500  Gulfport $1,500
- Madison $1,500  Tupelo (poster) $1,000
- Hattiesburg $650  Corinth (poster) $500
- Greenwood $750  Starkville (poster) $400
- Greenville $750  Columbus $600
- Ocean Springs $1,500  Meridian $600
- Biloxi (Beach) $1,000

**Alternate Media: Satellite Radio, Podcasts, Social Media**

I have no information on this – consider this a second phase and something to look at next year.

**Exhibit**

An exhibit for MNA that can be shared with Advanced Practice when need with graphic and pitch that will match the overall Advanced Practice campaign can be accomplished for approximately $600 to $800. The council message would replace the overall MNA message on the portable exhibit.

**Information Kit**

Preparation of an information kit can work to accomplish a number of objectives. A hi-gloss portfolio can be used as a presentation folder for legislative, educational, recruiting and/or membership presentations. Specialized contents of the kit can be reproduced in-house in limited runs. Large scale content production can be done as a four-color print job and inserted in the folders as needed. The estimate to print a 9x12, hi-gloss, four-color presentation folder with two inside pockets with one cut for a business card is $1,320 for 2,000 and $2,312 for 5,000.
Events and in-House Publications

MNA hosts four major events each year: The Statewide Nursing Summit – Jan. 26, 2010; The Nightingale Awards and Gala – March 1, 2010; The Nurse Practitioner Spring Convention – April 15-19, 2010; and The MNA Annual Convention and NP Fall Update – Oct. 19-22, 2010. Not all attendees at any of these events are MNA members. The opportunity does exist for the Advanced Practice to have a greater visibility at these events, either through use of an exhibit or display, or sponsorship of an event component. Council members could volunteer and wear identifying t-shirts or badges. At any event, MNA can provide a list of NPs who have registered for the event.

By planning, the council can create a stronger message in publications used to promote MAN events:

- The Statewide Nursing Summit tri-fold brochure goes to all SONs, state legislators, statewide elected officials and MNA members
- The Nightingale Awards and Gala call for nominations packet goes to all CEO, ONEs, Deans and Directors. The sponsorship package goes to a list of vendors, exhibitors, hospitals and other groups in the healthcare-related profession.
- The Nurse Practitioner Spring Convention registration guide goes to all nurse practitioners licensed in Mississippi.

MNA reaches all nurses, state legislators, universities and colleges, and more than 1,100 subscribers in through the printed quarterly publication, The Mississippi RN and all members receive the monthly e-newsletter MNA Members Only. The Advanced Practice Council can take advantage of these publications by creating an editorial budget of stories to run in each publication and that can be used as editorial copy for other publications. This is at no additional cost to the MNA or the Council.

Proposed Planning Calendar for the Council on Advanced Practice
(not included in this plan, is a time or schedule for the NP Nite Outs)

August 2009

Council Approval of Plan, Aug. 14 ......................... E-mail proposed 12-month public relations and membership campaign to the Council on Advanced Practice for review.

MNA Board of Directors, Aug. 14 .......................... Present Council Report

MNA Convention Guide, Aug. 21 ............................ The guide is in final proof and is scheduled to be mailed Aug. 21. It goes to all licensed Nurse Practitioners in the state. The Nurse Practitioners Fall Update agenda is included.

Deadline for MNA Convention Copy, Aug. 24 .......... Promotional piece can be added to content along with contact information of the council members.

Deadline for article in MNA Members Only, Aug. 26...... Topic to be identified
MNA Members Only, Aug. 28 ........................................ Advanced Practice article included. Presently, there are 1,800 members receiving the e-newsletter, leaving approximately 300 members not receiving the e-newsletter because of inaccurate or non-existent e-mail addresses.

September 2009

Four issues of Advanced Practice Notes ............................ Weekly e-newsletter update sent to all MNA member nurse practitioners and all on the NP Listserve will run each Monday, Sept. 7, 14, 21, and 28.

The Mississippi RN, Fall Issue ....................................... Delivered first week in September to all nurses, state legislators, universities and colleges, and more than 1,100 subscribers. Include in issue is a story on Virginia Cora being named AANP Fellow; corrected list of Council members with contact information.

Participation in VA Nurse Practitioner Seminar ............... Council Visibility - to be planned

MNA Board of Directors, Sept. 25 ................................. Board approval of proposed 12-month public relations and membership campaign and budget.

Deadline for article in MNA Members Only, Sept. 23 .... Topic to be identified

MNA Members Only, Sept. 25 ........................................ Advanced Practice article included.

October 2009

Four issues of Advanced Practice Notes ............................ Weekly e-newsletter update to all MNA member nurse practitioners and all on the NP Listserve: Monday, Oct. 5, 12, 19 and 26.

Launch of New Web Site Design ........................................ Includes new Advanced Practice Page (see sample)

Deadline for Winter MSRN copy, Oct. 19 .......................... Council news and articles to be planned

MNA Annual Convention, Oct. 20-23 .............................. Council Visibility - to be planned

Convention Book .......................................................... To have a council promotion piece - to be planned

Council on Advanced Practice Fall Meeting, Oct. 22 .... Develop agenda

MNA Nurse Practitioner Fall Update, Oct. 23 ..................... Events planned in the convention agenda

Deadline for article in MNA Members Only, Oct. 28 .... Topic to be identified

MNA Members Only, Oct. 30 .......................................... Advanced Practice article included.

November 2009

Five issues of Advanced Practice Notes ............................ Weekly e-newsletter update to all MNA member nurse practitioners and all on the NP Listserve: Monday, Nov. 2, 9, 16, 23, and 30.

MNF Dancing with the Nurses, Nov. 12 .......................... Council Visibility - to be planned

Deadline for article in MNA Members Only, Nov. 18 .... Topic to be identified

MNA Members Only, Nov. 20 ........................................... Advanced Practice article included.
December 2009

Three issues of Advanced Practice Notes......................... Weekly e-newsletter update to all MNA member nurse practitioners and all on the NP List serve: Monday, Dec. 7, 14, and 21

The Mississippi RN, Winter Issue................................. Delivered first week in December

Deadline for article in MNA Members Only, Dec. 16....... Topic to be identified

MNA Members Only, Dec. 18....................................... Advanced Practice article included.

January 2010

Four issues of Advanced Practice Notes.......................... Weekly e-newsletter update to all MNA member nurse practitioners and all on the NP List serve: Monday, Jan. 4, 11, 18 and 25. (Attention to legislative matters will be focus from January through April)

Legislative database available online

Council on Advanced Practice
Winter Meeting, Jan. 15 & 16....................................... Tentative Schedule:
7-9 p.m., Friday, Jan. 15 – Dinner and Business Session
9:45 a.m., Saturday, Jan. 16 – Breakfast
10-11:30 a.m., Saturday, Jan. 16 – CE: Program for Professional Practice Development Part I (1.5 c/h)

Deadline for Spring MSRN copy, Jan. 25 ....................... Council news and articles to be planned

MNA Board Meeting, Jan. 26 ...................................... Council Report

MNA Nursing Summit, Jan. 26 .................................... Council Visibility – to be planned

NP Day at the Capitol.................................................... To be planned and could include a luncheon with a speaker talking about grassroots campaigns and what is involved in successful efforts. (Estimate cost for a legislative full reception or sponsored luncheon that includes alcoholic beverages is $8- to $10,000.)

Deadline for article in MNA Members Only, Jan. 27....... Topic to be identified

MNA Members Only, Jan. 29 ....................................... Advanced Practice article included.

February 2010

Four issues of Advanced Practice Notes.......................... Weekly e-newsletter update to all MNA member nurse practitioners and all on the NP List serve: Monday, Feb. 1, 8, 15, and 22. (Attention to legislative matters will be focus from January through April)

Deadline for article in MNA Members Only, Feb. 24....... Topic to be identified

MNA Members Only, Feb. 26 ...................................... Advanced Practice article included.

NP Spring Convention Cruise Guide.............................. Sent to all licensed NPs in state. Will contain a more focused call for membership based on what membership does for the Advanced Practice nurse

March 2010

Five issues of Advanced Practice Notes ......................... Weekly e-newsletter update to all MNA member nurse practitioners and all on the NP List serve: Monday, March
1, 8, 15, 22, and 29. (Attention to legislative matters will be focus from January through April)

The Mississippi RN, Spring Issue ................................ Delivered first week in March

MNA/MNF Nightingale Awards Gala, March 1 ............... Council Visibility – to be planned

Deadline for article in MNA Members Only, March 24..... Topic to be identified

MNA Members Only, March 26 ............................................ Advanced Practice article included.

April

Four issues of Advanced Practice Notes.............................. Weekly e-newsletter update to all MNA member nurse practitioners and all on the NP List serve: Monday, April 5, 12, 19, and 26. (Attention to legislative matters will be focus from January through April)

Nurse Practitioner Spring Convention Cruise, April 15-19 ............................................. Mobile to Cozumel

Council on Advanced Practice Spring Meeting, April 15......................................................... Tentative Schedule
4 p.m., Thursday, April 15 – Ship Sails
8 a.m. – 2 p.m. Friday, April 16 – Continuing Education
8 a.m. – Until, Saturday, April 17 – Play in Cozumel
8 a.m. – 2 p.m., Sunday, April 18 – Continuing Education
8 a.m., Monday, April 19 - return to Port

Deadline for Summer MSRN copy, April 27 ....................... Council news and articles to be planned

Deadline for article in MNA Members Only, April 28....... Topic to be identified

MNA Members Only, April 30 ............................................... Advanced Practice article included.

May

Five issues of Advanced Practice Notes.............................. Weekly e-newsletter update to all MNA member nurse practitioners and all on the NP List serve: Monday, May 3, 10, 17, 24, and 31

National Nurse Practitioner Day, May 5, 2010.............. A proclamation from the Governor (see sample)

Advanced Practice Nurses Membership
“What’s In It for Me” Campaign kick-off............................ Create Outline and Budget

National Nurses Week, May 6-12, 2010 ......................... Digital board for the week – message to be developed

Deadline for article in MNA Members Only, May 19 ...... Topic to be identified

MNA Members Only, May 28 ............................................... Advanced Practice article included.

June

Four issues of Advanced Practice Notes.............................. Weekly e-newsletter update to all MNA member nurse practitioners and all on the NP List serve: Monday, June 7, 14, 21, and 28

The Mississippi RN, Summer Issue ..................................... Delivered first week in June

MNF Surviving with Style, June 11 ................................. Council news and articles to be planned
American Academy of Nurse Practitioners
National Convention ............................................................ Council involvement to be planned

Deadline for article in MNA Members Only, June 22....... Topic to be identified

MNA Members Only, June 25 .............................................. Advanced Practice article included

July

Four issues of Advanced Practice Note.............................. Weekly e-newsletter update to all MNA member nurse practitioners and all on the NP List serve: Monday, July 5, 12, 19, and 26

Council on Advanced Practice
Summer Meeting, July 17-18.................................................. Tentative Schedule
7-9 p.m., Friday, July 17 – Dinner and Business Session
9-9:45 a.m., Saturday, July 18 – Breakfast
10-11:30 a.m., Saturday, July 18 – CE: Program for Professional Practice Development Part II (1.5 c/h)

Deadline for article in MNA Members Only, July 28....... Topic to be identified

MNA Members Only, July 30 .............................................. Advanced Practice article included