



National
Association of
School Nurses

Description:

School Nurse Chat is a podcast hosted by NASN's Executive Director, Donna Mazyck, MS, RN, NCSN, CAE, highlighting timely student and school health topics of interest to school nurses and other professionals focused on student health and well-being.

NASN School Nurse Chat is an efficient way to get your name in front of school nurses and associate it with their hard work on health topics related to our shared mission. Because the podcast is promoted across NASN's communications channels, the sponsorship cost is far less than an equivalent quantity of impressions through paid advertising.

For more information about the *NASN School Nurse Chat* podcast, contact **Margaret Cellucci, NASN Director of Communications**, at mcellucci@nasn.org.

NASN School Nurse Chat Podcast Sponsorship Information

LENGTH:

10 to 15 minutes, including sponsor message, intro, and closing

TIME FRAME:

Planning: After the client confirms and completes a sponsorship agreement, planning begins immediately. Scheduling can occur quickly (depending on guest availability). Production and post-production can take up to 2 weeks, but is usually complete within 5 business days.

Review: Sponsors are allowed to request to review the finished product before release, though NASN requests a quick turnaround if they do.

POSTED/UPLOADED TO:

- Producer's website (Bedrock Communications, Inc.) with RSS links for podcast players and RSS feeds
- NASN Learning Center (found on www.nasn.org)
- Soundcloud
- iTunes
- YouTube
- Client to upload to their website if desired
- Producer provides podcast in numerous links for additional postings

PROMOTION:

- NASN Weekly Digest (with repeat placement), distributed to 43,000+ subscribers
- NASN Facebook (several scheduled posts with repeats), 11,000+ Followers
- NASN Twitter (several scheduled posts with repeats), 7,000+ Followers
- NASN LinkedIn, 2,700 Members
- Communication via SchoolNurseNet

CONTENT:

- Topic: A student and school health concerns, such as health conditions and diseases, acute care, public health skills, care coordination, leadership, quality improvement and school nursing data.
- Host: NASN's Executive Director, Donna Mazyck, MS, RN, NCSN, CAE
- Content Area Guest: A national expert or opinion leader on the topic
- School Nursing Guest: A working school nurse with experience on the topic
- Sponsor Input: The sponsor can suggest and arrange the content area guest, suggest a general topic, and review the script. NASN will provide at least 24 hours for review (more if requested).

SPONSORSHIP COST:

- \$5,000 per segment covers
- Pre-production and Planning
 - Production (professional recording)
 - Post-production, editing, music, sponsorship message voiceover
 - Uploading to numerous formats, with transcript/closed captioning
 - Promotion (and repeat promotion at later date)
 - 1-month Reporting (promotion metrics, views)
 - 3-month Reporting (views)