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#32

COMMITTEE OF ELECTION
N.Y. CANDIDATES

J. R. M.

CONSCIENTIOUS

REPRESENTATION

APR 5 1989
JEAN R. MARSHALL, M.S.N., R.N.

A.N.A. COMMITTEE ON NOMINATIONS

March 31, 1989

Dear Colleague:

The National Nominating Committee of the American Nurses Association has placed JEAN R. MARSHALL on the ballot for A.N.A. COMMITTEE ON NOMINATIONS.

We, her National Campaign Committee, are honored to be working on Jean's behalf and are looking forward to her election to this important post. Jean R. Marshall is a dynamic individual who has already demonstrated her abilities and leadership as President of the New Jersey State Nurses Association. Jean possesses the qualities necessary to serve on the Committee on Nominations -- "experience, ability, integrity, and independence."

Jean's dedicated service at both the "national" and "state" levels have enabled her to establish a broad network with professional nurses nationwide. This attribute alone would make her the candidate of choice!

As President of your State Nurses Association, we ask for your endorsement of JEAN R. MARSHALL for A.N.A. COMMITTEE ON NOMINATIONS.

Sincerely,

COMMITTEE TO ELECT JEAN R. MARSHALL



Shirley Leh Bennett, M.S.N., R.N.
Chairperson
224 North Chestnut
Westfield, New Jersey 07091

Juanita K. Hunter, Ed.D., R.N., President
THE NEW YORK STATE NURSES ASSOCIATION
127 Shirley Avenue
Buffalo, NY 14215

DATE: 5/4/89

TO: Jan Voiland

FROM: Juanita Hunter

I do not know if your committee plans on active involvement with the candidates' campaign. If you are, this idea was passed on to me as something you might want to consider.

Since I have not heard from you, I assume your committee is moving ahead as planned. Keep up the good work!

JRH/hr

#32

COMMITTEE OF ELECTION
N.Y. CANDIDATES

March 29, 1989

Juanita K. Hunter, Ed.D., R.N., President
New York State Nurses' Association
127 Shirley Avenue
Buffalo, New York, 14215

Dear Dr. Hunter,

I received your note reminding me about the need to make reservations in Kansas City for the New York Deli. I have already been in touch with both the Convention Center and the caterer. Plans are underway. The deli will be held in the South Lobby this year. I am currently looking at a menu which I will discuss with Bonnie Perratto, who has agreed to co-chair.

All of the raffle tickets are distributed. Bonnie is working on the mailing which will request that contributions be made to the Committee. Jerry Cohen has agreed to be the treasurer. He was notified by me about the remaining funds from 1987. He should be contacting you about them. Other committee members have been asked to work on decorations, publicity, and delegate invitations.

I have been in touch with Ann Gothler who is willing to work with candidates on campaign strategies. K. Coolings has contacted me. I have referred her to Ann. The Committee may also get involved in this aspect at a later date.

I would like to ask you to attend the Deli and participate in the receiving line as President of N.Y.S.N.A. I would like to ask M. Orr and the N.Y.S.N.A. officers to participate in this line as well. Please let me know if this is acceptable so I may formally request their participation as well.

The information and advice you have given me has been invaluable. I will keep you posted on the progress we make. Thank you for all of your help and advice.

Jan

Juanita K. Hunter, Ed.D., R.N., President
THE NEW YORK STATE NURSES ASSOCIATION
127 Shirley Avenue
Buffalo, NY 14215

February 27, 1989

MEMO TO: D. Williams, RN; B. Perratto, RN, MBA, CNA; J. Volland, RN;
J. Lynch, PhD, RN; N. Birnbach, EdD, RN; J. Cohen, MA, RN, CNA

FROM: Juanita Hunter

RE: Committee to Elect New York Candidates

As you know, a breakfast meeting was scheduled for today, Monday, February 27, to launch the Committee to Elect New York Candidates. As it turned out, Jan Volland was the only person able to attend this meeting.

Due to pressure of time to get activities underway, Jan and I forged ahead and reviewed the outcomes of the committee activities in 1987. We agreed that the success of their efforts was outstanding and worth repeating.

Therefore, we suggest that this year's committee use the same format and begin action immediately. Jan has agreed to co-chair the committee and will call you soon to get your input. I have given her all of the materials from the 1987 committee.

One of you may wish to volunteer as a second co-chair person. If you wish to contact Jan Volland she can be reached at 716-424-5200 Ext. 5104.

I will be happy to assist the committee any way I can.

JKH/hr

#32

COMMITTEE OF ELECTION
N.Y. CANDIDATES

Juanita K. Hunter, Ed.D., R.N., President
THE NEW YORK STATE NURSES ASSOCIATION
127 Shirley Avenue
Buffalo, NY 14215

February 22, 1989

TO: Committee to Elect NY Candidates
B. Williams, B. Perrato, J. Valland, J. Lynch, N. Birnbach, J. Cohen

FROM: J. Hunter

RE: Initial Meeting

Thank you for agreeing to serve on the Committee to elect New York Candidates to ANA office. As most everyone will be attending the Legislative Workshop, we have scheduled a breakfast meeting on Monday, February 27, 8:30 A.M. in Cinnamons in the Albany Hilton.

I will join the group for this meeting only to give information about the committee's activities two years ago.

JKH/hr

Juanita K. Hunter, Ed.D., R.N., President
THE NEW YORK STATE NURSES ASSOCIATION
127 Shirley Avenue
Buffalo, NY 14215

February 27, 1989

MEMO TO: B. Williams, RN; B. Perratto, RN, MBA, CNA; J. Volland, RN;
J. Lynch, PhD, RN; N. Birnbach, EdD, RN; J. Cohen, MA, RN, CNA

FROM: Juanita Hunter

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Therefore, we suggest that this year's committee use the same format and begin action immediately. Jan has agreed to co-chair the committee and will call you soon to get your input. I have given her all of the material from the 1987 committee.

One of you may wish to volunteer as a second co-chair person. If you wish to contact Jan Volland she can be reached at 716-424-5278 Ext. 2024.

I will be happy to assist the committee any way I can.

JKH/hr

#32

COMMITTEE OF ELECTION N.Y. CANDIDATES

DELEGATES TO THE 1989 ANA HOUSE OF DELEGATES (as of 2/16/89)

Barbara Backer, New York
Erika Baker, Delhi
Karen A. Ballard, Guilderland
Patricia Bishop Barry, Brooklyn
Sarah Beaton, West Nyack
Alice Hall Beck, Brooklyn
Louise Bedford, Bronx
Mary J. Bell-Downes, Brooklyn
Nettie Birnbach, Baldwin
Mary X. Britten, Endwell
Leslie A. Brower, Columbus, Ohio
Frances Brown, Binghamton
Ellen M. Burns, Amsterdam
Virginia B. Byers, Manlius
Janet A. Cadogan, Brooklyn
Mary Eileen Cailan, Rochester
Dorothy Carey, Staten Island
Elizabeth Carter, New York
Jerold S. Cohen, Patchogue
Jessie Colin, Commack
Phyllis B. Collins, Staten Island
Carol A. Countryman, Garden City
Grace Daly, Mineola
Constance Defreest, Poughkeepsie
William R. Donovan, Brooklyn
Judith Anne Evers, Syracuse
Susan J. Fraley, Albany
Anne Duval Frost, Pelham
Louise Gallagher, Scarsdale
Christina Gerardi, Latham
Miriam Gonzalez, Sunnyside
Ann M. Gother, Clifton Park
Sister Theresa M. Graf, Rockville Center
Immatrude Grant, Brooklyn
William F. Greiner, Wingdale
Margaret M. Hardie, Stony Brook
Shirley A. Hayes, Bronx
Jean B. Heady, Clayton
Georgia Hebert, Middleburgh

Carol B. Henretta, Rochester
Juanita K. Hunter, Buffalo
Beverly R. Ianuzi, Syracuse
Ronald G. Inskeep, White Plains
Maggie Jacobs, Brooklyn
Martha Kemsley, Glenwood
Margaret Knight, Huntington
Ruth Korn, Cliffside Park, NJ
Eura M. Lennon, Brooklyn
Patricia Z. Lund, Poughkeepsie
Juanita Majewski, Eden
Barbara Malon, New York
Beverly Martin, Syracuse
Diana J. Mason, New York
Elissa McDonald, Staten Island
Molly McGee Randisi, Rochester
Cecilia Mulvey, Fayetteville
Madeline A. Naegle, New York
Daphne Nelson, Sound Beach
Veronica O'Day, Brewster
Irene S. Pagel, Malverne
Bonnie Perratto, No. Massapequa
Jean D. Plante, Brooklyn
Elizabeth Plummer, Brooklyn
Peter Preziosi, New York
Sister Anne Reekie, Rockville Center
Joanne M. Rooney, Bronx
Irene L. Sell, New York
Pearl Skeete Bailey, Hollis
Gale A. Spencer, Endwell
Nancy L. Sweeney, Rye Brook
Charlotte Torres, Rochester
Greta Trotman-Jones, Brooklyn
Janice Volland, Honeoye Falls
Kay M. Wiggins, Syracuse
Dorothy Williams, New York
M. Elaine Witmann, Rockville Center
Marianne L. Woodard, Middletown
Barbara Zittel, Latham

February 27, 1987

Leota Brown
85 Porter Place
Glencove, New York 11542

Dear Leota:

Congratulations on your selection to be a candidate for the Cabinet on Human Rights. NYSNA is proud to support your candidacy.

The Board of Directors of NYSNA has formed a subcommittee to assist and support NYSNA candidates in their campaign for election. The goal of this committee is to increase the numbers of NYSNA candidates elected to national office.

The committee is prepared to offer you assistance in the following areas: (1) fundraising, (2) organization of your campaign and development of strategies, (3) assistance with campaign activities now and through the House of Delegates meeting and (4) development of campaign literature.

Additionally, the committee will sponsor a New York Deli during the House of Delegates to highlight our New York candidates. If you feel the committee can be of assistance to you in any of these areas, please contact me at (716) 831-3342 - (WORK) or (716) 836-8782 - (HOME). Again, congratulations and best wishes for success.

Sincerely,

Juanita K. Hunter, Chair

Rita Reis Wieczorek, Member

Nettie Birnbach, Member

JKH/RRW/NB:mrd

It should be understood that this list is current as of the date indicated and will change. As changes occur, updated versions will be included with regular delegate mailings.

MLG/WMB/ker
2/16/89

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COMMITTEE OF ELECTION N.Y. CANDIDATES

March 2, 1987

Dear Colleague:

The Committee to Elect New York State Candidates for A.N.A. office has just been established as a subcommittee of the Board of Directors of NYSNA. This Committee's purpose is to assist individuals with their campaigns.

The New York State Nurses Association pays the American Nurses Association one million dollars a year for membership rights. New York contributes more money to the A.N.A. than any other state because we have the largest number of members. However, when the list of A.N.A. elected officials is examined, approximately 5% are from the State of New York. This Committee wants to change that record and help New Yorkers get elected to national office.

The Committee to Elect New York State Candidates needs a campaign chess to enable them to support their election activities. This year we are sponsoring a raffle. Enclosed are chance booklets for you to sell and/or to distribute to others to do the same. Please assist us so we can help the candidates by not only providing individual consultation but also by sponsoring events where they can influence delegates to vote for them.

Checks should be made payable to the Committee to Elect New York State Candidates. Stubs from chances and raffle money should be sent to:

Committee to Elect New York State Candidates
Post Office Box #1324
Buffalo, New York 14215

If you do not wish to be involved in this important fund raising event, please ask a friend to sell the chances or return them to the address listed above. Of course, the Committee would also be happy to receive your personal donation to support their work.

The Committee looks forward to the convention and seeing not only candidates but our delegate members. Let's hope we in New York can make a bigger impact on the A.N.A. in 1987.

Sincerely,

Rita Reis Wiczorek
Rita Reis Wiczorek, Ed.D., P.N.
F.A.A.N.
Raffle Chairperson

RRW:af

March 30, 1987

Dear

The Committee to Elect New York State Candidates for A.N.A. office has been established to assist individuals with their campaign.

The New York State Nurses Association pays the American Nurses Association one million dollars a year for membership rights. New York contributes more money to the A.N.A. than any other state because we have the largest number of members. However, when the list of A.N.A. elected officials is examined, approximately 5% are from the State of New York. This Committee wants to change that record and help New Yorkers get elected to national office.

The Committee to Elect New York State Candidates needs a campaign chess to enable them to support their campaign activities. This year we are sponsoring a raffle. Enclosed are chance booklets for you to sell and/or to distribute to others within your district to do the same. Please assist us so we can help the candidates by not only providing individual consultation but also by sponsoring events where they can influence delegates to vote for them.

Checks should be made payable to the Committee to Elect New York State Candidates. Stubs from chances and raffle money should be sent to:

Committee to Elect New York State Candidates
Post Office Box #1324
Buffalo, New York 14215

If you do not wish to be involved in this important fund raising event, please ask a friend to sell the chances or return them to the address listed above. Of course, the Committee would also be happy to receive your personal donation to support their work.

The Committee looks forward to the House of Delegates meeting in June 1987 seeing not only candidates but our delegate members. Let's hope we in New York can make a bigger impact on the A.N.A. in 1987.

Sincerely,

Rita Reis Wiczorek, Ed.D., P.N.
F.A.A.N.
Raffle Chairperson

RRW:ab
Enclosure

#32

COMMITTEE OF ELECTION N.Y. CANDIDATES

May 11, 1987

Dear Colleague:

The Committee to Elect New York State Candidates has been established to assist New York candidates with their campaigns for A.N.A. offices. This committee is separate from the NYSNA. It is set-up to assist all New York candidates for national office.

The New York State Nurses Association pays the American Nurses Association 1.6 million dollars a year for membership rights. New York contributes more money to the A.N.A. than any other state because we have the largest number of members. However, when the list of A.N.A. elected officials is examined, approximately 5% are from the State of New York. This Committee wants to change that record and help New Yorkers get elected to national office.

The Committee to Elect New York State Candidates needs a campaign chess to enable them to support their election activities. This year we are sponsoring a "New York Deli". We are soliciting contributions from New York members and supporters such as yourself. Please assist us so we can help the candidates. The Deli is planned in Kansas City so our New York candidates can influence delegates to vote for them.

The Committee would be happy to receive your personal donation to support their work.

Checks should be made payable to the Committee to Elect New York State Candidates and should be sent to:

Committee to Elect New York State Candidates
Post Office Box #1324
Buffalo, New York 14215

The Committee looks forward to the delegate meeting and to working with our candidates and our delegate members. Let's hope we in New York can make a bigger impact on the A.N.A. in 1987.

Sincerely,

The Committee to Elect New York State Candidates

Rita Reis Wiczorek
Nattie Birnbach
Juanita Hunter
Ronald Inskeep

Juanita
Fly
Hope we have a good response.
RRW

SERVICE AMERICA CORPORATION

A subsidiary of ALLIENY BUREAU CORPORATION

LITTLE THEATRE
SUNDAY JUNE 6, 1987
11:00 am - 1:00 pm SERVING TIME

BUILD-YOUR-OWN-SANDWICH-BUFFET

Attractively Garnished Trays of Sliced Cold Meat and Cheeses Including Rare Roast Beef, Breast of Turkey, Ham, Genoa Salami, Pastrami, Corned Beef, Big-Eye Swiss, Cheddar, Cream and American Cheeses

Pumpernickle, Whole Wheat and White Breads, Kaiser Rolls and Bagels

Creole and Prepared Mustard, Mayonnaise

* * *

Assorted Relishes including Sliced Tomatoes, Pickle Spears, Sweet Peppers, Celery Sticks, and Sliced Onions

* * *

Potato Salad, Cucumber Salad, Three-Bean Salad

* * *

Chocolate Fudge Brownies
Fresh New York State Apples

Coffee, Tea, Iced Tea, Milk

Price Per Person	\$ 6.95
15% Service Charge	1.04
Tax	.50
Total	\$ 8.49

Disposable Service
Linen Table Covers
Floral Buffet Decor

KANSAS CITY CONVENTION CENTER • 310 W. 14th Street • Kansas City, Missouri 64105

New York
How much food
to eat up
How many tables

with...
...
...

415
50...

get...

#32

COMMITTEE OF ELECTION N.Y. CANDIDATES

5

800 621 7069
Lexus City Convention Center

Resumes of Candidates advised

7:00 - 7:30

1. Introduces Committee

2. Introduces Candidates - 10 minutes

a) filling out questionnaires

3. Budget Money - Heller - Kilo

books - journals

4. House Report - Bottom - 2nd floor

Cent.

Delegates - walk around

ambassadors

Suggested Handshakes for Candidates

strategizing with other states

investigate protocol for registration

other states who speak to it

Permanent Stage - make for handshakes

12 seats - see picture room at 7th

1st floor - make possible

5 cases of bread

have direct people to bring things

Strategy

1. meet with other representatives

2. show handshakes to NY delegation

3. contact other states

4. candidates must be invited to walk around

3:00 pm

4:00 pm

4:30 pm

5/10 Sat. New York State 12-2pm

Recs. down main corridors - Jamaica

6:30 am. Rooms from NY State

Check Computer - Wiscam; Red Apple

Poster Board Welcome to NY State

Notice main ask for 5 cases ask for microphone - hand

4. Enkas - make up poster with pictures

Agenda

Jurisdiction - introduce candidates once every 2 min

Committee of Campaigning

Jurisdiction - find out what day is schedule of hand out for hand out

Delegates

1. be there

2. welcome guests

3. stay at table - watch food keep people moving

4. talk to guests - welcome them - talk about candidates

5. thank them for coming

Reception area for NY State - 3rd floor Candidates

Decorations - 1st floor

Poster - 1st floor

microphone - 1st floor

hand out - 1st floor

hand out - 1st floor

#32

COMMITTEE OF ELECTION
N.Y. CANDIDATES

COMMITTEE TO ELECT NYS CANDIDATES

July 5, 1987

Contributions	3843.00	
Bank Interest	12.18	
Total Income	<u>3855.18</u>	
Expenses (Deli)		3622.50
Bank Transaction Fees		33.00
Total Expenses		<u>3655.50</u>
Balance on hand 6/18/87	199.68	
Refund	<u>100.00</u>	
Balance 7/5/87	<u>299.68</u>	
Expenses Paid		
1. Service America Corp. (Deli Style Buffet)	3275.00	
2. NY State Nurses Assoc. (Add in Report)	310.00	
3. The Message Center, Inc. (Sign & Invitations)	37.50	
4. Bank Transactions	33.00	
	<u>3655.50</u>	
Refund - Service America Corp.	<u>100.00</u>	
Actual Expenses	<u>3555.50</u>	
Total Income	3855.18	
Total Expenses	<u>3555.50</u>	
Balance on hand 7/5/87	<u>299.68</u>	

COMMITTEE TO ELECT NYS CANDIDATES

July 5, 1987

Contributions	3843.00	
Bank Interest	12.18	
Total Income	<u>3855.18</u>	
Expenses (Deli)		3622.50
Bank Transaction Fees		33.00
Total Expenses		<u>3655.50</u>
Balance on hand 6/18/87	199.68	
Refund	<u>100.00</u>	
Balance 7/5/87	<u>299.68</u>	
Expenses Paid		
1. Service America Corp. (Deli Style Buffet)	3275.00	
2. NY State Nurses Assoc. (Add in Report)	310.00	
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4. Bank Transactions	33.00	
	<u>3655.50</u>	
Refund - Service America Corp.	<u>100.00</u>	
Actual Expenses	<u>3555.50</u>	
Total Income	3855.18	
Total Expenses	<u>3555.50</u>	
Balance on hand 7/5/87	<u>299.68</u>	

#32

COMMITTEE OF ELECTION N.Y. CANDIDATES

1. Thank you for efforts thus far to make the Committee to Elect NY Candidates a success

2. No. of Committee - Last Years Elections Results

3. Role of NYSNA in Campaigning

4. Introduce Committee Members

5. Announce Buff. Wincess - Beta

6. Bank Balance 2745.47⁴ 3137.47

7. Anticipated Expenses

Ad. ³ 3000.00 Ad - NYSNA ⁵ 375.00

Ad. Room Rental

⁴ 3200.00

25.00 bank

Base Minimum ⁵ 350.00

Donations - Beta - all paid

8. Now, like to take time to allow those of you who would like to contribute to do so - Nellie Birnback and Peter Wingard

9. Next, we would like to introduce you to our 4 candidates while most of you know all of them, others may not.

We have asked each candidate to speak for 2 minutes

name - employment - especially areas - positions you are seeking - what special qualifications you feel you have for your position

Erica Baker

Lester Brown

William Donovan

David Murray

10. Finally, we would like to discuss with you which will

be held on Sunday June 7 - 12:00 pm Little Theatre on

Conventions Center ⁹ 11:00

⁸ Introduce ^{Committee} Candidates 2x 12:00 / 30

Speak 2 min

How you can help

1) Be there

2) welcome guests

1) come to stay at table - watch food

2) come to talk to guests - Each one of you is an ambassador talks about candidates

3) thank people for coming without being asked

Reception Line - Pres - Pres Elect - Candidates - Exec Sec

asked candidates to bring pictures for Posters

Banner from NYSNA

Lastly, we have identified 3 Committees to facilitate Beta

Hospitality

Food

Campaign

Posters - Chair

Chair - Room

Chair - assist candidates

welcome guests

stay @ table

197 5 candidates

thank people for coming

help people coming

2 introduce candidates

talk about candidates

3 pass out literature

Need 3-4 people to hand out invitations

4 attend functions 2 candidates

on Saturdays - House Sessions

5 stand on if to help

Have handout to sign up

please fill out and leave without taking

4) EVERY ONE - WEAR GREEN/WHITE NYSNA Buttons to the

Candidates - we will search you on

1. meeting with other state delegations

2. filling out questionnaires

3. strategizing

Delegates - meet & other state - make recommendations to NYSNA

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COMMITTEE OF ELECTION N.Y. CANDIDATES

Different levels of reputation within our delegation but all can help

open / friendly posture

ask if they know candidates & -

ask: "this delegation would consider supporting candidate?"

say you will make recommendations to NY delegation

✓ J. C. Hoover

✓ P. Bury ND

✓ W. B. ... in ... DC VI

✓ J. C. ... Mass

✓ ...

✓ Rita - Cal

✓ P. ... GA - NC

✓ W. ... Conn

✓ ... VT

✓ ... VT

✓ ... Ill

✓ V. ... Pa

✓ E. ...

- Texas

345

#32

COMMITTEE OF ELECTION N.Y. CANDIDATES

DRAFT

THE NEW YORK STATE NURSES ASSOCIATION

SUMMARY OF STRATEGIES TO PROMOTE NYSNA CANDIDATES FOR ANA ELECTED OFFICES

A committee of the NYSNA Board of Directors has been appointed to assist NYSNA candidates for elected offices in the ANA. The following strategies have been suggested:

1. When candidates are announced by the ANA Nominating Committee, a letter will be sent from the NYSNA Board of Directors congratulating the candidates and offering assistance in development of campaign strategies.
2. Assistance to candidates may include the following activities:
 - a) A letter from the Board of Directors to NYSNA delegates asking delegates to assist in promoting NYSNA candidates.
 - b) A letter from the Board of Directors to NYSNA District presidents asking that NYSNA candidates be supported by
 - .campaign contributions;
 - .volunteering to assist in campaigns;
 - .assistance in communicating with colleagues in other states.The letter will include a request that the letter be read at the DNA meetings.
 - c) A meeting of NYSNA candidates with the campaign committee and other resource persons to discuss concepts of successful campaigning.
 - d) Assistance with design of campaign literature.
 - e) Assistance with campaign activities before and during the House of Delegates meeting. Volunteers could be encouraged to attend ANA House of Delegates for this purpose and funds raised to defray their expenses.
 - f) Members of the Board, NYSNA delegates, DNA officers could be asked to network with delegates from other states. A single letter to delegates could be considered; however, person-to-person contact may be more helpful. Purchase of a delegate mailing list, duplication and distribution to volunteers could be considered.
3. Fundraising

The Board committee may assist candidates by organizing and/or participating in fundraising for all candidates.

 - a) A request for voluntary donations to a campaign fund may be printed in Report. This should be treated as a paid advertisement and contributions should be received (and managed) by the campaign committee.

NEW YORK STATE NURSES ASSOCIATION

Memorandum

2/2/87

To: Jannita K. Hunter
From: Martha L. Orr

If this summary reflects the committee's recommendations, it could be distributed to Board at March meeting... and to candidates when announced. The committee might make specific plans for:

- 1) fundraising
- 2) meeting with candidates.

MLO/lm
Attachment

#32

COMMITTEE OF ELECTION N.Y. CANDIDATES

-2-

b) The campaign committee could assist candidates to join together in a single statewide raffle or other event.

c) A campaign "event" during the House of Delegates may be planned and sponsored by the campaign committee.

A general principle which must be observed is that NYSNA may not expend dues money on behalf of candidates. It is best that no SNA funds be used. Also, any services of SNA staff should be reimbursed from campaign funds.

MLO/lm
2/2/87

REVISED AGENDA #10(c)

DRAFT

Protocol for Interviews of Candidate for ANA Office

Goals of Interview process:

1. Collection and organization of data on candidate issue positions and experiences
2. Assessment of candidates' positions in relation to NYSNA organizational positions
3. Development of delegate skills and experience in the election interview process

Protocol:

1. Information on candidate positions and availability will be collected and organized at NYSNA headquarters prior to convention
2. Delegate volunteers will be solicited and assigned to interviews at the delegates' orientation session
3. Interviews will be conducted in pairs by one experienced and one new delegate, in order to increase learning, and incorporate a variety of approaches
4. Delegates shall arrange meetings with candidates at mutually convenient times and meeting places
5. The NYSNA candidate interview form will provide guidelines in the forming questions of particular relevance to NYSNA's positions in a given election year
6. Data gathered will be coordinated by a Board of Directors member and organized in an overall candidate tally sheet which will be made available to delegates
7. Delegates will meet at a designated time during convention to discuss additional information, impressions, etc. on candidates

#32

COMMUNICATION AND PUBLICATION

THE NEW YORK STATE NURSES ASSOCIATION

AGENDA #7

REPORT TO THE BOARD OF DIRECTORS

COMMUNICATIONS/PUBLICATIONS & PUBLIC RELATIONS

JANUARY 26-27, 1989

I. PUBLICATIONS

Publications Catalog. A new edition of the Publications Catalog has been available since Convention and is now being sent to members upon request. A form announcing the availability of the catalog is included in all new-member packets. Previously the catalog itself was sent out and we expect this new procedure will be more economical and equally effective.

Journal. Since the publication of the first peer-reviewed issue (September) the quantity and quality of submissions have improved substantially, and we are slowly developing an inventory of material ready for publication. Reviewer response to the first redesigned issue has been positive.

Report. Beginning in 1989, Report will be published 10 times a year, as follows: January-February, March, April, May, June, July, August, September, October-November, and December. This expanded schedule will allow us to provide members with more timely news about Association activities.

Future issues will encompass what was formerly the Legislative Bulletin, and we plan to devote a special page in each issue to various legislative activities and concerns.

To better inform members about the activities of various NYSNA programs, we are introducing a regular column called Ask the Experts, which will feature questions and answers from Nursing Practice and Services. The program director and associates will recommend areas to be covered. The first column deals with medication administration.

Advertising. To help generate additional advertising revenue from Report, Journal, and the Convention program, we are designing an advertising sale brochure. It will include a brief description of the NYSNA audience and Association publications, as well as rates and mechanical requirements. It will be sent first to organizations that regularly contact us asking for free editorial space to inform our members about new products and services.

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COMMUNICATION AND PUBLICATION

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II. COMMUNICATIONS

The bus poster, "What You Don't Know About Hospitals May Be Harmful to Your Health," that was designed last year will be reappearing in approximately 1,000 NYC buses from January 15 through February 15.

NYSNA will be cooperating with ANA in its Nurse's Day contest - Search for Excellence. One nurse "who has significantly changed lives" will be chosen in New York and honored, along with RNs from other participating states, in the May issue of the The American Nurse.

ANA has designated May 6 as Nurse's Day and following tradition, New York will celebrate Nurse's Week from May 6 to May 12, (Florence Nightengale's birthday). Plans are underway to design a new poster for 1989, which will be sent to members in the May issue of Report.

III. MEDIA

Media interest in the nursing shortage continues. Two long articles quoting NYSNA sources appeared in December, one in the Empire State Report referred to the Arden House Consortium report and quoted Martha L. Orr; the other in Hudson Valley magazine mentioned NYSNA prominently and included the recommendations of the Arden House Consortium. An article in Hospital News, Western New York also presented the recommendations of the Consortium.

Photographs of NYSNA nurses protesting staffing shortages appeared in a major article in Modern Healthcare that predicted a rise in union activity among healthcare workers. The New York Doctor ran an article quoting Association representatives on what nurses are seeking in upcoming negotiations.

Three NYSNA members, including President Juanita Hunter, were interviewed on the RCT proposals by the Medical News. Karen Ballard was interviewed by the Syracuse Herald-Journal on disciplinary measures against nurses by the Office of Professional Discipline; and NYSNA staff and members participated in a Schenectady TV call-in program that permitted viewers to address questions about their health to a panel of physicians and nurses.

The department handled numerous media questions about various NYSNA activities.

Anne Schott
Anne Schott, Director
Communications, Publications,
& Public Relations

THE NEW YORK STATE NURSES ASSOCIATION AGENDA #8

REPORT TO THE BOARD OF DIRECTORS

COMMUNICATIONS/PUBLICATIONS & PUBLIC RELATIONS

MARCH 30-31, 1989

I. PUBLICATIONS

A. The Journal

The second peer-reviewed issue of The Journal, titled Caring: An Exploration, was published in December and introduced what will be an ongoing feature, a book review column by NYSNA Librarian Warren G. Hawkes. The March issue, which is now at the printers, focuses on home health care and legal issues. Themes and deadlines for upcoming issues are as follows:

June 1989 -	Deadline:	April 3, 1989
	Theme:	Cultural Diversity
September 1989 -	Deadline:	June 30, 1989 *
	Theme:	Research
December 1989 -	Deadline:	October 2, 1989
	Theme:	Practice Strategies

B. Report

Report is now on its ten-times a year publishing schedule. Upcoming issues will include articles written by Association members who are especially knowledgeable in a given area. For example, the April issue will feature an article on HIV infection, by Peter Ungvarski of the Visiting Nurse Service in New York City.

Members will be encouraged to write for Report. An announcement to that effect appears in the April issue.

II. COMMUNICATIONS

The department has designed a new poster for Nurses Week. It features a large diamond that contains within its facets pictures of nurses at work in a variety of settings. The heading reads:

Today's Nurse
A Precious Resource
Multifaceted & Irreplaceable

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COMMUNICATION AND PUBLICATION

-2-

A copy of this poster will be sent to all NYSNA members in the May issue of Report. Additional copies, mailed in a tube, will be available for \$4.00 each, including postage and handling. A statewide mailing will go out on March 17, offering the poster for sale to hospitals, health care facilities, nursing homes, and schools of nursing.

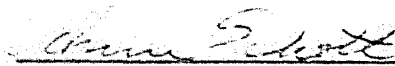
III. MEDIA


There was extensive media coverage of the launching of NYSNA's Campaign to End the Nursing Shortage and Guarantee Quality Patient Care. After the press conference held in the Legislative Office Building on February 27, both wire services filed stories; the NBC and CBS Albany affiliates ran coverage on the 6 and 11 o'clock news, and the ABC affiliate attended the Legislative Reception, interviewed President Juanita Hunter and did a special segment on the nursing shortage during the 11 o'clock news.

NYSNA staff members Bernard McCann and Georgia Hebert discussed the nursing shortage and NYSNA's solutions on a one hour radio talk program, March 3, and Joy Gould was interviewed for a half-hour public affairs program to be aired in Albany, March 12. Jessie Colin was interviewed for the local ABC news on March 3.

Several NYSNA members met with NY Daily News Columnist Gail Collins to give their opinions of the NBC series, "The Nightingales."

The department is cooperating with New York Newsday on a major series on health care. Newsday reporters have interviewed NYSNA Board member Bonnie Ferratto and several staff nurses at The Presbyterian Hospital. We are now arranging interviews with psychiatric nurses in the NYC Health and Hospitals Corporation.


Anne Schott, Director
Communications/Publications


Debra Lamb, Assistant
Communications/Publications

/jmc
3/14/89

AGENDA #6

THE NEW YORK STATE NURSES ASSOCIATION
REPORT TO THE BOARD OF DIRECTORS
COMMUNICATIONS/PUBLICATIONS & PUBLIC RELATIONS
SEPTEMBER 15-16, 1988

I. PUBLICATIONS

The first peer-reviewed and redesigned issue of The Journal of the New York State Nurses Association (September 1988) is complete. It was guest edited by Mary Evans and Willa Doswell of NYSNA's Council on Nursing Research and focuses on nursing research.

At its last meeting, the editorial board of The Journal decided to dedicate upcoming issues to specific themes. The themes and editorial deadlines for future issues are as follows:

December 1988 - Deadline: October 3, 1988
Theme: Caring

March 1989 - Deadline: January 2, 1989
Theme: Legal Issues, Home Care

June 1989 - Deadline: April 3, 1989
Theme: Cultural Diversity, possibly
in conjunction with Council on
Human Rights

September 1989 - Deadline: June 30, 1989
Theme: Research (Perhaps manuscripts
from Eastern Regional Nurses
Association Convention)

December 1989 - Deadline: October 2, 1989
Theme: Practice Strategies

The July-August issue of Report introduced members to the Board of Directors' proposal to raise NYSNA dues. The September-October issue features a full-page explanation for that increase, provides background financial data, and compares the cost of NYSNA membership with the cost of membership in comparable SNAs and other labor and professional organizations.

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COMMUNICATION AND PUBLICATION

II. COMMUNICATIONS

The Department is working on a new four-color nurse recruitment brochure. Color photographs have been taken at The Presbyterian Hospital in Manhattan, at Ellis Hospital clinic in Schenectady and at a home visit by a community health nurse.

III. MEDIA

The AMA's Registered Care Technologist (RCT) proposal has generated considerable media interest. The Department attended a planning meeting at the ANA Convention in Louisville dealing with ways to oppose RCTs. A press packet detailing NYSNA's position and providing background information has been prepared.

A press release opposing the Nurse Practitioner legislation was sent statewide, and the department responded to many requests for clarification of the issue. Elizabeth Carter was interviewed on WMHT Radio in Albany, and Juanita Hunter and Martha Kemsely appeared on a half-hour public affairs program in Buffalo.

There was extensive media coverage throughout the Hudson Valley on the 24-day strike at Vassar Brothers Hospital in Poughkeepsie.

Media interest in the nursing shortage and possible solutions to the crisis continues. We cooperated with Ms magazine on a major article titled "Nurses Fight Back," that appeared in the June issue, and on "Oh, nurse...Real options for women who want the career...but hate the job," in the August issue of WOMAN.

The Sunday New York Times (July 31) carried a front page story on contract reopeners and the rising salaries negotiated by NYSNA. It features a photograph of NYSNA member, Danielle Belliveau at work at St. Luke's-Roosevelt Hospital.

Anne Schott
Anne Schott, Director
Communications, Publications,
& Public Relations

Mardi J. Massaroni
Mardi J. Massaroni
Assistant, Communications,
Publications, & Public
Relations

THE NEW YORK STATE NURSES ASSOCIATION

REPORT TO THE BOARD OF DIRECTORS

COMMUNICATIONS/PUBLICATIONS & PUBLIC RELATIONS

I. PUBLICATIONS

Plans are going forward to transform the Journal into a peer-reviewed publication. A review form for evaluating manuscripts and a statement of editorial purpose are being developed, and the first meeting of the Editorial Board will take place on May 9. Mary Evans and Willa Doswell of NYSNA's Council on Nursing Research will guest-edit the first peer-reviewed issue, which will focus on nursing research. It will be published in September.

A Call for Papers, which details the Journal's manuscript guidelines and the deadlines for upcoming issues has been printed and is being distributed.

The March issue of the Journal and the March/April issue of Report containing NYSNA's Nurses Week poster as a gift to members, have been mailed.

II. COMMUNICATIONS

The bus posters (What You Don't Know About Hospitals May Be Harmful to Your Health) have had an extended run in New York City buses, from March 15 to May 15. One hundred of these posters are now in the Guilderland office and NYSNA District Presidents have been notified that if they would like to display them, copies may be requested from the Communications Department.

Nurses Week

In March, a letter announcing the availability of this year's NYSNA Nurses Week poster was sent to all hospitals, health care facilities and Schools of Nursing. To date over 1,500 copies of the poster have been sold at \$3.00 each.

Governor Mario Cuomo has issued a proclamation declaring May 6 - 12 Nurses Week. Copies of the proclamation have been sent to all NYSNA Districts and accompanied a press release announcing Nurses Week that was sent to media statewide.

A press release was sent to local media announcing the Buffalo Hyatt Hotel's Nurses Day Reception. The event, honoring nursing leaders in Western New York was arranged by President Juanita K. Hunter.

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COMMUNICATION AND PUBLICATION

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III. MEDIA


Interest in the nursing shortage continues. A major article on the shortage in Time magazine (March 14) quoted two NYSNA members, and a column by syndicated Washington Post writer Colman McCarthy titled "The Overworked Heroines of Bellevue" appeared in 50 newspapers across the country. NYSNA nurses were pictured in the opening minutes of ABC-TV's 20/20 program that aired April 22. NYSNA staff member Linda Bingham appeared on CBS-TV in Manhattan. Elizabeth Carter was interviewed on a half-hour panel discussion on public television in Plattsburgh.


Channel 12-TV on Long Island ran a multi-part series on nursing that included interviews with Margaret Hardie, interim president of District #19, and NYSNA Board member Gerold Cohen, who spoke on Entry.

Sandra Mazzie, Secretary of NYSNA, was interviewed for a special program on nursing to appear on WTZA-TV in Kingston. Jeanne Elisha, President of District 9 and two other Capital District nurses will appear on Channel 13-TV in Albany on a program devoted to nurses who work in specialty areas unfamiliar to the public.

Other issues attracting public notice are the plight of foreign nurses now facing deportation as their temporary visas expire. Elizabeth Carter was interviewed on that subject for Albany television.

NYSNA's legal action regarding Health Department regulations that expand LPN practice, and the Association's response to the report of the Labor-Health Industry Task Force on Health Personnel are receiving press coverage. President Juanita K. Hunter is scheduled to be interviewed on these issues on Buffalo radio.


Anne Schott, Director
Communications/Publications


Mardi J. Massaroni
Public Relations

THE NEW YORK STATE NURSES ASSOCIATION #7

REPORT TO THE BOARD OF DIRECTORS

COMMUNICATIONS/PUBLICATIONS AND PUBLIC RELATIONS

January 21-22, 1988

I. PUBLICATIONS

The November-December issue of Report featuring coverage of the 1987 Convention and a legislative program for 1988; and the December issue of The Journal containing Convention papers have been completed. A special issue of Statewide devoted to the Delegate Assembly will be ready for mailing by the end of the third week in January.

Plans are going forward to turn The Journal into a peer-reviewed publication. Letters inviting members to participate in the editorial review board will go out early in February, and we expect that the March issue of The Journal will be the last non-peer-reviewed issue.

A revised and updated edition of the Publications Catalog is now being prepared.

II. COMMUNICATIONS

The Association's holiday greeting card was designed and mailed to colleagues, suppliers and media representatives.

A poster celebrating Black History Month, which occurs in February, has been produced and will be distributed to NYSNA Districts, Councils of Nursing Practitioners and nursing schools.

NYSNA has nominated two of its members for a New York State Health Department Health Education Award: Dr. Elizabeth Gloss of SUNY, Brooklyn, for establishing The Nursing Center, a program for elderly residents of the Cobble Hill area; and Peter Ungvarski of the Visiting Nurse Service in New York City for his work in AIDS education.

We are cooperating with the ANA in its Nurses' Week essay contest on the subject "Proud to Care." The contest was announced in Report, and we expect entries to be arriving in the next few weeks. The deadline for sending a New York State award winner to the ANA is February 15th.

III. MEDIA

The Department handled many requests for information on how personnel are hired and monitored as the result of patient deaths on Long Island attributed to a registered nurse.

Media interest in the nursing shortage continues. NYSNA sponsored rallies on Fifth Avenue and in Buffalo, plus rallies organized

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COMMUNICATION AND PUBLICATION

-2-

by nurses at Montefiore, Mt. Sinai, St. Vincent's, Jacobi, St. Luke's-Roosevelt attracted attention. News and photographs of the Fifth Avenue Rally appeared in December issue of the American Journal of Nursing.

E&GW Program Director Jessie Colin was profiled in The Chief and was interviewed about the nursing shortage in a half-hour program on CBS radio.

Juanita Hunter was interviewed for a cover story in Modern Healthcare (December 4) that examined the growing influence of the nursing lobby. The article also dealt with NYSNA's proposed withdrawal from the ANA.

NYSNA members and staff discussed the nursing shortage on "Health Line," a one-hour radio broadcast on WBAU in Garden City.

There has been media coverage around the state on E&GW contract negotiations.

IV. RESOLUTION ON ORGANIZATIONAL MISSION

Beginning with the January-February issue, Report will carry a column explaining what is being done to fulfill the Voting Body's instruction to "pursue all available means to reinstate ANA's original mission and purpose as a national self-governing organization."

Through this column we hope to keep members informed about NYSNA's ongoing efforts to work within the national organization and to continue to educate members about the issues involved.

Anne Schott
Anne Schott, Director
Communications & Publications

Mardi Massaroni
Mardi Massaroni
Public Relations

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THE NEW YORK STATE NURSES ASSOCIATION

REPORT TO THE BOARD OF DIRECTORS

LIBRARY

January 21-22, 1988

I. STATISTICS (September 1, 1987-December 31, 1987)

Circulation	764
Interlibrary Loan	
NYSNA Requests	50
Requests from others	87
Research	34
Acquisitions	46
Library Instruction	3
Photocopying	3256
Audiovisuals	24

Reference Sources

5/87

II. INTERAGENCY COUNCIL ON LIBRARY RESOURCES FOR NURSING

The Interagency Council on Library Resources for Nursing met October 30, 1987 at the National League for Nursing in New York City. Major topics of discussion included the Council's grant proposal for a feasibility study to establish a national database on nursing archives; details of the planned exhibits for the 1988 annual meetings of the American Nurses' Association and the Medical Library Association; revision and updating of the publication, "Reference Sources for Nursing" for inclusion in a 1988 issue of Nursing Outlook, and adoption of new Council bylaws.

III. PROGRAM ON AUTOMATION IN SMALLER ARCHIVES

On December 9, 1987, the Rockefeller Archives Center offered a program on the application of automation in smaller archives. A panel of noted archivists and automation experts gave a series of demonstrations which included how computers can be used for such things as archival administration and tracking the life cycle of records. The contents of the program will prove particularly useful in preparation for the Interagency Council on Library Resources for Nursing's archival database and in responding to researchers' specific inquiries about historical nursing materials.

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COMMUNICATION AND PUBLICATION

IV. NEW SERIAL

The Bicultural Nurse: News and Views is a new publication of the Bicultural Society for Nurse Scientists. This quarterly newsletter focuses on a comparison of nursing and nursing education in a variety of cultures. Information on the Society and subscriptions is available from:

Bicultural Society for Nurse Scientists
PO Box 97
Pound Ridge, NY 10576.

V. DONATIONS

The Library acknowledges with appreciation donations from the following:

Karen Ballard, Ellen Burns, Elizabeth Carter, Jessie Colin, Kathleen Hoover, Grace Kimmey, and Robert Sacco.

WGH:vv
Attachment

Warren G. Hawkes
Warren G. Hawkes, Director
Library

The New York State Nurses Association

Library Acquisitions

September 1, 1987 - December 31, 1987

American Nurses' Association

Computer Nurse Directory. Kansas City, MO: American Nurses' Association, 1987.

The Evolution of Nursing Professional Organizations: Alternative Models for the Future. Kansas City, MO: American Nurses' Association, 1987.

National Registry of Certified Nurses in Advanced Practice, 1987. Kansas City, MO: American Nurses' Association, 1987.

National League for Nursing

Aurigemma, A. and B. Bohmy. Dosage Calculation: Method and Workbook. New York: National League for Nursing, 1987.

Baccalaureate and Master's Degree Programs in Nursing Accredited by the NLN, 1987-88. New York: National League for Nursing, 1987.

Characteristics of Master's Education in Nursing. New York: National League for Nursing, 1987.

Diploma Programs in Nursing Accredited by the NLN, 1987-88. New York: National League for Nursing, 1987.

Educational Outcomes: Assessment of Quality-A Directory of Student Outcome Measurements Utilized by Nursing Programs in the United States. New York: National League for Nursing, 1987.

Hart, S. Issues in Graduate Nursing Education. New York: National League for Nursing, 1987.

Rapson, M. Collaboration for Articulation: RN to BSN. New York: National League for Nursing, 1987.

Rinke, L., Ed. Outcome Measures in Home Care: Volume I, Research. New York: National League for Nursing, 1987.

Rinke, L. and A. Wilson, Eds. Outcome Measures in Home Care, Volume II: Service. New York: National League for Nursing, 1987.

Scholarships and Loans for Nursing Education, 1987-1988. New York: National League for Nursing, 1987.

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COMMUNICATION AND PUBLICATION

United States Government Documents

- *Cost Estimating Model for Baccalaureate Nursing Education Programs. Washington, DC: Bureau of Health Professions, USDHHS, 1986.
- *Costing Hospital Nursing Services: Report of the Conference. Washington, DC: USDHHS, August 1987.
- *Costing Hospital Nursing Services: A Review of the Literature. Washington, DC: USDHHS, August 1987.
- Life-Sustaining Technologies and the Elderly. Washington, DC: Office of Technology Assessment, 1987.
- National Labor Relations Board Casehandling Manual (Part 1): Unfair Labor Practice Proceedings. Washington, DC: NLRB, March 1983.
- National Labor Relations Board Casehandling Manual (Part 2): Representation Proceedings. Washington, DC: NLRB, April 1984.
- National Labor Relations Board Casehandling Manual (Part 3): Compliance Proceedings. Washington, DC: NLRB, June 1984.
- National Labor Relations Board Rules and Regulations and Statements of Procedure: National Labor Relations Act and Labor Management Relations Act. Washington, DC: NLRB, 1987.
- Report to Congress and the Secretary by the Task Force on Long-Term Health Care Policies. Washington, DC: Health Care Financing Administration, 1987.
- Selected Geographic Resources from the Bureau of Health Profession's Area Resource File (ARF) System for the State of New York. Washington, DC: NTIS, 1987.

New York State Government Documents

- *Calendar of Collective Bargaining, New York State, 1988. Albany, NY: New York State Department of Labor, 1987.
- *Life-Sustaining Treatment: Making Decisions and Appointing a Health Care Agent. Albany, NY: The New York State Task Force on Life and the Law, 1987.
- *1985-1990 Five Year Comprehensive Plan for Mental Health Services: 1988 Update and Progress Report. Albany, NY: New York State Office of Mental Health, 1987.
- *1986-87 New York State Statistical Yearbook. Albany, NY: The Nelson A. Rockefeller Institute of Government, 1987.
- *Occupations Licensed or Certified by New York State. Albany, NY: State of New York, Department of Labor, 1987.

Economic and General Welfare

Grievance Guide, 7th edition. Washington, DC: Bureau of National Affairs, 1987.

Legislation

Report on the Regulation of Nursing: Report on the Present, A Position for the Future. Geneva, Switzerland: International Council of Nurses, 1986. (Based on a Project Report by Margretta Styles for the ICN.)

Nursing Education

Associate Degree Nursing: Facilitating Competency Development. Indianapolis, IN: Midwest Alliance in Nursing, 1987.

Ludmerer, K. M. Learning to Heal: The Development of American Medical Education. New York: Basic Books, 1985.

Nursing Practice and Services

*Bishop, B., Ed. Readings for Today's Maternal/Child Nurse: A Collection of Informative Articles from MCN/ The American Journal of Maternal Child Nursing. New York: MCN, 1987.

Guidelines for the Termination of Life-Sustaining Treatment and the Care of the Dying. Briarcliff Manor, NY: The Hastings Center, 1987.

Spiegel, A. Home Health Care. Owings Mills, MD: Bynd Communications, 1987.

Reference

American Hospital Association Guide to the Health Care Field, 1987 edition. Chicago, IL: American Hospital Association, 1987.

Gruppenhoff, J., Ed. 1987 National Health Directory. Rockville, MD: Aspen Publ., 1987.

Hospital Statistics, 1987. Chicago, IL: American Hospital Association, 1987.

Renz, L., Ed. The Foundation Directory, 11th edition. New York: The Foundation Center, 1987.

Walters, L. and T. Kahn. Bibliography of Bioethics, Volume 11. Washington, DC: Georgetown University, 1987.

Wright, J. The American Almanac of Jobs and Salaries. New York: Avon Books, 1987.

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COMMUNICATION AND PUBLICATION

Miscellaneous

*America Speaks: Prizewinning Essays on Freedom of Speech, Censorship and Advertising Bans. New York: Philip Morris USA, 1987.

*Arden House. New York: The American Assembly, Columbia University, 1981.

Rosenberg, C. The Care of Strangers: The Rise of America's Hospital System. New York: Basic Books, 1987.

Allard, D. and S. Martin, Eds. Encyclopedia of Associations '86-'89: Regional, State, and Local Organizations: Northeastern States. Detroit, MI: Gale Research, 1988.

Audiovisuals

*"Our Parents, Our Children, Ourselves." Produced for Long-Term Care '88. 1/2" videocassette, time: 17:18.

*Donated or complimentary

jvv
12/31/87

THE NEW YORK STATE NURSES ASSOCIATION

REPORT TO THE BOARD OF DIRECTORS

COMMUNICATIONS/PUBLICATIONS AND PUBLIC RELATIONS

May 27, 1987

I. PUBLICATIONS

NYSNA has received a Sigma Theta Tau Region 5 Public Media Print Award for the Directions for Nursing Education in New York State packet that was originally designed for use in the Entry Into Practice Project. The material is now entered in the national competition. An updated version of this brochure is now ready for distribution.

The March-April issue of Report containing the Governor's Nurses Week proclamation and the 1987 poster was mailed to members in time for Nurses Week. To accommodate Nurses Week material, the previously announced feature on the nursing shortage was postponed.

The March issue of the Legislative Bulletin and a special issue of The Journal entitled "Nursing's Struggle to Advance as a Profession" guest edited by Paul Hageman, have been distributed.

The Clinical Nurse Specialist brochure, which describes the scope of practice and services offered by clinical nurse specialists, is now available.

A new version of the educational brochure - A Guide to RN Licensure in New York State - has been designed and is now in production; it will be ready for distribution at the Arden House Conference.

II. MEDIA

A statewide press release on the nursing shortage and NYSNA's plans to launch a nurse recruitment effort received wide coverage. NYSNA members and staff were interviewed on radio programs in Oneonta, Ithaca, Plattsburgh, Albany, Binghamton, Beacon and Gloversville; on TV in Utica, Poughkeepsie, and Rochester; and in newspaper articles in Albany, on Staten Island, and in Rockland and Westchester Counties.

A mailing to hospitals and health facilities describing the 1987 Nurses Week poster has resulted in the sale of over 1,200 to date. Another 1,500 copies in an 8 x 10 black and white version have been sent to the press and to facilities represented for collective bargaining.

Three New York City nurses (from Kings County, Mt. Sinai and Bellevue Hospitals) were photographed presenting the poster to Mayor Koch.

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COMMUNICATION AND PUBLICATION

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and nurses at the Erie County Medical Center were photographed presenting a copy to County Executive Edward Rutkowski.

The Department has sent out press releases and been interviewed in relation to E&GW activity in Brooklyn, Queens, Long Island, and Rockland County.

Anne Schott

Anne Schott, Director
Communications & Publications

Mardi J. Massaroni

Mardi J. Massaroni
Public Relations

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5/5/87

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THE NEW YORK STATE NURSES ASSOCIATION

REPORT TO THE BOARD OF DIRECTORS

COMMUNICATIONS/PUBLICATIONS AND PUBLIC RELATIONS

March 5-6, 1987

I. PUBLICATIONS

The January-February Report, which includes an update on the Occupational Safety and Health Grant, is at the printers. The March-April issue will introduce a new kind of article - an investigative piece on the staffing shortage - based on interviews with hospital nurses and nursing administrators from around the state.

The January issue of City Nurses' News, and the February Erie County Nurses' News have been distributed; the January-February-March issue of Statewide is underway.

Forms that make it easy for nurses to let us know about newsworthy activities have been developed and are ready for distribution. We hope this will substantially increase the quantity and timeliness of the news in our publications.

The March issue of The Journal, a theme issue dealing with advanced practice and guest-edited by Paul Hageman, is now in production. The June Journal, another special issue, is devoted to nursing research and guest-edited jointly by Rona Levin and Lillie Shortridge.

II. MEDIA

NYSNA has had interviews with the media on the following subjects:

- . Drug Testing in the Workplace (NYC)
- . Nursing Shortage (Westchester County, Capital District)
- . Nurse's Malpractice Insurance (Albany)
- . Nurse's Role and Responsibilities (Saratoga Springs)
- . Secondary infection rates, and possibilities of human error in hospitals (Binghamton)
- . Topics related to E&GW activities in Lawrence, Westchester, Seneca, Washington, Putnam and Orange Counties.

An article on aging for Senior Facts, a news service distributed to daily papers by the New York Health Products Council, was written in collaboration with Jeanne Sweeney-Dunn.

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COMMUNICATION AND PUBLICATION

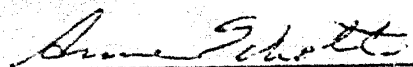
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Beverly Ianuzi was interviewed for an article on hospital staffing problems in Perspectives on Health Care, a publication that goes to hospital and health care administrators.

An article on career opportunities in nursing is being written for The Counselor, a publication of the New York State School Counselor Association.

Cheryl Ladd, star of "Deadly Care," a March 22 CBS-TV movie about a drug and alcohol impaired nurse, agreed to be interviewed for Report (January-February issue), and to appear on national TV with members of NYSNA's Task Force on Alcohol and Substance Abuse. We are currently negotiating through Ladd's agent with the Donahue and Oprah Winfrey Shows. (They are screening the movie now to see if they are interested. We will receive a copy for screening on February 23.) Producers claim it is a responsible approach to the problem. But we are ready to discuss the issue, regardless of what we think of the film to explain the difference between the nurse - in fact; and the nurse in fiction.

Nurses Week. We are working on a new poster for Nurses Week. The theme: The Best in the World...New York Mets...New York Giants...New York Nurses. It is designed chiefly as a morale builder. Public Service announcements, perhaps with the cooperation of the Mets and Giants, are being explored.


Anne Schott, Director
Communications & Publications


Mardi Massaroni
Public Relation

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THE NEW YORK STATE NURSES ASSOCIATION
REPORT TO THE BOARD OF DIRECTORS
COMMUNICATIONS/PUBLICATIONS AND PUBLIC RELATIONS

JANUARY 7-8, 1986

I. PUBLICATIONS

A. Report & Journal

The November-December Report, a 12-page issue with extensive coverage of the 1986 Convention, and news about NYSNA's \$87,000 Labor Department grant, is at the printers.

The December Journal, now in production, is also devoted to the Convention and includes texts of addresses by David Axelrod, Ellen Burns and Martha Orr; papers on nursing diagnosis, the right of a nurse to refuse an assignment, home health care; and a report from the Department of Education's Nursing Education Unit.

The March Journal, a theme issue focusing on questions relating to advanced practice, is being guest-edited by Paul Hageman. Solicited articles are now being written.

B. E&GW Publications

The December issues of Statewide, City Nurses' News and Erie County Nurses' News are in production.

C. Other Publications

The NYSNA Publications Catalog was completed at the end of September and received its first broad distribution at the Convention. The department also prepared Convention materials, including the program, press kits and NYSNA display panels. NYSNA's Christmas Card was designed and produced in-house.

II. PUBLIC RELATIONS

Convention Coverage. There was concentrated media coverage of the '86 Convention including newspaper articles, and radio and TV interviews in the Lake Placid Area, plus additional radio interviews in other parts of the state.

Plans are underway to provide pre-Convention publicity for next year's Convention in Buffalo through contacts with the Convention Center and the Greater Buffalo Chamber of Commerce.

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COMMUNICATION AND PUBLICATION

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NYSNA has had interviews with the media on the following topics:

DRGs effect on health care (Binghamton area)
Nursing Shortage and Declining enrollments in nursing programs
(Capital District, Binghamton)
Nurse practitioners and nurses in private practice (Garden
City)
Topics related to E&GW activities (New Rochelle, Middletown,
Putnam, Seneca and Westchester Counties).

We are continuing to work with Cosmopolitan magazine on two stories:
One on "struggling young couples in Manhattan" will feature a
couple in which both husband and wife are nurses. The other on
"career changes" will include a former actress who became a nurse.

We are cooperating with the Oprah Winfrey Show which is preparing
a program on Whistleblowing.


NYSNA worked with the New York Health Council on an advertisement
headlined "Nurses Put Caring Into Health Care" which will appear
several times in the Legislative Gazette. An audio version is
being offered statewide by the Council as a Public Service Announcement.

News of NYSNA's \$87,000 occupational safety and health grant received
wide coverage. Martha Orr and/or Elizabeth Carter were interviewed
on five radio stations, and ABC-TV in Utica did an on-site interview
with Beverly Ischia at Faxton Hospital.

An Op-Ed piece, "Taking Care of Our Nurses," signed by Martha
Orr appeared in Newsday on December 11.

A front-page article describing nurses' autonomous role, their
increased specialization and the need for baccalaureate education
that quoted E. Carter and K. Ballard appeared in the Albany Times
Union, on December 14.

Additional Activities. Public Relations and Publications workshops
have been presented to Councils of Nursing Practitioners at several
New York City locations; additional workshops are scheduled at
the District level beginning in mid-January.


Anne Schott, Director
Communications & Publications


Mardi Massaroni
Public Relations

AS/MJM/wl
12/17/86

THE NEW YORK STATE NURSES ASSOCIATION

REPORT TO THE BOARD OF DIRECTORS

COMMUNICATIONS/PUBLICATIONS AND PUBLIC RELATIONS

September 17-18, 1987

I. PUBLICATIONS

The May-June issue of Report, containing coverage of The Arden
House Conference, and the July-August issue with news of the
New York delegation's vote on future membership have been mailed.
The September-October issue which will report on the Open Forums
is in process.

The June issue of The Journal, "Practice Oriented Research,"
which was guest edited by the Council on Nursing Research, has
been mailed. The August issue now at the printers focuses on
occupational safety and health hazards. It features adaptations
of four presentations delivered at NYSNA's occupational safety
and health workshops, as well as two original articles.

Other materials prepared in connection with the NYS Labor Department
Grant on occupational hazards in the professional nurse workplace
are now ready for distribution. They include two booklets on
how nurses can protect themselves from occupational hazards,
and a slide tape show, also available on videotape, either 1/2
or 3/4 inch.

The following publications are in preparation: The Book of Annual
Reports, the report on the Conference on Recruitment and Retention
in Nursing, Impaired Nursing Practice: Exploring the Issues.

II. MEDIA

The nursing shortage continues to generate media attention, and
the department cooperated with newspapers across the state on
articles about the situation, including major front page stories
in the New York Times and the Buffalo News. NYSNA members have
been interviewed on both radio and TV. Ellen Burns appeared
on a half-hour morning talk program in Albany, and with Claire
Murray on the PBS-TV "Roundtable" program. Martha Orr was interviewed
on WROW and the Elly Pankin program, where audience response
was so great she was called back for a second show. Elizabeth
Carter appeared on "Straight Talk" a NYC TV discussion program;
and Ann Bernstein of the VNA in Oyster Bay was interviewed on
the "Long Island Report." ABC-"Eyewitness News" carried interviews
with NYSNA nurses at the Westchester Medical Center and Mary
Clark of Einstein Medical Center was one of five staff nurses
nationwide selected to appear on Oprah Winfrey's program on the
nursing shortage.

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COMMUNICATION AND PUBLICATION

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The article on Cecilia deWolf, a former actress who is now a nurse, appears in the August issue of Cosmopolitan, in its section on career changes.

Anne Schott

Anne Schott, Director
Communications & Publications

Mardi J. Massaroni

Mardi J. Massaroni
Public Relations

AS/w1
9/8/87

AGENDA #7

THE NEW YORK STATE NURSES ASSOCIATION

REPORT TO THE BOARD OF DIRECTORS

COMMUNICATIONS/PUBLICATIONS & PUBLIC RELATIONS

I. PUBLICATIONS

The January-February issue of Report introduced what will be two regular features: A President's Column by Juanita Hunter and a Membership Issue Update which will keep members informed about on-going efforts to maintain NYSNA and ANA as associations of registered nurses.

The first step in transforming the Journal into a peer-reviewed publication has now been completed. The Board of Directors has appointed the members to serve on an editorial board:

Nettie Birnbach
Mary E. Evans
Marilyn Jaffe-Ruiz
Cynthia Northrup
Lillie Shortridge

Mary X. Britten
Charmaine Fitzig
Janet Natapoff
Ann Sedore
Elizabeth Dorsey Smith

We anticipate that the first peer-reviewed issue will appear in September, 1988.

II. COMMUNICATIONS

From March 15 to April 14, over 1,000 buses in New York City will carry a message to health care consumers about the importance of registered nurses and the danger the current nursing shortage represents. Under a headline that reads: "What you don't know about hospitals may be harmful to your health", there are photographs showing a patient in an intensive care unit. In the first photo, the patient is being cared for by a nurse; in the second, the nurse is fading; in the third, the nurse is barely visible.

We are now producing this year's Nurses Week Poster, which will be printed in four colors and mailed free to all members in the March-April issue of Report. Additional copies sent in protective tubes will also be available at \$3.00 each. A mailing describing the poster is being sent to nursing schools and health care facilities. The theme of this year's poster is: Nursing - where knowledge and compassion join hands.

Denise Deppoliti of District #4 was the New York winner of ANA's "Proud to Care" essay contest. Her essay has been forwarded to the ANA for the national competition.

NYSNA is supporting ANA's "Proud to Care" nurse recruitment efforts. Public service announcements featuring Miss America 1988, who is a nurse, have been sent by ANA to radio and television stations across the country. In the upcoming issue of Report, we have listed all the stations in New York that received the tape, and provided instructions on how to contact stations and urge that the tape be played often and in desirable time slots.

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COMMUNICATION AND PUBLICATION

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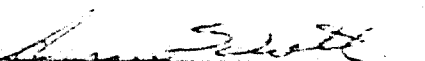
II. We have been asked by the Office of Senator John Heinz of Pennsylvania to forward examples of how short-staffing directly affects the quality of patient care. The examples are wanted for a hearing on the nursing shortage scheduled for early April. We are currently collecting samples from individual nurses.

III. MEDIA

The nursing shortage continues to generate media interest. Increasingly the question is: What can be done? The department has answered innumerable questions about the report from the New York State Health Department Labor-Health Industry Task Force on Health Personnel and about how salary increases will impact on recruitment. There has also been considerable media interest in the Association's legal action against the Health Department's new LPN regulations.

We cooperated recently on several major stories on nursing, including a multi-part article in Newsday, (February 22) and one in Time Magazine, (March 14).

There has been extremely heavy media activity on the sick-outs at New York City hospitals and on informational picketing in connection with New York City Health and Hospital Corporation contract negotiations.


Anne Schott, Director
Communications & Publications