

**Nursing Campaign**

There are two different media strategy options being looked at:

- a. Traditional media, e.g., broadcast TV, radio, posters etc.
- b. Utilising media integration which goes beyond traditional media, e.g., integrating the advertising into a TV drama such as Shortland Street or a news show such as Seven Sharp. TVNZ will present details on this in early April.

Proactively Released