



Spring, 2026

Dear PSA Director,

Nurses save and change lives every day—yet their impact is often unseen.

Representing more than 5 million registered nurses, the **American Nurses Association (ANA)** champions the profession by ensuring nurses' voices and value are recognized across healthcare and society.

At the center of this PSA is a powerful, real-world story. In rural Ralls, Texas—where the nearest hospital is over 30 miles away—Nurse Practitioner John Hodges opened a clinic that transformed access to care. For fifth-generation farmer Aric Cargile, that care helped sustain not only his health, but his family's ranch, livelihood, and future.

Through **The Power of Nurses™ campaign**, ANA brings these stories to life and invites others to share how nurses have made a difference in their communities. ANA is building a collective voice that drives awareness and meaningful change.

ANA appreciates your consideration and hopes you will broadcast the enclosed PSA whenever public service time is available. This PSA is evergreen; there is no end date. To learn more, visit ThePowerOfNurses.org.

For more information, please contact:

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Available PSAs:

AD-ID: ANAF1925515H
Title: Power of Nurses - Rancher
Length: :15

AD-ID: ANAF1925560H
Title: Power of Nurses – Rancher
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AD-ID: ANAF1925530H
Title: Power of Nurses - Rancher
Length: :30