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THE TRUTH ABOUT NURSING

is a 501(c)(3) non-profit organization that seeks to increase public understanding of the central, front-line role nurses play in modern health care. Our focus is to promote more accurate, balanced and frequent media portrayals of nurses and increase the media's use of nurses as expert sources. The Truth About Nursing's ultimate goal is to foster growth in the size and diversity of the nursing profession at a time of critical shortage, strengthen nursing practice, teaching and research, and improve

September 17, 2015

Lauri Hogan
Publicity Director, ABC Entertainment Group
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Dear Ms. Hogan,

Thank you for your request that I put into an email the voicemail I left you earlier today so you can circulate it to your team.

I direct The Truth About Nursing, a 501(c)(3) non-profit organization that works to improve public understanding of nursing and end the incessant media stereotyping of nurses. We are the interface between the nursing profession and the media. We work for a world where the media portrays nurses as three-dimensional science-educated professionals who use their high-tech skills to detect subtle problems, intervene and save lives.

Wednesday's (9/16/15) non-apology apology by the hosts of *The View* was a further attack on nurses who supposedly took things "out of context," failed to "listen," and just didn't understand the "joke." But nurses did not take anything out of context, or fail to listen—if we don't listen closely our patients die—and there was no joke actually, so calling it one only further angered nurses. And no one on *The View* even apologized! Ms. Behar tried to excuse her stethoscope comment based on ignorance, and said that she knew that nurses wore stethoscopes, but that sounded disingenuous and again, she did not apologize so nothing has been made better between *The View* and nurses.

One thing the health care community is slowly learning itself is that when mistakes happen, a genuine apology makes the difference between a relationship based on good intentions, and a multi-million dollar lawsuit. People are forgiving of others who make mistakes—if they own up to them, apologize for them and try to make amends. This is because when people receive *real* apologies, they see that the apologizer has come to a higher level of understanding, exhibited remorse, vows to stop injuring the affected person and other such people. And with this knowledge, the relationship moves to a more solid level and the wronged one can be released from the anger and go on to other things. When the wronged one is

ignored or further attacked, as is the case with *The View* and nurses, it only engenders more vitriol on the part of the wronged and determination to hurt the person who hurt them.

Nurses are furious! There are many millions of them! I can't believe you want them to remain angry.

Let's work together for world peace. We have enough anger, hatred and yelling in the world.

I suggest you: 1) apologize and 2) try to make amends. Ms. Behar might start out by saying something kind of like: "Nurses of the world, I am sorry. I apologize for my ignorant words about stethoscopes. Somehow I have been so lucky in my life that I have never had the misfortune to need nursing care so significant that I understood what it is you do to save lives—or apparently that you use equipment to assess patients. I suppose I, like much of the rest of the world, was affected by damaging media stereotypes that portray nurses as doing little of substance while physician characters perform all the meaningful work that nurses do in real life. In the past few days, thousands of you have explained the situation differently to me. I honestly just did not know what you do. Now that I know a little bit more, I am disgusted about how the media has been ignoring your contributions and failing to give you credit for your work. I understand how this situation can lead to a lack of resources directed at nursing practice, education, research and residencies. We in the media must rectify the situation, beginning here at home. So in addition to my apology—and the apology of all the hosts on *The View* since we all made ignorant comments about nurses this week—we are going to try to make amends to nurses by helping you explain the value of nursing to the wider world. So we are going to be putting together a series of shows that feature nurses discussing some of the life-saving actions you take at work. We are going to avoid focus on the softer side of nursing—because we have learned that on the infrequent times when the media does portray you, the softer side of nursing is about all they cover. We want you to explain to viewers about the rigors of your profession, your hard-core science actions, your Sherlock Holmes-like abilities to detect subtle but deadly symptoms, then courageously acting to turn around deteriorating patients and save lives. We also want to learn about the difficult working conditions you now face because we have come to understand that your hospital employers also do not understand or value your profession, so they understaff you, stretching you so thin that it is impossible for you to save the lives of every patient you would be capable of saving if you only had more RNs per patient, which sends you beyond the breaking point, leading to many thousands of you leaving the profession every year."

Something like this would go such a long way with nurses. When Michelle Collins made all those angel-oriented comments Wednesday, they were empty words. Nurses don't want to hear "we respect you," they want the media to *show and explain what they actually do*, which is turn will bring them more real respect.

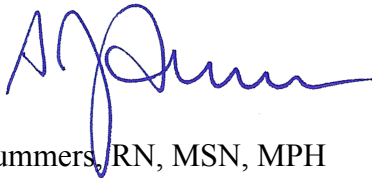
Consider having some experienced nurses on your show to explain nursing to the public. One example is Diana Mason, the President of the American Academy of Nursing, she is great on air and very articulate. Or consider Donna Cardillo, an expert speaker and she's very funny. I have also been on air and have a lot of experience explaining the value of nursing to the lay public and would be happy to help. If you would like more examples, I will be glad to provide you with a list.

One idea might be to have Kelley Johnson on air—you could apologize in person! But since she is a new nurse, it would be best to have someone like Diana Mason on the show at the same time to help

her explain nursing to the public. We need some stories about hard-core assessments and interventions of patients with problems with their hearts, lungs or with significant trauma to explain why nursing is about way more than emotional uplift. We bring people back from the brink of death and that's what the world needs to hear about nurses.

Thank you for your interest in coming to a resolution with this situation. I look forward to working with you to resolve the situation.

Best regards,



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