

For Immediate Release

February 5, 2009

SAVING LIVES: *Why the Media's Portrayal of Nurses Puts Us All at Risk* (Kaplan Publishing, On sale: Feb. 3, 2009; Hardcover; \$24.95) shows how the media perpetuates nursing stereotypes (the handmaiden, the naughty nurse, the angel and the battle-axe), presenting negative images that affect real nurses and their patients. These powerful images fuel the global nursing shortage—one of the world's most pressing public health crises—by weakening nurses' claims to adequate resources for clinical practice, education and research.

Although Showtime reportedly plans to introduce *Nurse Jackie* this summer, today, 41 out of 45 major characters on the top five U.S. health-related prime-time television shows are physicians (see attached list). The shows present physicians as the sole masters of health knowledge and the only important staff in hospitals. In fact, Hollywood physician characters often do exciting procedures that *nurses* would actually perform. Physician characters like House often disrespect nurses with no real contradiction. That fosters more social contempt and makes it seem like no person of substance or intellect would even *think* of becoming a nurse.

SAVING LIVES presents irreverent analysis of everything from how health care news is reported, to *Grey's Anatomy's* handling of nurse characters, to how major advertising campaigns exploit nursing stereotypes. **SAVING LIVES** explains why these media depictions matter, and offers many practical ideas to help improve nursing's media image and the profession of nursing generally.

Sandy Summers, RN, MSN, MPH, is founder and Executive Director of The Truth About Nursing (www.truthaboutnursing.org). She directed The Center for Nursing Advocacy from 2001 until 2008. She works to educate the public about the true work of nurses. Since 2001, Summers' advocacy campaigns have convinced many to revise the nursing images they present, including the U.S. Department of Health, Cadbury-Schweppes, Skechers, Heineken and CVS. Hollywood has also made sporadic efforts to improve, though not yet enough to make a real difference. Summers has appeared on CNN, ABC's 20/20, MSNBC, and in a wide variety of print press.

SAVING LIVES has already received advance praise from: Echo Heron, Claire Fagin, Diana Mason, Suzanne Gordon, and many others. We urge you to consider reviewing **SAVING LIVES**, or report on the important and timely issues the book addresses. At a time when there is real hope for health care reform, we think the public is looking for candid discussion of pressing health care issues and ways to improve the health care system that fails way too many of us.

Please contact me if I can provide any further information or to set up an interview. I look forward to hearing from you.

Sincerely,

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Physician characters**Non-physician characters****ER**

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|---|---|
| <ol style="list-style-type: none"> 1. Cate Banfield (Angela Bassett) 2. Archie Morris (Scott Grimes) 3. Simon Brenner (David Lyons) 4. Neela Rasgotra (Parminder Nagra) 5. Greg Pratt (Mekhi Phifer) 6. Tony Gates (John Stamos) 7. Abby Lockhart (Maura Tierney) 8. Luka Kovac (Goran Visnjic) | <ol style="list-style-type: none"> 1. Nurse Sam Taggart (Linda Cardellini) |
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Grey's Anatomy

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| <ol style="list-style-type: none"> 9. Meredith Grey (Ellen Pompeo) 10. Derek Shepherd/McDreamy (Patrick Dempsey) 11. George O'Malley (T.R. Knight) 12. Isobel Stevens/Izzy (Katherine Heigl) 13. Cristina Yang (Sandra Oh) 14. Miranda Bailey (Chandra Wilson) 15. Richard Webber (James Pickens Jr.) 16. Alex Karev (Justin Chambers) 17. Lexie Grey (Chyler Leigh) 18. Mark Sloan/McSteamy (Eric Dane) 19. Owen Hunt (Kevin McKidd) 20. Callie Torres (Sara Ramirez) | |
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Private Practice

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| <ol style="list-style-type: none"> 21. Addison Montgomery (Kate Walsh) 22. Violet Turner (Amy Brenneman) 23. Pete Wilder (Tim Daly) 24. Sam Bennett (Taye Diggs) 25. Naomi Bennett (Audra McDonald) 26. Cooper Freedman (Paul Adelstein) 27. Charlotte King (KaDee Strickland) | <ol style="list-style-type: none"> 2. Receptionist/Nurse Dell Parker (Chris Lowell) |
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Scrubs

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| <ol style="list-style-type: none"> 28. JD Dorian (Zach Braff) 29. Elliot Reid (Sarah Chalke) 30. Chris Turk (Donald Faison) 31. Bob Kelso (Ken Jenkins) 32. Perry Cox (John McGinley) <p>Plus four new physician interns</p> | <ol style="list-style-type: none"> 3. Nurse Carla Espinoza (Judy Reyes) 4. The Janitor (Neil Flynn) |
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House

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| <ol style="list-style-type: none"> 33. Greg House (Hugh Laurie) 34. Lisa Cuddy (Lisa Edelstein) 35. Eric Foreman (Omar Epps) 36. James Wilson (Robert Sean Leonard) 37. Allison Cameron (Jennifer Morrison) 38. Robert Chase (Jesse Spencer) 39. Remy Hadley "Thirteen" (Olivia Wilde) 40. Chris Taub (Peter Jacobson) 41. Lawrence Kutner (Kal Penn) | |
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