

Nurses

Making a Difference

Bridging the Gap Between Nurses and the Media

The grassroots Center for Nursing Advocacy

The news and entertainment media love to portray physicians and ignore nurses. Sandy Summers, founder and executive director of the Center for Nursing Advocacy, "Hollywood portrays physicians as the all-knowing, all-doing

you totally overlook the contribu-

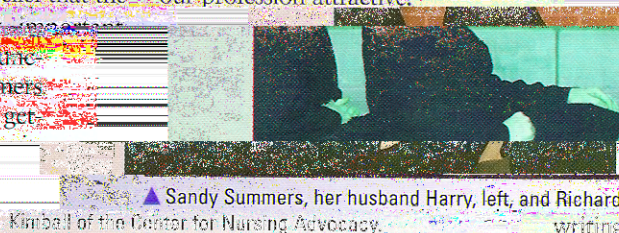
to 10 physicians on ER, v would never see in a real

journalist from Omaha wants to determine which nurse expert from Omaha to our database who the journalist can use as a resource."

The relationship between nurses and the media is strained. Summers says, "Physicians regularly receive credit for the work of nurses and other health care professionals." This "Marcus Welby syndrome" is what Summers and her colleagues

to speak out, it's up to us to make our profession attractive."

feeding, which Summers believes reinforces the image of nursing strictly maternal—which in makes it difficult to recruit nursing shortage was a



▲ Sandy Summers, her husband Harry, left, and Richard Kimball of the Center for Nursing Advocacy.

It was Summers's belief that the

Barbara, the most important thing the center will do is to function as a clearinghouse, Summers says. "It will be a hub—for getting information and art-nurses to misrepresentation in

With the support of faculty the dean of the nursing school, some colleagues launched a letter-writing campaign in an attempt to reach the

the media."

