

Donate Life Hollywood Update

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weKANer:

Here is a new regular feature for the weKAN board: the Donate Life Hollywood Update. This is a watchdog group that is working to heighten awareness and increase accurate portrayals and correct information dissemination in the entertainment community and with the media around organ donation and transplant issues. The updates are from Tenaya Wallace, campaign director of Donate Life Hollywood, and all back info as well as that ongoing will be provided:

Dear Donate Life Hollywood Supporters,

Since I was on vacation last week you did not receive a DLH Update. Therefore this week's update is a bit longer but contains important and interesting information:

1) Three stories were written based on the DLH press release. See the link below to the Boston Herald article. Also the American Medical News in Chicago will be writing a story for their September 3rd publication and a reporter from the Afro-American Newspaper (www.afro.com) spoke to Dr. Morgan and will be writing a story.

TV docs playing with life and death: Organ donors being scared off ...

Boston Herald - United States

By Jessica Fargen Convincing Hollywood dramas like "Grey's Anatomy" and "House" fuel falsehoods and myths about organ donation so much so that some viewers ...

Plus the Purdue release was published online:

Research Spotlights TV Portrayal of Organ Donations, Spurs Advocates

AScribe (press release) - USA

Susan Morgan, associate professor of health communication, has found that inaccurate storylines about organ and tissue donation stop people from registering ...

2) New opportunity to use the release! Tom Mone, CEO at OneLegacy penned an article that was placed in the Los Angeles business journal that used Dr. Morgan's research and Heartland as an entry into talking about the role of the Organ Procurement Organization. Please consider having your CEO submit a localized version of the attached article to your local business journal.

3) Several DLH supporters noted that the Astrive Student Loan commercial featuring the “donate a kidney” checkbox was still on the air. I contacted the ad agency and received a response that they are re-editing the commercial. Please send a note of thanks to Astrive (through me) for listening to our concerns and taking action. Here’s the note I received from Mr. Cushman:

Dear Ms. Wallace,

Thank you for the email. We and our client reaffirm that we heard the community's concerns.

Astrive did take the commercial to the edit bay to revise out the "sell a kidney" element however obtaining all required approvals of the replacement elements and the final spot took longer than anticipated. The tapes of the new commercial are being delivered to all applicable media properties nationwide with instructions to destroy the prior version. The new version will replace the "sell a kidney" spot everywhere by September 3, 2007.

Warmest regards,

Dan Cushman

Euro RSCG DRTV

4) There is a great campaign that could be a model for DLH. Please click on the link and read more about the “Know HIV/AIDS” campaign that was implemented through Viacom and down through CBS. http://www.knowhivaids.org/learn_about.html

5) Heartland, 08/13. If any of you have information about a real-life case where transplant recipients contracted cancer from an organ donor, please let me know. I have an After the Show summary from the 08/13 episode attached.

6) Heartland, 08/06. This is my intended email in response to the 08/06 episode, input welcome:

In Heartland’s August 6th episode the procurement coordinator, Kate, has Dr. Grant speak to the parents of a potential donor in order to obtain consent. Kate then assists Dr. Grant in the OR and procures the lungs from the donor for one of Dr. Grant’s patients.

While Dr. Grant’s speech to the parents about the healing power of new lungs (“like giving birth”) was

incredibly moving and showed the audience the beauty and wonder of organ donation and transplantation, the overlapping roles of the procurement coordinator and the transplant physicians remains a concern.

A transplant physician would never participate in any act that would result in a donation. A transplant physician's role is to assure that transplantation occurs.

The reason why the donation and transplant process are kept so distinct is to avoid conflict of interest. Heartland's presentation of Kate's role and connection to the transplant facility continually muddies these waters.

Especially in light of a case in San Luis Obispo where a transplant surgeon allegedly gave orders on the care of an organ donor to hasten that donor's death, and is now being in charged with felony counts, it is essential that the public understand the separate and distinct roles of the donation process and the transplant process.

Donate Life Hollywood, whose member organizations play a key role in the donation/transplant process, would be pleased to assist David Hollander and the Heartland writers in correcting this misperception and clarify the roles while finding ways to retain the drama and personal interaction between the characters.

I would like to commend your portrayal of the CF patient who receives donated lungs and takes his first breath without a struggle or cough. It is these stories that inspire us to do the work we do and we are delighted when Heartland shows to all of America how lives are transformed by organ and tissue donation.

Tenaya Wallace
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Donate Life Hollywood, Campaign Director
Family Circle Rose Dedication Program, Co-chair

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weKANer:

Another Update:

Dear Donate Life Hollywood Supporters,

It looks like the final episode of Heartland has aired and I have not found out yet if it has been picked up for another season. Just 3 updates today:

1) News coverage of DLH continues:

Cindy Speas was interviewed on a local TV station for 30 minutes about Donate Life Hollywood. It's called NEWSTALK on News Channel 8 for the northern Virginia area.

The Afro-American Newspaper story will be out this week and El'Jay will send the link.

American Medical News stories also are broadcast on XM Satellite Radio by our partner, ReachMD. Susan Morgan and myself were interviewed for this radio show that will be aired in conjunction with the American Medical News story in early September.

2) Hollywood Health & Society updates

Hollywood Health & Society offers their "Real to Reel" newsletter as a summary of health topics and "real people" stories in the news, including hot topics at leading health agencies -- the Centers for Disease Control and Prevention, the National Cancer Institute, and many others. To read the Summer 2007 "Real to Reel," click here. Donate Life Hollywood supporters are invited to share "real stories" for the upcoming newsletters.

OneLegacy staff participated in the judging for the 2007 Sentinel for Health Awards. We watched 3 television storylines about donation that were submitted by the shows themselves. One "minor storyline" on ER made it to the finals. It was a well-done story that explained the paired exchange program. For more on HH&S: www.usc.edu/hhs

3) Donate Life Hollywood Advisory Committee

I have the following supporters who have committed to participate in the DLH Advisory Committee. If you would like to join the advisory group just let me know, we could use 3 more people. To those who will be part of the committee, please let me know your availability for a call in the first or second week of September.

· Ron Taubman, TRIO

- El'Jay DeShield, WRTC
- Phil VanStavern, LifeShare Donor Services of Oklahoma
- Julia Rivera, NYODN
- Chris McCrory, LOPA

Business Journal Article:

Tenaya Wallace
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MaliaJoy:

I am pretty sure that HEARTLAND did not get picked-up for a 2nd season.

weKANer:

You are so right, Malia... here are recent updates:

Hello Donate Life Hollywood Supporters,

This week there are 5 updates, one of which requests letters from supporters to Days of Our Lives regarding their ongoing transplant storyline.

1) El'Jay DeShield at WRTC facilitated an article in the AFRO American Newspaper. It's a great article with good quotes from Dr. Morgan, see the link below. Thank you El'Jay!

<http://www.afro.com/content/templates/?a=7893&z=15>

2) After the Show summaries. There are two shows that have recently had negative portrayals of organ donation and need to be contacted. Thank you to Susan Morgan and her team for notifying us of these

storylines.

The first is an ongoing storyline on Days of Our Lives. For instance, on 8/29 Stefano is on the way to the OR with a liver in a cooler. EJ stops them and inquires where the liver came from. MD lies that it is from a relative in Italy. EJ tells MD that Stefano's son, Benji, was found in a dumpster with a deep laceration in his side. Steve enters, takes cooler and threatens to flush it before he sees it go to Stefano.

Hollywood Health & Society tried several months ago when this storyline first appeared to contact and work with the DOOL head writer to move this storyline in a positive direction. They were not responsive. Attached is a summary of the most recent storyline developments and the contact information for the executives and head writer. Please write a letter ask your volunteers to write! DLH will also write but the more people the better on this one.

The second is a storyline on Kidnapped where FBI agent's son died after the phone call that a donor heart had been found. The heart found to be unviable and surgery cancelled, then the son died. The grieving father is investigated and it is found that heart was transplanted into rich man's son. Donate Life Hollywood will write a letter to this show.

3) Heartland appears to be cancelled. Cindy Schabow, heart recipient and Donate Life Nebraska Team Leader, recently worked with actor John Beasley, who was in "Everwood" with Treat Williams, on a PSA for Donate Life Nebraska. Mr. Beasley said that he had spoken with Treat, who said Heartland has not been renewed. He said they have already stopped shooting and the actress is already booked on another show. This is through the grapevine!

4) Donate Life Hollywood Advisory Committee

Thank you to everyone who stepped forward for the DLH advisory committee. Let's try for a call on Tuesday September 11th at 9am PST. CALL IN: 866-200-8847, PIN: 657314. Please RSVP with your availability. I will send an agenda on Monday.

Ron Taubman, TRIO

El'Jay DeShield, WRTC

Phil VanStavern, LifeShare Donor Services of Oklahoma

Julia Rivera, NYODN

Chris McCrory, LOPA

Susan Morgan, Purdue

Stacy Underwood, Donor Network of Arizona

weKANer:

Most currently:

Dear Donate Life Hollywood Supports,

With the end of Heartland (officially cancelled) there wasn't much activity on the Hollywood front for the past few weeks. Now that the new fall season is premiering I expect we will be busy once again.

I have two reports for this update.

The Advisory Board is at work

Thank you to the advisory board for lending your time and energy to the organization of this fledgling campaign. All of the advisory members were on our inaugural call and we got much accomplished. Specifically we discussed how to accomplish two top goals for the program. Supporter insight and input on these goals is most appreciated!

DLH Goal #1: Implement top-down approach to work with networks

§ Identify one network and start there, once one comes on board it is easier to get others to follow

§ Replicate efforts of the "Know HIV/AIDS" campaign through Viacom/CBS:
http://www.knowhivaids.org/learn_about.html

§ ABC seems to be the best fit because of shows like Grey's Anatomy and connection through Stu Brower

§ Have Stu help us work our way up

§ Secure high-level meetings and gain commitments to eliminate the Top 10 from their programming

§ Create a "Network Commitment Form"

DLH Goal #2: Secure Shadow TV funding to track donation storylines

§ Shadow TV is a key resource to tracking storylines on television and getting the clip for the shows so that we can respond to writers/producers.

§ Purdue University can administer Shadow TV for the next 9 months, then their funding ends

§ We need future funding for Shadow TV plus a PhD student to track the storylines

New Season, Old Tricks

To coincide with the new fall season of television programming, Susan Morgan and I brainstormed the idea of a press release to go out next week. Something along these lines:

While most of America is excited about a new season of shows and storylines, the donation community bites it's nails wondering what tired misconceptions show writers will dredge up about organ and tissue donation.

I will work out a draft and run it by the advisory group (and anyone else who wants it) on Monday.

Enjoy your weekend!

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