

LETTERS *to the editor*

The "Write On" column is intended as a forum for students to respond to articles in *Imprint* as well as issues in nursing today. Please send your letters to: *Imprint* Editor, c/o NSNA, 45 Main Street, Suite 606, Brooklyn, N.Y. 11201, or e-mail to nsna@nsna.org, att. WRITE ON.

Advertorials or Expert Authors?

I am a Registered Nurse returning to college in a BSN/MSN program. As part of my journey, I recently joined the NSNA. I was happy to receive my first issue of *Imprint*, looking for motivation and professional articles. I enjoyed reading it, and became quite interested in the "Legal Nurse Consultants" article featured in the January 2007 issue. I researched the websites provided as "additional resources," and realized that the article was a cleverly disguised advertisement. All the websites are for the author's business. They sell the educational program as well as the examination. There was no mention of the American Association of Legal Nurse Consultants or their website: www.aalnc.org. This article is quite misleading and I am disappointed to see that it made it past the editor's desk. Please distinguish the advertising from the reading content next time.

MaryAnn Console, RN
Delaware

Editorial response: I'm sorry you were disappointed reading the Legal Consultant piece. I agree that the additional resources should have included other links, rather than those just provided by the author. However, Vickie Milazzo is a well-known figure in nursing, and a pioneer in the field, and we worked with her to make the piece informative and valuable regardless of her business interests. We take your points seriously and hope you continue to read and enjoy *Imprint*, as we try to provide information and different perspectives from a variety of nursing leaders.

Inappropriate Cover

I recently joined the NSNA and received a copy of *Imprint* magazine. As I read across the front cover I was stunned to see the statement "Give a Damn" on the front page. To what exactly this is in reference to I'm not sure but I am sure that it is ANYTHING but professional as stated at the top of the magazine.

Maybe I can get a shirt and wear it around that says "I belong to the National Student Nurses Association and I Give a Damn." Sounds like some vulgar thing a teenager would say or have on a shirt.

I understand the need to get a point across and sell your magazine. Obviously Lobbying the Gov't [sic] is important but if your staff can not come up with something better than that then maybe some alternative considerations should be made.

Mark Hopp

Response from editor, Laura Hudgens:

Dear Mark,

Thank you for taking the time to write to us at *Imprint*. The "Give a Damn" button reflects the theme of the 1970 Convention as noted in the Editorial on page 6 of the Feb/March issue. The '70 Convention, held in Miami, was a call to action through free expression to get students mobilized as they dealt not only with the nursing shortage, but with poverty, hunger, racism, and the war in Vietnam. Dr. Diane Mancino covers the social issues surrounding this and other conventions in her book, *50 Years of the National Student Nurses Association*.

I am glad that you were moved to write us, because it seems sometimes that nowadays, no one seems to be truly appalled by the state of our health care system and other alarming issues, including the fact that almost 40 million people in the United States alone live with hunger. I decided to use the button as a call to action to today's nursing students. It saddened us that we had no pictures of today's students protesting at large and that all of the issues listed above, and more, still demand attention. The word "damn" is used to invoke many things, but one of those is that it's something insignificant; as in "not worth a damn or one red cent." However, if everyone just gave one "red cent" or one tiny "damn," we, as student nurses, could potentially give ourselves, our children, and our patients a better tomorrow. ☺