



Wired for Sound

By Chuck Holt

It seemed like a reasonable enough idea: Use the resources of the New England School of Whole Health Education (NESWHE) to develop a broadcast radio program that would feature taped interviews of staff nurses and nursing leaders with extraordinary and often very inspirational experiences they wanted to share with their colleagues.

The interviews would be conducted by Georgianna Donadio, DC, MSc, PhD, who not only founded the school in 1977, but also is a noted holistic nursing advocate, author, and for nearly two decades, host of a nationally syndicated cable television program produced by Boston Catholic Television called *Woman to Woman*®.

In short order, Donadio had some 35 interviews completed. Each interview took about 5-7 hours of her unpaid time to put together, from contacting the interviewee to the pre-interview process to the actual interview and subsequent editing. “A labor of love,” she calls it today.

Unfortunately, the sound engineer charged with taping the interviews was unaware of a technical glitch in the recording process, which resulted in the loss of the lion’s share of the interviews.

Yet, undaunted, and recognizing the virtual omnipresence of the Internet medium, Donadio and the advisory boards of the NESWHE and the American Holistic Nurses Association (AHNA), its staunchest ally in the radio venture, decided to take the idea for the program into cyberspace – and www.nurseradio.org was born.

“Internet radio is brilliant, because it is available 24 hours per day, 7 days a week,” Donadio told *ADVANCE*. “Anyone, at any point and time anywhere in the world, can click on that Website and listen to those interviews with these extraordinary human beings who are nurses over and over and again and again.”

Global Intimacy

Nurseradio.org was formally unveiled on May 9 during the festivities surrounding the Florence Nightingale National Cathedral Service in Washington, DC.

The site, which is also a non-profit organization, counts among its many sponsors the Nightingale 2010 initiative, which has as its vision to engineer a global effort to recognize “nursing’s holistic and interdisciplinary contribution to human health.”

“Florence Nightingale was the quintessential holistic nurse,” Donadio said. “She always looked at the whole person and considered the many aspects of their lives that needed to be tended to, including their families, their emotional state, their spiritual state, nutritional state and, of course, their physical state.”

An initial \$10,000 investment by the school and the support of the AHNA was used to launch the site and has been augmented by a bevy of sponsors whom enjoy very reasonable advertising rates to have their logos prominently displayed to visitors on one of the Website’s many pages.

The Internet radio program is not just for holistic nurses, however, said MaryAnne Benedict, MSN, RN, chair of the advisory board’s of NESWHE and Nurseradio.org. A discussion forum on the Website allows nurses from around the world to examine and assess the issues they face collectively, for example.

“When we discussed what we thought to would be appropriate content for the site, our overall plan was to provide an opportunity for nurses to not only listen to nurse leaders, but also to share their thoughts and feelings and support for one another,” said Benedict, who is also one of nine commissioners on the continuing education at the American Nurses Credentialing Center’s (ANCC) Commission on Accreditation.

On the ‘Air’

Ultimately, Nurseradio.org went live, as they say in Internet lingo, with about 18 interviews in-tow with nurses, nursing leaders and other experts on the business of the healthcare industry.

Thus far, the nurses’ stories in the interviews posted on the Website are very moving, Donadio said. “Some of them are funny, some of them are educational, and some of them are just heart-wrenching,” she said. “But it is also about looking intimately at these incredible people behind the stories.”

One interview already posted on the site is with Kathy Duffy, an LPN who works with child victims of the nuclear disaster in Chernobyl, Russia. Another interview is with Elaine Carter, RN, BSN, a noted Boston-based clinical nurse specialist working in asthma care who discusses with Donadio the challenges of treating patients in the inner cities of large metropolitan areas. And Jeanne Colbath, MSN, RN, a nurse practitioner and winner of the 2002 Clara Barton Service to Humanity Award, details how whole-health nursing has positively impacted patient care and the environment in the cardiac unit at a Boston hospital in her interview with Donadio.

Still other interviews among those already posted on the Nurseradio.org site are with industry stalwarts such as Deanne Aime, BNS, MPH, BRE, immediate past president of the AHNA; and Deva-Marie Beck, PhD, RN, who is the co-author of the book published by the American Nurses Association, titled *Florence Nightingale Today: A Vision for A Healthy Future*. While soon-to-be added to the interview line-up at Nurseradio.org is

Barbara Dossey, PhD, RN, HNC, FAAN, an educator, consultant, researcher and author considered to be a trailblazer in the holistic nursing community and recipient of the 2003 Archon Award of Sigma Theta Tau International, the Honor Society of Nursing.

However, a nurse does not necessarily have to fit into a certain set of criteria in order to be interviewed by Donadio and featured on Nurseradio.org. Instead, the goal is to interview nurses who represent a very broad spectrum of the industry.

“We have the rarified nurses and we have LPNs working on surgical floors,” explained Donadio, herself a former LPN who earned experience nursing at the bedside on the floor of hospital in her native Long Island, NY. “It has nothing to do with their pedigree,” she said of the interviewee selection process for Nurseradio.org. “It has to do with their heart.”

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