

For Immediate Release

Contact: Roberta Cruger
cruger@usc.edu

**‘New Amsterdam’ Receives ‘Imagining a Culture of Health Award’
for Its Entire Third Season as Part of 2021 Sentinel Awards**

Covid-19, Abortion, Racism and Addiction Among Topics Tackled by Winning Shows

LOS ANGELES, Sept. 13, 2021—NBC’s medical drama *New Amsterdam* has received the “Imagining a Culture of Health Award” as part of the 2021 Sentinel Awards, for the show’s entire body of work during its third season.

In addition to *New Amsterdam*, 11 other shows are being celebrated, including *The Good Doctor*, *Euphoria*, *Pose*, *The Handmaid’s Tale*, *This Is Us* and *Grey’s Anatomy* (full list below). Their storylines covered such topics as Covid-19, abortion, mental health, addiction and racism—mirroring a tumultuous year in American life.

Hollywood, Health & Society (HH&S), a program of the USC Annenberg Norman Lear Center, will present the awards virtually on Oct. 20, 2021.

A recurring theme of *New Amsterdam* is the unequal access to affordable health care that many people face, and the storytelling centers on the dedicated staff at the hospital and its medical director, Dr. Maxwell Goodwin (portrayed by Ryan Egghold). The show’s setting is based on Bellevue Hospital in New York City—founded in 1736 and the oldest public hospital in the U.S.—and the NBC series won a 2020 Sentinel Award for an episode titled “Righteous Right Hand.”

“New Amsterdam has consistently addressed the complexities of our health care system, and offered examples of a culture that prioritizes the health and well-being of all,” said HH&S Director Kate Folb.

“We’re delighted to shine a light on the good work all of these shows are doing—ensuring their depictions are accurate and compelling,” she added. “Now more than ever we find comfort in our favorite shows, characters and their stories, and it’s important that they be truthful.”

The Sentinel Awards, which were started over 20 years ago, remain a celebration of smart, fact-based entertainment that can make a difference in viewers’ lives.

More than 130 entries were submitted from broadcast networks, cable channels and streaming services. All eligible submissions were reviewed for accuracy of information; a second round of judging looked at the entertainment value and potential benefit to the viewing audience.

The 2021 Sentinel Awards honorees:

New Amsterdam (NBC)

Season 3 body of work

Recipient of the “Imagining a Culture of Health Award”

The Handmaid’s Tale (Hulu)

Milk

Topic: Abortion

Euphoria (HBO)

Trouble Don’t Last Always

Topic: Addiction/recovery

Grey’s Anatomy (ABC)

Fight the Power

Topic: Aging/caregiving

The Bold Type (Freeform)

The Truth Will Set You Free

Topic: Breast cancer

Pose (FX)

Series Finale

Topic: HIV/AIDS

The Good Doctor (ABC)

Frontline Part 1, Frontline Part 2

Topic: Infectious disease/Covid-19

Master of None (Netflix)

Moments in Love, Chapter 4

Topic: Maternal health

Muppet Babies (Disney Junior)

Rowlf Gets the Blues

Topic: Pediatric health

Physical (Apple TV+)

Let’s Do This Thing

Topic: Mental health

For All Mankind (Apple TV+)

Rules of Engagement, And Here’s to You, Triage, The Grey

Topic: Nuclear safety/national security

This Is Us (NBC)

Forty: Part One, Part Two

Topic: Racism

HH&S provides entertainment industry professionals with accurate and timely information for storylines dealing with health, safety and security through consultations and briefings with experts. Based at the Lear Center, HH&S is a free resource for writers, producers and others in search of credible information. Past and present support for HH&S has come from funders that include the CDC, the Bill & Melinda Gates Foundation, The SCAN Foundation, N Square Collaborative, the California Health Care Foundation, the John Pritzker Family Fund, and the Robert Wood Johnson Foundation. For more information about resources for writers, go to www.usc.edu/hhs.

The Norman Lear Center is a multidisciplinary research and public policy center studying and shaping the impact of entertainment and media on society. From its base in the Annenberg School for Communication and Journalism, the Lear Center builds bridges between faculty who study aspects of entertainment, media and culture. Beyond campus, it bridges the gap between entertainment industry and academia, and between them and the public. For more information, visit www.learcenter.org.

Located in Los Angeles at the University of Southern California, the Annenberg School for Communication and Journalism is among the nation's leading institutions devoted to the study of journalism and communication, and their impact on politics, culture and society. USC Annenberg offers bachelor's, master's and doctoral degrees in journalism, communication, public diplomacy and public relations. For more information, visit www.annenberg.usc.edu.

###