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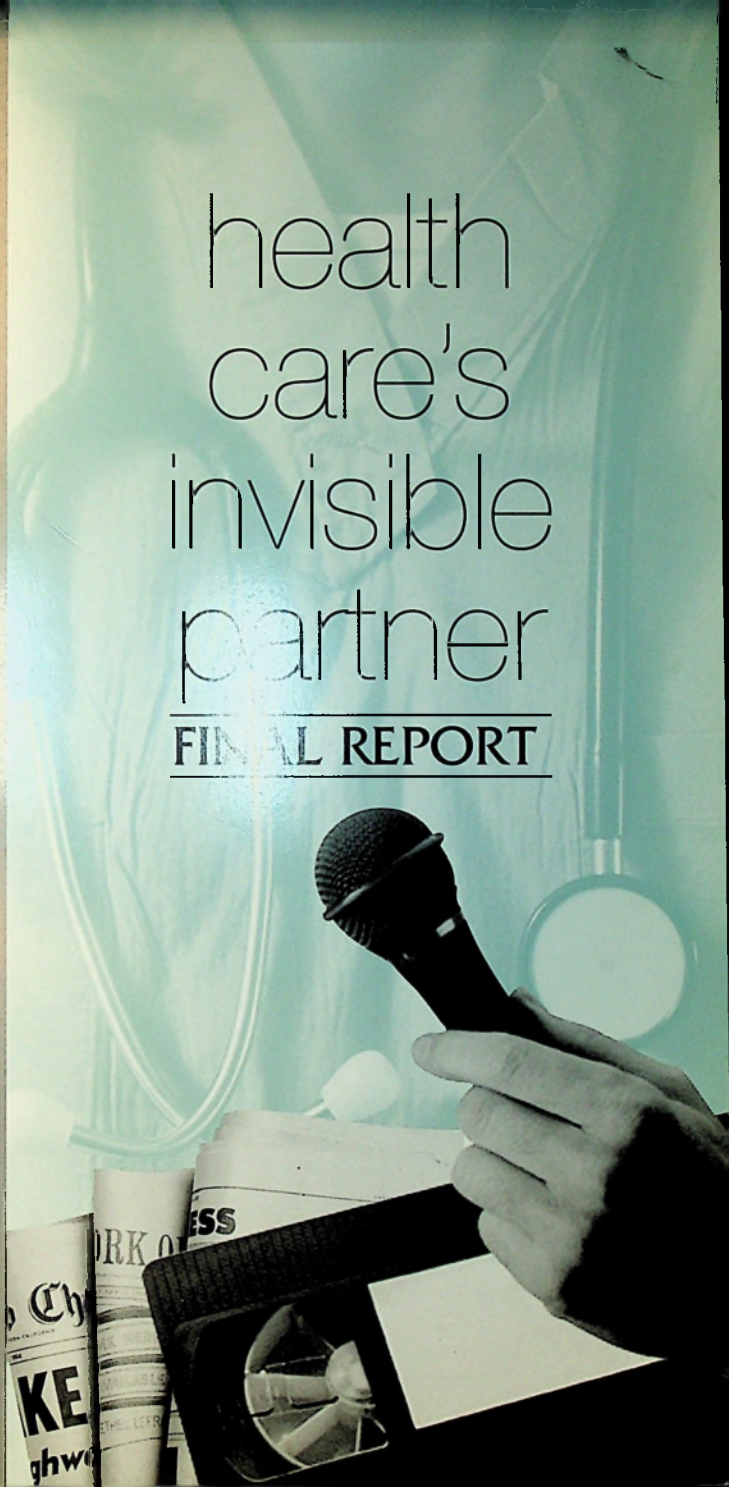
The Woodhull Study on Nursing and the Media

health care's invisible partner

FINAL REPORT



COMMISSIONED BY
Sigma Theta Tau International
Honor Society of Nursing

CONDUCTED BY
the University of Rochester
School of Nursing

This study was made possible by funds from Louise Woeamer, chairwoman and chief executive officer of HCR (Health Care Resources), Rochester, NY, and Washington, DC.

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health care's invisible partner

FINAL REPORT

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NANCY WOODHULL

"The Woodhull Study on Nursing and the Media" was named in honor of Nancy Woodhull who died in April 1997 from cancer. Her journalism career spanned 33 years—from her hometown newspaper in Woodbridge, NJ, to the founding of the "Nation's Newspaper," *USA Today*, and well beyond. She saw journalism as a responsibility and believed that "...we get in the business to serve the public. Helping the media reach diverse audiences is of tremendous importance to me." Her public service extended well beyond the many news rooms she worked in as a manager or consultant. With Betty Friedan, she co-founded Women, Men, and Media, which monitors how the press covers women. As a scholar in residence at the University of Rochester, she directed media studies by student-research teams on press images of Generation X, religion, and crime.

Nancy's journalistic focus was intertwined with the worldwide mission of The Freedom Forum of which she said, "I've learned how important freedom of the press is. Helping the media do their job well is both my vocation and avocation."

Nancy Woodhull met with Sigma Theta Tau Executive Officer Nancy Dickenson-Hazard, RN, MSN, CPNP, FAAN, and Louise Woerner, Chairwoman, CEO of HCR (Health Care Resoruces), in February of 1997 to conceptualize this study. Her work to foster an appropriate place for nursing in the media was one of the final projects and contributions she made to quality in the media.

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From left: Melanie C. Dreher, Sigma Theta Tau International 1995-97 president; Bill Watson, Woodhull & Watson LLC; Junior Bridge, Unabridged Communications; and Nancy Dickenson-Hazard, executive officer, Sigma Theta Tau International.

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Sigma Theta Tau International gratefully acknowledges the support and sponsorship of Louise Woerner, chairwoman and chief executive officer of HCR (Health Care Resources), Rochester, NY, and Washington, DC; and Epsilon Xi at the University of Rochester School of Nursing. Additional acknowledgement and appreciation are extended to the University of Rochester for incorporating the Woodhull Study into the nursing school curriculum under the direction of Dean Sheila Ryan and Professor Jane Kirschling; Junior Bridge, Unabridged Communications; and Bill Watson, Woodhull & Watson LLC.

OVERVIEW — The Woodhull Study on Nursing and the Media

Nurses and the nursing profession are essentially invisible to the media and, consequently, to the American public.

This is a key finding of a month-long study conducted by 17 students from the University of Rochester School of Nursing (URSN). The study participants examined approximately 20,000 articles that appeared in 16 separate newspapers, magazines, and trade publications during September 1997.

Sponsored by Sigma Theta Tau International and the URSN, "The Woodhull Study on Nursing and the Media," is named for the late Nancy Woodhull, a founding editor of *USA Today* and an internationally known advocate of diversity in the news. The study was designed to:

> **Document popular cultural attitudes, as reflected by the news media, about nurses and the nursing profession, and the relationship of nurses and nursing to American health care.**

The Woodhull Study was directed by Jane Kirschling, RN, DNS, professor and associate dean for academic affairs, URSN; Sheila Ryan, RN, PhD, FAAN, dean and director of medical center nursing, URSN; Junior Bridge, president of Unabridged Communications, a research and education firm specializing in media content analysis; and Bill Watson, media consultant and principal in Woodhull & Watson, LLC., a company dedicated to carrying forward the projects and programs initiated by Woodhull, his late wife.

Funding was provided by a contribution from Louise Woerner, chairwoman and chief executive officer of HCR (Health Care Resources), Rochester, NY, and Washington, DC., and the Epsilon Xi chapter of Sigma Theta Tau International.

Researchers sought information and data to put the relevance of nursing in perspective. Their conclusions are eye-opening. Consider:

- **With more than 2.5 million registered nurses (RNs) in the United States, nursing is one of the largest and most distinct demographic groups within the health care profession.**
- **Nurses are the front-line caregivers, providing the most hands-on interaction between providers and patients.**
- **Current trends in health care indicate that the emphasis on nursing's role as health care providers and educators is increasing.**

Yet, key findings from the Woodhull Study show nurses and the profession in a much less favorable light.

Key Study Findings:

Nurses were cited only four percent of the time in the over 2,000 health related articles culled from 16 major news publications.

In the seven newspapers surveyed, nurses were referenced in only four percent of the sources cited in the health care articles examined. In the four news magazines, they were referenced in one percent of the health related articles and in the five trade publications, where the total focus was on the health care industry, only one percent of the references were nurses.

The few references to nurses or nursing that did occur were mostly just in passing.

For example, *Newsweek* (9-22-97) identified a nurse as "Heroine No. 1" in uncovering an outbreak of E. Coli. After that, Sandra Gallegos, a nurse responsible for tracking communicable diseases, disappears from the story completely.

In many of the stories, nurses and nursing would have been more germane to the story subject matter than the references selected.

One example found was in *Healthplan* (Sept./Oct. 1997). Care for AIDS patients is becoming more complex and costly as it moves out into the community. The article discussed the search for expertise from many sources to help keep health plans flexible, find the right type and mix of providers, and keep abreast of the best patient education strategies. A physician, an HIV policy operations coordinator, and a pharmacy educator were cited. Nurses, who currently provide the majority of HIV/AIDS patient care and education in the community were not included.

Key Study Recommendations:

The primary recommendation by study participants is for both media and nursing to take a more proactive role in establishing an ongoing dialogue.

The media will continue to miss major elements of health care news if they continue to disregard the contributions of nurses. By the same token, if nurses merely wait for the media to discover their emerging roles as researchers, educators, problem solvers, and practitioners, they are doing the public—whom they seek to serve—a disservice.

Distinguishing researchers with doctoral degrees from medical doctors would add clarity to health care coverage.

Articles examined during the study referred to both physicians and health care academics as doctors. No example was found where a nurse with a doctorate was referred to as a doctor. To reduce confusion about the title "doctor" and to give credit to nurses and all other health care practitioners who hold doctorates, study participants suggest that the media and health care profession use the term "physician" for medical doctors.

The often repeated advice in media articles and advertisements to "consult your doctor" ignores the role of nurses in health care and needs to be changed to "consult your primary health care provider."

For significant demographic population segments (mostly under 35 and enrolled in health maintenance organizations), the front-line source of advice and consultation on health care issues is a nurse practitioner. Nurses have long been the leaders in community health education matters. Significant health care research and policy decisions are being carried out by nurses with doctoral degrees. Ultimately, the public is best served by shared confidence in physicians, nurses, and all other health care providers. Study participants, therefore, recommend that the foregoing admonition be changed to: "Consult your primary health care provider."

To provide comprehensive coverage of health care, the media should include information by and about nurses.

Nurses are the integral component of today's health care delivery system. Providing the public with coverage of issues affecting the wellness-illness continuum, including nurses' perspectives, will contribute to a more knowledgeable, healthier population.

It is essential to distinguish health care (the umbrella) from medicine as subject matter in the media.

Health care is the umbrella term which includes medicine and nursing as well as other health care disciplines. Medicine and health care are not synonymous and should not be used interchangeably.

Media and Health Care Representatives Respond:

Ten respected members of both the media and health care industries took center stage during Sigma Theta Tau International's biennial convention in December 1997 to examine and respond to the Woodhull Study. They each agreed that the discussion started was critical to improving and promoting the crucial role nursing plays in health care today. (See Appendix II for the panelists listing.)

"I think there is a real opportunity for the media panel to take this study and share it with their colleagues and think about how they can act positively to address some of the problems raised here today," said **Peter Buerhaus**, RN, PhD, FAAN, director of the Harvard Nursing Research Institute.

"Starting the dialogue is very important," said **Anita Manning**, health care reporter for *USA Today*, "and the media also is guilty of going to the 'top' for quotes. We need to reach the nurses who are on the front line."

Jean Gaddy Wilson, executive director, New Directions for News (think tank), at the University of Missouri School of Journalism and moderator for the presentation, asked panelists "Why are nurses short-changed in the media?"

Shirley Chater, RN, PhD, FAAN, former commissioner of the U.S. Social Security Administration, believes that "nurses have not been found, until recently, in positions as top administrators or chief executive officers—the people who are most often quoted." Chater also believes part of the problem is that nurses have been socialized not to blow their own horns. "The nursing profession in general does not jump on the bandwagon and promote nurses' roles in health care."

Charles Hertz, MD, vice president and chief medical director, MetLife, believes one reason nurses are short-changed in the media is because of gender. **James Lemons**, MD, professor of pediatrics at the Indiana University School of Medicine, also says "physicians traditionally have been spokespersons for new advances in health care and nurses have taken subservient roles." **Tom Reed**, assignment editor (retired) for McGraw- Hill Broadcasting in Indianapolis adds "we are not often invited to talk to the nurses on the front line, so we have to have better access."

"Nurses have to be able to articulate clearly what is useful to both consumers and policy makers through the media," according to **Mary Katherine Wakefield**, RN, PhD, FAAN, professor and director, Center for Health Policy, College of Nursing, George Mason University. Wakefield, who also serves as a member of President Clinton's Advisory Commission on Consumer Protection, Quality and the Health Care Industry, agrees that a lot of what nursing does is newsworthy and informative. "We must communicate it through the mass media to consumers and policy makers so they too can benefit by learning about what nursing does, what our practice consists of, and what our research is all about."

Panelists agreed that nurses should take a more proactive approach in promoting themselves. "Nurses should first advocate within their own organization to become experts who are willing to talk to the media," suggested **Sheila Gibbons**, editor and publisher, *Media Report to Women Newsletter*. "Then they need to get to know the media in their communities." According to Gibbons, this study is a blueprint, telling nursing and media representatives alike where the problems are and how to set goals to overcome the problem.

Rick Rodriguez, managing editor for *The Sacramento Bee*, agrees. "I will use this report as a catalyst and an inspiration to start building bridges" (between the media and the nursing profession). He also pledged to assign stories that his paper has missed and that need to be done, as well as to share the Woodhull Study findings with colleagues at the American Society of Newspaper Editors.

Jenny Labalme, medical reporter for *The Indianapolis Star*, says the dialogue started by Sigma Theta Tau is good. "Looking at the study made me start to think about how I need to make an effort to quote nurses in our stories." Labalme also issued a challenge to the audience to take the offensive and contact local media representatives.

Physician **James Lemons** believes those in nursing leadership should help members of the profession to enhance their confidence and ability to present information to the media.

Perhaps **Mary Katherine Wakefield** best summarized the panel's response. "... I think the best thing that comes from this dialogue is that it demonstrates Sigma Theta Tau's commitment and recognition that nursing needs to partner with the media to begin to work more effectively and exert more time and effort to get our message out to the media. It lays the foundation and reminds us that we have a lot of work to do."

Sigma Theta Tau International Responds:

As we approach the 21st century, the very fabric of nursing has changed. Nurses provide most of the hands-on care in our nation's health system. And, like physicians, they are highly educated and possess distinct knowledge. Nurses monitor, educate, manage, and supervise. They coordinate health care teams and provide and facilitate acute and basic care. They develop policy and conduct research that affects every facet of health care. Many nurses with advanced degrees regularly diagnose patients and prescribe treatment and medication.

Today's nurses have key roles in American health care as scientists, researchers, business professionals, community leaders, and front-line caregivers.

But nurses cannot expect the media to cover nursing simply as a public service. Nurses must recognize the news value of what they do. Clearly, both the media and the nursing profession must educate each other. Important practice innovations and laboratory discoveries in nursing must be shared with the public. Thus, communicating the important contributions of nursing for building healthier communities is an essential component in all communication strategies. All nurses, whether in clinical practice, research, education, or administration, must learn the skills of public communication in order to inform the public. By telling their "stories" in terms that are understandable to the general public, nurses can dispel commonly held stereotypes that have inhibited the leadership potential of nursing.

To better communicate nursing's contributions and innovation to health care, the following strategies are recommended as a result of the study and response panel:

6 Strategies

Strategy 1. Bring representatives from nursing organizations together to create a description of the art, science, and role of nursing in clear and simple terms and disseminate it broadly.

Strategy 2: In collaboration with other nursing organizations, develop and implement a strategic plan for acknowledging and publicizing the science and innovations of nursing to both internal and external constituencies.

Strategy 3: Educate nurses in the use of effective public communication and media relations models.

Strategy 4: Widely disseminate the findings of the Woodhull Study and replicate the nursing and the media panels throughout the country as a means to engage the media and nursing in dialogue.

Strategy 5: Expand the Woodhull Study model to include a review of how the broadcast media portray nursing.

Strategy 6: Using the 1997 Woodhull Study as a benchmark, conduct a follow-up study to monitor the media and carefully assess the effectiveness of the above initiatives.

Conclusion:

The Woodhull Study on Nursing and the Media initiated an important dialogue for nurses and journalists to develop more effective communication channels with those they both serve: the American public. Nurses should help journalists obtain stories about the breadth and depth of nursing contributions in order to present a more comprehensive account of wellness and illness—including key roles that nurses play in today's health care system.

Journalists should give nurses more extensive media coverage in order to more accurately portray the realities and complexities of today's health care systems. Organizations such as Sigma Theta Tau International plan to help by continuing to issue relevant news releases, sponsor media research, and teach nurse scholars the skills they need to communicate effectively—via many communication channels—the vital roles nurses play in improving health.

Overall, the goal of nurses, journalists, and Sigma Theta Tau International is a better educated, more informed and, ultimately, healthier public.

Study Context:

To help provide context for this study of nursing and the media, participant researchers also sought out information and data to put the relevance of nursing in perspective. Their conclusions and report on why "Nursing Matters" is included as Appendix I. Some of the significant elements are included here.

Nursing is a significant and distinct demographic group within the health care industry. There are more than 2.5 million Registered Nurses (RNs). They work with constantly increasing autonomy as part of a health care team. Often, in current health care practice, nurses have other "medical support services"—aides, patient care technicians, therapists, and dietitians—reporting to them.

Current trends in health care are putting constantly more emphasis on nursing's role. Proactive health maintenance, as opposed to episodic treatment of illness, places more emphasis on nurses' knowledge, critical thinking, and problem solving. With a distinct knowledge base, some of which is shared by physicians, nurses use the knowledge in a different way. Nursing concentrates on "affecting the impact of the current health situation (illness or wellness) on the whole person; medical diagnosis and treatments concentrate on curing—focusing usually on the cause of a current illness. When the nursing perspective is overlooked, there is a distinct gap in reported information."

"**Nurses are ... the 'front-line' caregivers, providing the most hands-on interaction,"** the report states. "Nurses integrate knowledge, judgment, insight, and skill to advocate for their clients' rights, needs, and autonomy and to produce positive client outcomes—health maintenance and illness prevention, health renewal, or successful comfort care when the former are not possible."

For many journalists, the depiction of nurses on the front line of health care should strike a resonant chord. It is perhaps ironic that news media have fought so hard on First Amendment grounds to cover the front lines of military conflicts. During the time encompassed by this study, however, the media appeared to be content to cover the battles for more effective and cost-efficient health care by going to the briefings offered by high-ranking officials only. It, perhaps, may be true that the media finds its access to the front lines of health, in this case nursing, restricted. This possibility is addressed in this study's recommendations and should be the subject for ongoing discussion.

Study Methodology:

The purpose of this study was to survey and analyze the portrayal of health care and nursing in U.S. newspapers, news magazines, and health care industry trade publications. The study, like its predecessors at the University of Rochester, was based on the premise that the press is the principle source of "popular knowledge"—information about the day-to-day lives that Americans lead—and therefore, that people learn and form opinions about nurses and nursing based in large part on what they read. Likewise, when they can find few written references about a group, it is possible to assume that such groups have little influence, standing, and authority in society.

The study surveyed coverage of health care and nursing during September 1997 in two national newspapers, five metropolitan daily newspapers, four general interest news magazines including one business interest magazine, and five health industry publications.

Three study teams, working by publication type, recorded all mentions of health care during the study period. Uniform monitoring sheets recorded content and context. Each group did cross spot-checks of each other's work. All issues and information relevant to this report were debated and discussed until consensus was reached. The original findings of each group, along with pertinent data is included at the end of this summary. The study teams noted trends in the media coverage of nursing by observing consistent patterns in placement, language, and content. During this process they also focused on media methodology and defining the relevance of nursing for today's society.

The course and study of nursing and the media was conducted by Jane Kirschling, RN, DNS, professor and associate dean for academic affairs, University of Rochester School of Nursing; Sheila Ryan, RN, PhD, FAAN, dean and director of medical center nursing, University of Rochester School of Nursing; Junior Bridge, president of Unabridged Communications, a media research firm, which has become the acknowledged expert in media audit technique; and Bill Watson, former broadcast journalist, media consultant, and principal in Woodhull & Watson, LLC., a company dedicated to carrying forward the projects and programs initiated by Nancy Woodhull, his late wife (Watson and Kirschling prepared the final draft of this report).

Study Results:

Nurses are all but invisible in media coverage of health care.

That is clear from the nursing and the media survey of newspapers, magazines, and trade publications conducted during the month of September 1997. Health care coverage comprised nine percent of total articles in the seven newspapers surveyed. In those articles, nurses were referenced or directly quoted four percent of the time. In the four news magazines surveyed, health care got 14 percent of the coverage, but in 142 health care articles published by news magazines during the study, only one nurse was referenced. Even when health care is the sole focus, as with health care industry publications, nurses show up in only one percent of references.

The few references to nursing that occur are mostly just in passing.

For example, *Newsweek* (9-22-97) identifies a nurse as "Heroine No. 1" in uncovering an outbreak of E. Coli. After that line, Sandra Gallegos, a nurse responsible for tracking communicable diseases, disappears from the story completely. Doctors receive many more references in health care coverage than nurses in general news magazines (101 vs. 1) and health care industry publications (211 vs. 11). "It's not that physicians are focused on as references [at the expense of nursing]," one study participant points out. "In general, sources quoted were heads of associations, CEOs, directors of institutions—not the people on the front line." This institutional approach or bias in coverage may be keeping the media from recognizing important trends in health care and the pivotal role nurses are playing.

In several cases, nurses and nursing would have been more germane to story subject matter than the references selected.

The *Newsweek* coverage of an E. Coli outbreak is one example. Since nurses are very involved in the public health field and in research, it is not surprising that a nurse would be a "heroine" in uncovering an outbreak. It is surprising that they are not sought out regularly for comment on such stories.

The *Chicago Tribune* (9-14-97) failed to use a nurse as a source in a story that directly involved nursing. This article looked at lay midwives, who are barred from practice in Illinois by a law requiring all midwives to have a nursing degree. In examining the issue, the *Tribune* sought the opinion of a physician and the affected lay midwives. It failed to include even one practicing midwife with a nursing degree. There were other opportunities during the study month for *USA Today, The New York Times,* and *Newsweek* to use nursing sources for stories on AIDS, sexually transmitted diseases (STDs), and drug abuse—all public health issues where nurses are active in both practice and research. This very point was actually made by *USA Today*, during the study period, with an article on school nurses, which this study identifies as one of a very few positive images of nursing.

The New York Times (9-30-97) provides a glaring example of a story where nursing sources could have enhanced coverage. This article compared teenage sexual activity in New York City and Chicago, with New York apparently benefiting from education about condom use in schools. A study by the University of Pennsylvania Education Department was used to support the story's conclusions. *The New York Times* ignored a more extensive and ongoing study done at the University of Pennsylvania's School of Nursing by Loretta Sweet Jemmott, RN, PhD, FAAN, on this subject. Jemmott's HIV risk reduction curriculum has been selected as a model by the Centers for Disease Control.

Industry or trade publications were no more likely to take advantage of nursing expertise where it was most needed.

Healthplan (Sept./Oct. '97) looked at how care for AIDS patients is becoming more complex and costly as it moves out into the community. The article discussed seeking "expertise from many sources" to help keep "healthplans ... flexible enough to find the right type and mix of providers ... as well as keep up with the best patient education strategies." The article sought references from a physician, an HIV policy operations coordinator, and a "pharmacy educator." It overlooked the nurses, who currently provide the bulk of HIV/AIDS patient care and education in the community.

If these industry publications are followed by the general media, and they most certainly are, to what conclusion would reporters and editors inevitably come?

The answer: "Nursing doesn't matter," was the impression left on study participants by industry publications. These publications, not surprisingly, focused more attention on bottom line issues such as business or policy. Ironically, as noted in the following section, **nursing is central to any discussion of health care's bottom line.** *(Also see Nursing Matters, Appendix I.)*

Study Recommendations:

The key recommendation by study participants is for both media and nursing to take a more proactive role in establishing an ongoing dialogue.

The media will continue to miss major elements of the changes in health care if they continue to disregard the contributions of nursing to that story. By the same token, if nursing merely waits for the media to discover their emerging roles as researcher, educator, problem solver, and practitioner, they are doing the public, whom they seek to serve, a disservice.

Ultimately, the public is probably best served by shared confidence in physicians, nurse practitioners, nurses, and all health care providers. "Consult your primary health care provider" should become the common admonition to seek further health care advice.

During the study period, participants found multiple instances in articles and also in advertisements where the public was urged directly or subliminally to: "Consult your doctor." This constant reference illuminates a source of confusion about health care as it is practiced today for several reasons:

- For a significant demographic population segment, mostly under age 35 and enrolled in a health maintenance organization, the common source of advice and consultation on health care issues is a nurse practitioner.
- Nurses have long held the leading role in community health education issues.
- Significant health care research and policy decisions are being carried out by nurses with doctoral degrees.

Distinguishing researchers with doctoral degrees from medical doctors would add clarity to health care coverage.

Articles during the study referred to both researchers and physicians as doctor. No example was found where a doctorally prepared nurse was referred to by that title. While the limited number of references to nursing during the study may make that insignificant, it does help make an important point: Since the title of doctor carries such weight in health care and since the nurses sought out by the media for their expertise are also likely to hold a doctoral degree, it would be helpful for both media and the health care industry to use the term "physician" for medical doctors. This would allow researchers with doctoral degrees to receive acknowledgement for their expertise and help, in the long term, to remove some of the mystique from the medical doctor's title.

It is essential to distinguish health care (the umbrella) from medicine as subject matter in the media.

Health care is the umbrella term which includes medicine and nursing, as well as other health care disciplines. Medicine and health care are not synonymous and should not be used interchangeably. *(See Nursing Matters, Appendix I.)*

See pages 20, 26, and 33 for additional recommendations.

HEALTH CARE INDUSTRY PUBLICATION ANALYSIS

Modern Health Care, Healthplan, American Medical News, Hospitals & Health Networks, Business & Health

General Findings:

1. Out of 381 articles reviewed, we found the majority of people referenced (55%) were CEOs, administrators, supervisors, and coordinators (all listed under 'other'). Doctors were referenced 211 times, and nurses were referenced 11 times. Nurses were referenced only 1% of the time.

2. Men were referenced three times as often as women.

3. Bylines: The male/female ratio varied from magazine to magazine. Overall, there were 42% male bylines as opposed to 36% female bylines. *Modern Health Care* displayed a considerable difference in its gender ratio of bylines: 57% were male while 38% were female. The majority of commentaries and editorials were written by men. Sixty-two percent of the commentaries and 55% of the editorials evaluated were written by men as opposed to 31% and 18% by women, respectively.

4. The majority of the articles (39%) focused on business.

5. Overwhelmingly, all the articles viewed were news (69%).

6. Nursing doesn't matter. Or does it? Out of 1,153 references, nurses were referenced 11 times. Furthermore, there were 32 articles out of 381 that mentioned nurses or nursing. The majority of references to nurses sought nurses out for their expertise. For example, in *Healthplan* vol. 38, no. 5, Sept/Oct 1997, p. 44, "'We really have to go directly to the children and make them feel safe,' explains Peg Burton, RN, MS, health and nursing services director....' We found one negative reference to a nurse in which the nurse was involved in a lawsuit. The headline read "Nurse not negligent of patient's stroke." "The patient's mother informed the nurse that something was wrong with her daughter. The nurse did not believe anything as severe as a TIA could have taken place and took no action based on the mother's statement...' 'About three hours after the TIA occurred, the nurse administered care to the patient, whom she found to be alert and pain free. Four hours later, the patient suffered a stroke...' 'The patient sued the hospital and the nurse for her failure to act and prevent the stroke...' 'Her instruction, the court pointed out, was misleading in that it assumed that the nurse's negligence was an undisputed fact.'"

7. We found one illustration with vans that display the traditional cross on their sides. This image (the cross) tends to symbolize nurses.

Recommendations:

To nurses

- Secure training on how to speak out on business, management, and policy areas.
- Formulate a national/local directory of nurses (i.e., via Sigma Theta Tau or American Nurses Association).
- Each institution should designate a nurse expert in their field so the press have a specific source to approach.

To media

- Approach the individuals performing the task at hand instead of going immediately to the "highest rank."
- Make it a point to understand how nurses play a role in the health care team.

Health Care Industry Publications September 1997

	Modern Healthcare	Healthplan	American Med. News	Hospitals & Health Networks	Business & Health	Totals
Total Articles	172	11	137	37	24	381
% Healthcare	100	100	100	100	100	100
Type Articles %	172 total	11 total	137 total	37 total	24 total	381 total
News	83	55	71	19	42	69
Feature	10	36	15	51	38	18
Commentary	1	0	6	5	4	3
Editorial	2	0	5	3	0	3
Letter	3	9	4	19	17	6
Subject Article %	173 total	20 total	183 total	47 total	24 total	447 total
Policy	6	0	15	6	21	10
Business	56	100	29	36	4	39
Human Interest	7	0	12	4	0	8
Labor	5	0	0	2	17	3
Caregiving	2	100	7	15	8	8
Economics	7	0	0	6	8	4
Profession	1	0	17	2	0	7
Quality	2	0	1	13	17	4
Education	1	0	6	0	4	3
Training	0.6	0	0	0	0	0.2
Management	8	0	0	11	21	8
Other	0	9	14	4	0	6

Health Care Industry Publications September 1997 (continued)

	Modern Healthcare	Healthplan	American Med. News	Hospitals & Health Networks	Business & Health	Totals
References %	512 total	73 total	346 total	148 total	74 total	1,153 total
Male Total	75	38	71	60	78	70
Female Total	21	60	28	24	19	26
Reference Type %						
Nurses	.6	19	.3	.7	1	1
Doctors	5	31	44	9	5	18
Para-professionals	0	0	0	.7	0	.1
Technicians	.2	0	0	.7	1	1
PolicyMakers	10	0	9	22	38	12
Educators	0	0	2	1	5	1
Non-medical	.4	3	22	4	11	9
Other	81	46	23	62	38	55
Bylines %	163 total	11 total	136 total	39 total	20 total	369 total
Male Total	57	36	24	44	45	42
Female Total	38	45	29	46	55	36
Bylines %						
News M/F						41/35
Feature M/F						42/46
Commentary M/F						62/31
Editorial M/F						55/18
Letter M/F						35/35

NEWSPAPER ANALYSIS

Chicago Tribune, Democrat & Chronicle (Rochester, NY), The Indianapolis Star, The New York Times, St. Petersburg Times (FL), The Seattle Times, USA Today*

General Findings:

Health care articles (1,709) were found to comprise 9% of the total number of articles in the seven examined newspapers.

The majority of health care articles were found in the front section (38%) and classified as news articles (50%), indicating that they arise in the context of current events. These articles focused predominantly on human interest (30%), policy (11%), business (8%), caregiving (8%), and profession (8%).

Articles, when leaving out "unknowns" (prevalent due to the number of AP and other news service agencies), were written more often by males (56%) than females (44%). Feature article bylines were generally split evenly between males and females. Commentary and letter bylines by males out number those by females 2:1.

With respect to individuals being quoted within health care articles, males are quoted more often than females at a ratio of 2:1. "Doctors" were used as references 43% of the time, more often than any other specific category. Others, such as industry executives and administrators comprised the next greatest number of references cited (28%). Nurses were only quoted in 4% of all health care related articles.

Considering all instances where a nurse was mentioned within a health care article, a nurse was most likely to be mentioned within a news (45%) or feature (37%) context and presented in a moderately favorable light (59%).

Nurses in Health Care News:

Within the context of general health care articles, nurses were directly quoted and used as references only 4 percent of the time. Of the times when nurses were sought out as references as well as generally being mentioned, the quality of the quotes and mentions was found to be predominantly positive.

Nurses were most often cited directly in articles that appeared in the metro section (38%) of the paper. The type of article in which nurses were quoted most often was a news article (59%), defined as an article which is bound by a specific time or event. The implications are intriguing in that the patterns of distribution of health care articles and the patterns of distribution of articles in which nurses are referenced or mentioned are discordant.

The subject matter associated with the articles in which nurses were quoted was human interest (23%), business (18%), profession (15%), quality (12%), and caregiving (12%). This contrasts slightly with the subject matter of all health care articles: human interest (30%), policy (11%), business (8%), caregiving (8%), and profession (8%). The notable difference is that nurses are sought as sources for quality articles (12%) but are not sought as sources in policy articles (0%).

The bylines of the news and feature articles in which nurses were quoted were predominantly female (25% M to 53% F and 29% M to 51% F, respectively). This contrasts sharply with the predominance of male bylines in health care related news (31% M to 23% F) and features (23% M to 27% F) articles.

Looking at specific articles in which nurses were quoted and the number of times that other individuals were quoted, we found that nurses were quoted more than physicians and as often as "others." This is dramatically different from the findings with respect to health care news in general and suggests that nurses are segregated within the context of health care articles.

Examples of positive and negative references/quotations:

Seattle Times

Positive reference/quotation (9/27): "It is terrifying for people, but this is just part of my responsibility, my role as a nurse," Miramonter said. "Maybe that sounds Pollyanna or Mother Teresa. I'm not. I just feel that committed." (Reported in an article titled *Terrifying risk in AIDS fight: Volunteers would risk lives to find vaccine against deadly disease.* Preceding the quotation noted above, Helen Miramonter's career and history of activism within health care arenas were described.)

Negative reference/quotation (9/2): A nurse said, "You [a patient] are an obstacle. Move aside because Solo [a mechanized delivery robot] has important things to do."

St. Petersburg Times

Positive reference/quotation (9/12): "Kathy Wilson, a registered nurse certified in pediatrics, said the company that owns the hospitals made the change because studies showed more children who need the services of a pediatric unit live near the Countryside area than in Dunedin."

Mixed reference/quotation (9/17): "Leigh Atkins, a registered nurse, was on her way to traffic court when she saw a crowd gathering around the child, who was lying in a fetal position. She administered CPR until paramedics arrived, police said." (Was it necessary to mention that Leigh Atkins was on her way to traffic court? That aspect added a negative tone to an otherwise positive reference.)

Negative reference/quotation (9/7): "... Martin lost a large amount of blood because his nurse was distracted by a telephone call to discuss her breakfast plans."

Rochester Democrat and Chronicle

Positive reference/quotation (9/24): "They are truly angels of mercy." (Regarding nurses at a Rochester hospital.)

Negative reference/quotation (9/25): "The emergency medical technicians wheeling gurneys don't shout out patients' conditions. They stop at a chest-level table and quietly dictate information from their clipboards to a nurse, who spends more time writing than looking over the patient."

Chicago Tribune

Positive reference/quotation (9/8): "Children ages four and younger make up 50% of the victims from menigococcal disease, Provost-Fyfe [a nurse and nursing supervisor] said, "Because their immune systems haven't yet developed defenses strong enough to withstand it." (Accurately portrays nurses as knowledgeable about microbiology, pathophysiology, and immunology.)

Negative reference/quotation (9/19): "[W]hen a patient who is scheduled for discharge starts complaining about things like late delivery of bath water or being ignored by nurses, it is usually McNally [a former scrub nurse identified in the title of the article as an "ex-retailer" from Nordstrom's] who perceives that fear lies behind it and is able to provide reassurances." Not only did this article emphasize Ms. McNally's position as an ex-retailer over her experience as a nurse, in this quotation the writer is implying that it is McNally's retail experience that makes her able to perceive a patient's fear, excluding reference to this as a nursing skill.

USA Today

Positive reference/quotation (9/16): "For many, if not most schools, there are no resident school nurses." (This speaks to the importance of the role of the school nurse.)

Negative reference/quotation (9/10): "Leslie Holly Brosnan, RN, leads [1200] nurses in front of Kaiser Hospital." According to the article, they were on picket lines protesting phone line changes. These changes were to telephone triage lines, a consolidation which could cut many nursing jobs.

New York Times

Positive reference/quotation (9/30): "In the future, your doctor may be a nurse." (Spokeswoman Sara Foer, for the ANA referring to the increasing number of nurse practitioners with expanded roles in health care.)

Negative reference/quotation (9/25): "Got any pouty nurses with bad attitudes?" (Reference of someone trying to imitate the television show "ER" in a real emergency department; this suggests that the media feels that the show reflects real nurses' behaviors.)

- Good news—The majority of health care articles were classified as news articles as were the articles where nurses were quoted or mentioned.
- Bad news—Even though nurses were quoted or mentioned in news articles, those news articles were primarily found in the metro section as opposed to the front section where the majority of health care articles appeared.
- The majority of health care articles focused on human interest, business, policy, and caregiving with the exception of policy articles; articles in which nurses were quoted directly paralleled this trend.
- Bylines—Whereas news articles with a health care interest were written more often by males, articles in which nurses were ***quoted*** were written more often by females. When nurses were mentioned in passing, there were no gender differences.
- Whereas males were quoted more often than females in general health care articles, females

were quoted more often than males in articles which quoted nurses.

- While "doctors" were quoted 43% of the time in general health care articles, they were only quoted 16% of the time in articles which quoted nurses.

Recommendations:

Various methodological changes to improve outcome accuracy in health care coverage:

- Use "physician" instead of "doctor" to distinguish between the MD and PhD.
- Refer to your "primary health care provider" rather than to your "doctor."
- Distinguish health care from medicine as a subject matter.
- Seek out nurses as experts in all areas related to health care.
- Ask nurses for credentials so that they may be referenced correctly.
- Be cognizant of gender tendencies within articles and in bylines.
- Nurses need to be more assertive in presenting their expertise in all areas of health.
- Nurses should create a database of experts to which the media can turn for comments.
- Nurses need to write more letters to the editor to highlight issues which may be underreported.
- Nurses with advanced degrees, such as PhD or DNSc (Doctor of Nursing Science), should be assertive about having their highest degree after their name (obviously media won't print every title, but it will help to show extent of educational background). Furthermore, all registered nurses should request the title RN be included whenever referenced.
- Hospitals should have a NURSE spokesperson.
- Increase cross-communication between nurses and the media.

Missed News:

In addition to what was reported, we also looked for health care that was not covered for whatever reason.

St. Petersburg, FL—American Lung Association Partnership with Nicotrol-Education Campaign was supposed to happen the last week of 9/97 but was not really covered as the ALA had been led to believe.

Chicago, IL—*The Tribune* has a separate Nursing News section as opposed to keeping it with the regular newspaper. They send it to license holders (LPNs, RNs, etc.) ONLY. As a result, any nursing/nurse-related health care articles get put in this publication and sent, but the general public never sees it (this was gathered from an anonymous source at the University of Illinois School of Nursing).

New York, NY—Breast cancer research presented but not covered well. An anonymous source at New York University felt that the same research presented by MDs would have been covered better. In general, this person feels the media view nurses as health aides, not as a profession that stands alone.

Newspapers September 1997

	Chicago	Seattle	Rochester	Indianapolis	USA Today	NYT	St. Pete	Total
Total Number of:								
Articles	3111	2411	3,019	1,669	1,540	3,091	3,814	18,655
Photos	1481	884	1,567	702	913	1,322	2,479	9,348
Graphics	765	259	571	64	213	423	220	2,515
Cartoons	897	131	136	101	58	102	146	1,571
Other	120	0	0	0	7	9	0	136
Health Care Related Articles								
Analyzed # of:								
Articles	127	269	281	190	186	303	353	1,709
Photos	18	11	93	17	47	17	28	231
Graphics	5	8	13	3	4	3	1	37
Cartoons	3	18	0	4	4	0	0	29
Other	0	0	0	0	0	0	0	0
Type of Articles:								
News	87	149	159	69	97	126	146	833
Feature	16	88	68	24	65	102	155	518
Commentary	7	14	9	6	9	5	10	60
Editorial	7	4	4	9	5	6	23	58
Letters	10	15	41	10	6	64	19	165
Other	0	0	0	38	0	0	0	38
Total								1,672
Section:								
Front	39	115	107	75	114	134	68	652
Op-Ed	16	40	37	26	0	75	22	216
Metro	32	41	49	59	0	0	52	233
Business	19	26	7	30	14	35	16	147
Features	20	47	81	0	58	59	195	460
Total								1,708
Article Placement:								
Above Fold	84	103	163	130	98	182	266	1,026
Below Fold	43	34	118	59	84	116	87	541
Front Page	29	14	58	54	39	32	64	290
Inside Page	98	123	223	133	143	268	289	1,277
Article Subject:								
Policy	25	45	23	19	32	62	29	235
Profession	37	33	5	2	55	29	2	163
Business	38	31	12	28	14	27	20	170
Quality	27	11	8	6	2	24	8	86
Human Interest	56	76	162	15	100	56	157	622
Education	6	29	22	2	3	32	16	110
Labor	5	3	0	0	3	2	8	21
Training	2	6	0	2	0	4	6	20
Caregiving	38	44	15	19	8	15	39	178
Management	8	36	2	0	0	6	4	56
Economics	7	6	6	0	0	15	32	66
Pharmacology	9	28	16	0	0	58	15	126
Research	9	31	5	0	0	47	0	92
Other	10	0	5	73	0	43	21	152
Total								2,097

Newspapers September 1997

		Chicago	Seattle	Rochester	Indianapolis	USA Today	NYT	St. Pete	Total
Photo Subject:									
Policy		2	3	10	0	21	3	4	43
Profession		6	4	2	0	12	6	0	30
Business		2	2	2	5	2	5	0	18
Quality		1	0	0	0	0	1	0	2
Human Interest		7	10	71	0	14	16	29	147
Education		1	1	1	1	0	2	0	6
Labor		0	0	0	0	0	2	2	4
Training		0	0	0	1	0	0	0	1
Caregiving		4	8	4	1	3	4	0	24
Management		1	2	0	0	0	1	0	4
Other		0	0	3	8	0	11	0	22
Graphic Type:									
Charts		4	3	2	0	1	7	0	17
Illustration		5	5	12	3	1	11	3	40
Other		0	0	0	0	0	2	0	2
Article Bylines:									
News	Male	32	59	23	48	58	43	19	282
	Female	22	24	27	39	37	20	37	206
	Unknown	38	66	110	41	8	64	91	418
Feature	Male	5	20	16	6	23	37	13	120
	Female	5	23	19	2	32	38	23	142
	Unknown	2	41	37	20	10	27	120	257
Comment	Male	5	10	5	6	5	5	0	36
	Female	3	3	2	1	4	0	4	17
	Unknown	0	0	1	0	0	0	2	3
Editorial	Male	0	0	2	0	1	0	0	3
	Female	0	0	0	0	4	1	0	5
	Unknown	7	4	1	0	0	5	22	39
Letter	Male	3	9	21	9	5	42	11	100
	Female	6	4	18	2	6	20	5	61
	Unknown	0	2	0	0	0	2	4	8
Total	Male	45	98	67	69	92	127	43	541
	Female	36	54	66	44	83	79	69	431
	Unknown	47	113	149	61	18	98	239	725
References Used in Health Care Articles:									
Male		158	147	173	102	65	450	232	1,327
Female		80	55	70	45	31	165	107	553
Unknown		9	79	33	2	5	33	60	221
Total									2,101
Nurses		6	22	7	10	6	24	4	79
Doctors/Dentists		96	149	129	60	33	335	108	910
Paraprofessionals		0	12	0	8	38	3	1	62
Technicians		0	6	0	1	8	3	3	21
Policymakers		14	48	17	29	12	81	80	281
Educators		6	18	5	9	1	20	15	74
Non-med health care		3	19	5	9	1	32	14	83

Newspapers September 1997

		Chicago	Seattle	Rochester	Indianapolis	USA Today	NYT	St. Pete	Total
Other		109	7	97	21	10	148	186	578

Of the 2,101 references used within the health care articles examined, nurses were used as a reference only 79 times (4%).

Times Nurses or Nursing Mentioned in all Health Care Articles:

News	Nurse	6	15	5	9	2	10	7	54
	Nursing	3	1	3	6	0	2	19	34
Feature	Nurse	3	9	8	3	2	9	10	44
	Nursing	0	3	3	1	0	6	0	13
Comment	Nurse	2	0	3	1	1	1	0	8
	Nursing	1	0	0	1	0	1	2	5
Editorial	Nurse	0	0	0	0	0	0	0	0
	Nursing	0	0	0	0	0	0	2	2
Letters	Nurse	2	2	2	2	1	1	0	10
	Nursing	1	0	0	1	0	0	0	2
Photos	Nurse	0	0	0	1	0	0	0	1
	Nursing	0	0	0	0	0	0	0	0
Graphics	Nurse	0	0	0	0	0	0	0	0
	Nursing	0	0	0	0	0	0	0	0
Cartoons	Nurse	0	1	0	0	0	1	0	2
	Nursing	0	0	0	0	0	0	0	0
Total	Nurse	13	27	18	16	6	22	17	119
	Nursing	5	4	6	9	0	9	23	56

Quality of Mention:

Positive	11	14	17	5	3	21	0	71
Negative	7	13	4	2	3	10	1	40
Neutral	0	4	0	18	0	0	39	61

Newspapers September 1997

The Quoted Nurse		Chicago	Seattle	Rochester	USA Today	NYT	St. Pete	Total
Articles Analyzed		7	10	6	3	4	4	34
Article Placement								
Front		14%	40%	33%	0%	100%	0%	31%
Op-Ed		14%	0%	0%	33%	0%	0%	8%
Metro		57%	40%	33%	0%	0%	100%	38%
Business		0%	10%	0%	0%	0%	0%	2%
Features		14%	10%	33%	67%	0%	0%	21%
Type of articles:								
News		29%	40%	67%	67%	75%	75%	59%
Feature		57%	60%	33%	33%	25%	25%	39%
Commentary		0%	0%	0%	0%	0%	0%	0%
Editorial		0%	0%	0%	0%	0%	0%	0%
Letters		14%	10%	0%	0%	0%	0%	4%
Hurt		0%	0%	0%	0%	0%	0%	0%
Article subject								
Policy		0%	0%	0%	0%	0%	0%	0%
Profession		15%	13%	0%	25%	18%	20%	15%
Business		9%	6%	33%	0%	18%	40%	18%
Quality		21%	13%	0%	0%	18%	20%	12%
Human interest		18%	31%	67%	25%	0%	0%	23%
Education		0%	6%	0%	25%	0%	0%	5%
Labor		3%	0%	0%	25%	9%	0%	6%
Training		3%	0%	0%	0%	0%	0%	0%
Caregiving		15%	19%	0%	0%	18%	20%	12%
Management		12%	0%	0%	0%	0%	0%	2%
Economics		0%	0%	0%	0%	18%	0%	3%
Pharmacology		3%	6%	0%	0%	0%	0%	2%
Research		3%	6%	0%	0%	0%	0%	2%
Other		0%	0%	0%	0%	0%	0%	0%
Article bylines								
News	Male	50%	25%	0%	0%	75%	0%	25%
	Female	50%	75%	100%	0%	25%	67%	53%
	Unknown	0%	0%	0%	0%	0%	33%	6%
Feature	Male	25%	50%	50%	50%	0%	0%	29%
	Female	75%	33%	50%	50%	0%	100%	51%
	Unknown	0%	17%	0%	0%	100%	0%	19%
Letter	Male	0%	0%	0%	100%	0%	0%	17%
	Female	100%	0%	0%	0%	0%	0%	17%
	Unknown	0%	0%	0%	0%	0%	0%	0%

Newspapers September 1997

The Quoted Nurse		Chicago	Seattle	Rochester	USA Today	NYT	St. Pete	Total
Total	Male	29%	40%	17%	75%	60%	0%	37%
	Female	71%	50%	83%	25%	20%	75%	54%
	Unknown	0%	10%	0%	0%	20%	25%	9%
References -total								
Male		32%	51%	73%	25%	40%	43%	44%
Female		68%	26%	27%	75%	60%	57%	52%
Unknown		0%	23%	0%	0%	0%	0%	4%
Nurses		42%	21%	21%	75%	56%	60%	46%
Doctors/Dentists		9%	50%	21%	0%	9%	10%	16%
Paraprofessionals		0%	3%	0%	25%	0%	0%	5%
Technicians		0%	3%	0%	0%	0%	0%	0%
Policymakers		0%	3%	0%	0%	7%	0%	2%
Educators		0%	9%	0%	0%	7%	0%	3%
Non-med health care		0%	6%	0%	0%	0%	0%	1%
Other		49%	17%	58%	0%	24%	30%	30%
Quality of Reference								
Positive		83%	75%	83%	33%	60%	100%	73%
Negative		17%	25%	17%	67%	40%	0%	28%

*The Indianapolis Star was not included in this analysis.

MAGAZINE ANALYSIS

US News & World Report, Time, Newsweek, Business Week

General Findings:

There is one nurse referenced in the 1,027 publication articles. This was a positive image of nursing. "Nurse" was used as a descriptor in 3 of 1,027 articles. These were neutral images.

General interest publications cite male references twice as often as female references in health related articles. Doctors are used as references but are not always identified as physicians. References to doctors outnumber references to nurses 101:1.

- The publications circulated shortly after the deaths of Princess Diana and Mother Teresa focused on these individuals. Do these journals normally devote more print to health related articles?
- Of 1,027 articles, 142 were health related. This translates to 14% reporting on medical, nursing, or health issues.
- The health related articles occurred as features (53%) or letters (28%) rather than news (20%). Letters are an indication of issues the readers value. Are editors responding?
- Many pharmacological advertisements (medications for allergy, high blood pressure) advocate "see your doctor" for advice and/or prescription. Why not advocate "see your health care provider"?
- Reference and author gender ratio is 2:1 male:female. Does this ratio influence the topic coverage?

Analysis:

The current trend and initiatives of the health care delivery system is toward a collaborative approach. By leaving nurses and other health providers out of the references for health related articles, the media is not keeping pace with this movement.

Nurses in Health Care News:

Business Week—No nursing. One photo had a nurse in it.

US News & World Report—Nurse mention: "What a shame, the nurse says as they watch blood flow into the bag" (1 September 1997, pg. 26, American Red Cross destroying blood).

Time—Nurse mention: "A nurse had emerged from the operating room" (22 September 1997, pg. 84, Unabomber survivor).

Newsweek—One nurse reference: "Heroine No. 1 is Sandra Gallegos, 43, a nurse who tracks communicable diseases for the combined city-county health department...." (22 September 1997, pg. 26, E. Coli Alert).

Recommendations:

To Nursing

- Develop a directory of nursing resources at local, state, and national levels.
- Identify nurses to be spokespersons and promote public relations at institutions and in the community.
- Communicate with media through letters to the editor and press releases.
- Work with advertising, marketing, and public relations advisors to promote professional nursing images.
- Publish results of relevant aggregate nursing research in mass media.

To Health Care (providers)

- Promote team approach and collaboration.
- Clarify relationship and identity of a person seeking care from providers—is it patient, person, or client (human relationship versus financial).
- Promote quality over cost.

To Media

- Seek out nurses—largest group of health care providers—when researching health related articles.
- Devote print to nursing in health sections.
- "Doctor" is an academic achievement; some nurses are doctors. Use "physician" when referring to an occupation.
- Profile nurses, nursing achievements, and nursing research.

News Magazines September 1997

	US News & World Report	Time	Newsweek	Business Week	TOTALS
Total Articles	213	285	274	255	1,027
% Healthcare	19%	9%	16%	13%	14%
Type Articles %					
News	12%	20%	5%	42%	20%
Feature	56%	56%	44%	55%	53%
Commentary	7%	12%	2%	3%	6%
Editorial	0%	0%	0%	3%	1%
Letter	49%	4%	44%	15%	28%
Subject Article %					
Policy	28%	8%	20%	15%	18%
Business	5%	0%	0%	33%	9%
Human Interest	23%	62%	33%	30%	37%
Labor	0%	0%	0%	0%	0%
Caregiving	8%	0%	7%	18%	8%
Economics	5%	0%	0%	0%	1%
Profession	0%	0%	0%	5%	1%
Quality	18%	0%	0%	0%	4%
Education	15%	19%	0%	0%	9%
Training	0%	0%	0%	0%	0%
Management	0%	0%	0%	0%	0%
Other	0%	12%	40%	0%	13%
References %					
Male Total	45%	71%	56%	63%	59%
Female Total	26%	13%	26%	12%	19%
Unknown Total	29%	17%	18%	25%	22%
Reference Type %					
Nurses	2%	0%	1%	0%	1%
Doctors/Dentists	26%	46%	23%	27%	30%
Paraprofessionals	3%	0%	1%	0%	1%
Technicians	1%	2%	1%	0%	1%
Policy Makers	9%	0%	8%	14%	7%
Educators	4%	2%	4%	0%	2%
Non-medical	4%	0%	1%	0%	1%
Other	49%	51%	61%	59%	55%
Bylines %					
Male Total	54%	64%	64%	48%	58%
Female Total	37%	24%	27%	35%	31%
Unknown Total	10%	12%	9%	17%	12%
Bylines %					
News M/F/U	4/2/1%	6/1/0%	4/2/0%	8/2/7%	22/7/8%
Feature M/F/U	7/12/4%	6/5/3%	13/5/4%	12/13/0%	38/25/11%
Commentary M/F/U	3/0/0%	2/0/0%	0/0/0%	1/0/0%	6/0/0%
Editorial M/F/U	0/0/0%	2/0/0%	0/0/0%	0/0/1%	2/0/1%
Letter M/F/U	14/5/0%	0/0/0%	12/5/0%	2/2/0%	28/12/0%

APPENDICES

APPENDIX I — NURSING MATTERS

Prepared by: The Woodhull Study Student Participants at the University of Rochester School of Nursing

We have carefully chosen the symbolism in this illustration. Nursing has previously been depicted as the hub of the interdisciplinary health care team. Moving toward the millennium, we propose a new point of view: The client as the focus of health care--at the center position. The client is, however, multifaceted. To illustrate this, we have depicted the four aspects of self (biological, psychological, sociological, and spiritual) as radiating beams from the center whole. To show that no person lives in isolation, but rather exists within the context of some environment, wedges surround the client, representing different possible settings for care.

Nurses are liaisons between resources across care settings. A circle or ring traditionally symbolizes continuity, collective strength, protection. Associating these features with the collaborative approach, rings encircle the client and the client's environment and include all members of the interdisciplinary health care team. Nurses are case managers who coordinate provider interventions to assure all needs are met without duplication of effort.

The outside rings in this diagram are open to each other and to the client at the center, depicting flow of information and integration of efforts among all health care team members, including the client (who is ideally afforded the opportunity to participate in health care decisions). Nurses are facilitators of communication between the client and all others involved in care. Nursing has been given the perimeter ring: Perimeter forces are integral to operations.

Nurses are distinguished by sheer numbers in this country and are the "front-line" caregivers, providing the most hands-on interaction. Nurses take on the coordinating roles highlighted above. Nurses integrate knowledge, judgment, insight, and skill to advocate for their clients' rights, needs, and autonomy and to produce positive client outcomes--health maintenance and illness prevention, health renewal, or successful comfort care when the former are not possible.

Nurses are at the forefront, not on the outskirts, of today's health care territory. NURSING MATTERS!

Nursing care ensures a life-enabling environment

- Nursing care includes both treatment and preventive measures.
- Nursing is focused on improving the "quality of life" throughout the life span.

The current trend in health care is toward health promotion/illness prevention

- There is a move from episodic treatment of illness to proactive health maintenance.
- The focus of the 20th century nurse was on manual tasks; the 21st century nurse will be more knowledge-oriented, a critical thinker, and problem solver.
- Nurses have a vision for health care, leading the change from a reactive approach to an anticipatory approach.

Historically, nurses have been taught to employ a holistic approach to care

- Today's nurse is a hands-on health care provider with a knowledge base similar to that of physicians.
- BUT, nurses utilize this knowledge differently than do physicians.
- Nursing diagnoses and interventions concentrate on caring—affecting the impact of the current health situation (illness or wellness) on the functional level of the whole person; medical diagnoses and treatments concentrate on curing—focusing usually on the cause of a current illness situation and its effect on individual organ systems.

Nurses integrate care, assist with understanding, and promote trust

- The new interdisciplinary team approach in health care requires integration. As the health care diagram depicts, nursing's roles encompass interactions with both client and other care providers. Roles involved in the team model include resource liaison, communication facilitator, services coordinator, supply/equipment/personnel manager, and hands-on care provider.
- Nurses teach, assist, and guide patients, helping them to understand health issues and to share responsibility for their own care.
- Nurses develop a more intimate relationship with their patients than other health care providers might by sharing more time and addressing a broader range of subjects.
- Nurses advocate for patients' rights and needs.

Nurses have autonomous as well as collaborative roles

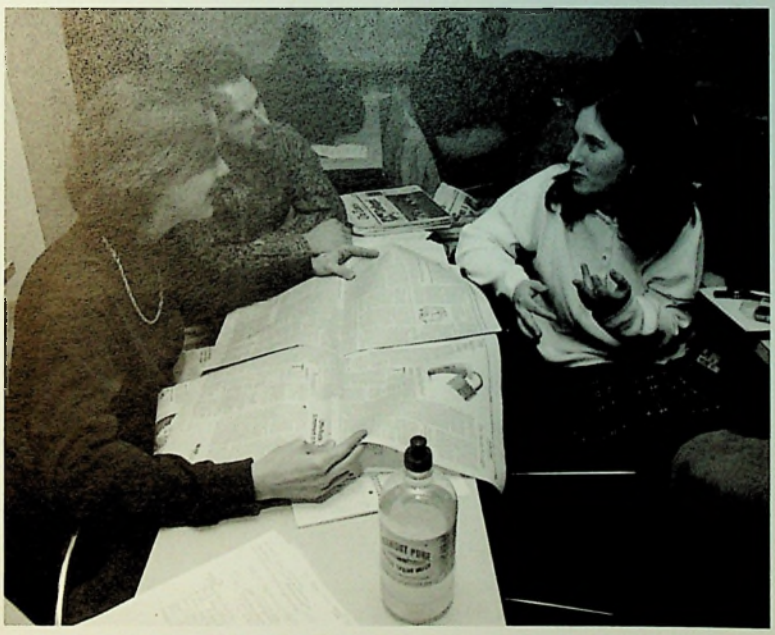
- Nurses perform physical, psychological, social, and spiritual assessments, diagnose positive and negative states of health, plan care, implement interventions, and evaluate the outcomes.
- Nurses conduct scientifically designed research to set standards for patient care.
- Nurses are distinct health care providers with strengths in exactly those areas valued in today's health care environment.
- See also "Demographics" and "Abilities and Responsibilities" on page 39.

A professional foundation underlies nursing autonomy

- Nurses achieve a variety of educational levels—*see "Nursing Education" on page 40.*
- Nurses have a Code of Ethics and Standards of Practice—*see "Aspects of the Nursing Profession" on page 40.*
- Nurses pass licensing exams for professional practice.

For media to provide comprehensive health care coverage, nurses must be included

- Media has a duty to report on changes that affect people's lives; nursing's role in the emerging health care paradigm is such a change.
- The public is becoming convinced of the value of staying well and of seeking to be informed.
- When the nursing perspective is overlooked, there is a distinct gap in reported information.
- There are several nursing sources for the media to pursue at the local, state, and national levels *—see "Media Resources," page 42.*
- Providing the public with thorough coverage of issues impacting the wellness to illness continuum, including the nurse's educated and intimate perspective, will contribute to the desired outcome of a more knowledgeable, healthier population.



DEMOGRAPHICS

- As of 1996 there are a total of 2,558,874 nurses at the professional level—Registered Nurses (RN):
  - Among 2,115,815 employed RNs, an estimated 5.4% are male
- There are 161,711 RNs with formal preparation for advanced practice:
  - 63,191 are Nurse Practitioners (NP)
  - 53,799 are Clinical Nurse Specialists (CNS)
  - 30,386 are Certified Nurse Anesthetists (CNA)
  - 6,534 are Nurse Midwives
- Educational levels of employed RNs:
  - 731,613 of RNs have an Associate degree
  - 672,914 of RNs have a Bachelor of Science degree
  - 502,959 of RNs are diploma nurses from a certified program
  - 193,159 of RNs have a Master's degree
  - 14,300 of RNs have a Doctoral degree
- Students currently pursuing Baccalaureate, Master's level, and Doctoral level degrees in nursing (1996-1997):
  - 123,965 students enrolled in Baccalaureate programs; 38,521 graduated in 1996
  - 31,652 students enrolled in Master's programs; 9,068 graduated in 1996
  - 2,954 students enrolled in Doctoral programs; 366 graduated in 1996
- For RNs pursuing advanced level degrees:
  - 15,020 in Nurse Practitioner programs
  - 4,781 in Clinical Nurse Specialist programs
  - 1,016 in Certified Nurse Anesthetist programs
  - 792 in Nurse Midwifery programs
  - Remaining are, for example, in education, community health, and administration programs

Sources:

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ABILITIES AND RESPONSIBILITIES OF NURSES

- Diagnostic and monitoring functions—knowledge of disease processes, medication effects and interactions, normal and abnormal states in both physical and mental realms
- Educating the public, clients, peers

- Management and supervision of public health
- Therapeutic communication—including listening skills, verbal skills, and nonverbal skills
- Coordinating services and facilitating communication among all participants in the health care process
- Holistic analysis of biological, psychological, social, and spiritual matters affecting the individual
- Efforts to affect public policy
- Scientific research to investigate care actions and outcomes

NURSING EDUCATION

- Nurses and related care givers at level of trained labor force:
  - Licensed Practical Nurse (LPN)
  - Certified Nursing Assistant (CNA)
- Nurses at professional level—Registered Nurse (RN):
  - Diploma (program of 2-3 year full time equivalent coursework, usually directed by a hospital)
  - Collegiate
    - —Associate level
    - —Baccalaureate level
    - —Graduate level
      - ~ Master
        - Advanced Practice Nurse (APN)
          - Nurse Practitioner (NP)
          - Clinical Nurse Specialist (CNS)
        - Certified Nurse Anesthetist (CNA)
        - Nurse Midwife
        - Other
          - Educators
          - Researchers
          - Administrators
      - ~ Doctoral (several credentials, e.g., PhD, DNSc, DN, DNS, DSN)
        - Educators
        - Researchers
        - Care providers

ASPECTS OF THE NURSING PROFESSION

ANA CODE FOR NURSES**

- The nurse provides services with respect for human dignity and the uniqueness of the client, unrestricted by the considerations of social or economic status, personal attributes, or the nature of health problems.

- The nurse safeguards the client's right to privacy by judiciously protecting information of a confidential nature.
- The nurse acts to safeguard the client and the public when health care and safety are affected by the incompetent, unethical, or illegal practice of any person.
- The nurse assumes responsibility and accountability for individual nursing judgments and actions.
- The nurse maintains competence in nursing.
- The nurse exercises informed judgments and uses individual competence and qualifications as criteria in seeking consultation, accepting responsibilities, and delegating nursing activities to others.
- The nurse participates in activities that contribute to the ongoing development of the profession's body of knowledge.
- The nurse participates in the profession's efforts to implement and improve standards of nursing.
- The nurse participates in the profession's efforts to establish and maintain conditions of employment conducive to high-quality nursing care.
- The nurse participates in the profession's efforts to protect the public from misinformation and misrepresentation and to maintain the integrity of nursing.
- The nurse collaborates with members of the health professions and other citizens in promoting community and national efforts to meet the health needs of the public.

** American Nurses Association. (1985). Code for nurses with interpretive statements. Washington, DC: Author. Reprinted with permission

ASPECTS OF THE NURSING PROFESSION (CONTINUED)

STANDARDS OF NURSING CARE**

- **Standard I:** Assessment—The nurse collects client health data.
- **Standard II:** Diagnosis—The nurse analyzes the assessment data in determining diagnosis.
- **Standard III:** Outcomes identification—The nurse identifies expected outcomes individualized to the client.
- **Standard IV:** Planning—The nurse develops a plan of care that prescribes interventions to attain expected outcomes.
- **Standard V:** Implementation—The nurse implements the interventions identified in the plan of care.
- **Standard VI:** Evaluation—The nurse evaluates the client's progress toward attainment of outcomes.

**Source: Doheny, M., Cook, C., & Stopper, M. (1997). The discipline of nursing (4th ed.). Stanford, CT: Appleton and Lange.

ASPECTS OF THE NURSING PROFESSION (CONTINUED)

STANDARDS OF NURSING PERFORMANCE**

- **Standard I:** Quality of Care—The nurse systematically evaluates the quality and effectiveness of nursing practice.
- **Standard II:** Performance Appraisal—The nurse evaluates his or her own nursing practice in relation to professional practice standards and relevant statutes and regulations.
- **Standard III:** Education—The nurse acquires and maintains current knowledge in nursing practice.
- **Standard IV:** Collegiality—The nurse contributes to the professional development of peers, colleagues, and others.
- **Standard V:** Ethics—The nurse's decisions and actions on behalf of clients are determined in an ethical manner.
- **Standard VI:** Collaboration—The nurse collaborates with the client, significant others, and health care providers in providing patient care.
- **Standard VII:** Research—The nurse uses research findings in practice.
- **Standard VIII:** Resource Utilization—The nurse considers factors related to safety, effectiveness, and cost in planning and delivering patient care.

**Source: Doheny, M., Cook, C., & Stopper, M. (1997). The discipline of nursing (4th ed.). Stanford, CT: Appleton and Lange.

MEDIA RESOURCES

- American Association of Colleges of Nursing (AACN)
- American Nurses Association (ANA)
- Local health care facilities (e.g., hospitals, county health departments, clinics, home health care agencies)
- National League for Nursing (NLN)
- Sigma Theta Tau International
- State nursing associations
- University and collegiate nursing programs

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APPENDIX II — MEDIA AND HEALTH CARE PANELISTS

Wilson

Jean Gaddy Wilson (Moderator)

Jean Gaddy Wilson is the founding executive director of New Directions for News (NDN), a journalism research and development institute at the University of Missouri School of Journalism in Columbia, Missouri. NDN was founded in 1987 to benefit the public by increasing the impact, effectiveness, readership, and appeal of newspapers. NDN's board of directors is composed of innovative media leaders. Ms. Wilson serves on the executive committee of the Council of Presidents, an organization of leaders of the major editorial organizations, and was a 1994 and 1995 Pulitzer Prize Nominating Juror for Journalism. She also serves on the IBM Mobile Scientific Advisory Board and IBM Mobile Human-Centric Computing Advisory Board. Ms. Wilson is a member of the World Future Society and is the founding director of both the National Women in Media Collection and Journalism and Women's Symposium, a national organization of women journalists.

Buerhaus

Peter Buerhaus, RN, PhD, FAAN

From 1984 to 1990, Dr. Buerhaus worked with the leadership of The University of Michigan Medical Center where he was assistant to the vice provost for Medical Affairs, the chief administrator of The University of Michigan Medical Center, and an executive officer of the university. In 1990, Dr. Buerhaus became assistant professor at the University of Iowa and developed and taught courses on public policy making and the economics of health care and nursing. Since 1992, Professor Buerhaus has been on the faculty at the Harvard School of Public Health, Department of Health Policy and Management, and was appointed director of the Harvard Nursing Research Institute. Currently, he directs a post doctoral program in nursing health services research and is continuing his research on forces affecting the performance of the nurse labor market.

Chater

Shirley Chater, RN, PhD, FAAN

The Honorable Shirley Chater is the former commissioner (1993-1997) of the U.S. Social Security Administration and is currently regents professor at the Institute for Health and Aging at the University of California, San Francisco. She has received numerous awards and honorary doctoral degrees throughout her distinguished career including the Lucie S. Kelly Mentor Award from Sigma Theta Tau International.

Gibbons

Sheila J. Gibbons

Ms. Gibbons is a communications executive with extensive experience in journalism and public relations. She is vice president of Communication Research Associates, Inc., in Silver Spring, Maryland, and serves as the editor of *Media Report to Women*. Ms. Gibbons is the former director of public affairs and spokesperson for Gannett Co., Inc., one of America's largest diversified news and information companies. Her work at Gannett was recognized by the International Association of Business Communicators, the Public Relations Society of America, Women in Communications, and *Financial World* magazine.

Hertz

Charles Hertz, MD

Dr. Hertz is a graduate of the University of Pennsylvania School of Medicine and completed post graduate training at the Health Center Hospitals of the University of Pittsburgh and at the Hospital of the University of Pennsylvania. He practiced pediatrics and served on the faculty of the University of Pennsylvania for over 20 years where he was associate clinical professor of pediatrics, adjunct faculty in the School of Nursing, and senior physician at the Children's Hospital of Philadelphia. Dr. Hertz became involved in health care delivery systems in 1973 when he established and was medical director of an innovative multiprofessional collaborative group practice. Subsequently, he has been involved in staff and IPA model HMO management, both as medical director and executive director. Dr. Hertz is vice president and chief medical director at the Metropolitan Life Insurance Company and editor of *Statistical Bulletin*.

Jenny Labalme

Ms. Labalme is the medical reporter for *The Indianapolis Star and News* where she has worked for 5 years. During her 15 years of journalism experience, Labalme has worked for newspapers in Alabama, North Carolina, and Mexico City, Mexico. As a reporter, she has covered areas that include medicine, the environment, and government.

Labalme

James Lemons, MD

Dr. Lemons is Hugh McK. Landon Professor of Pediatrics and director of Neonatal-Perinatal Medicine, Indiana University School of Medicine. Dr. Lemons has over 150 publications in the field of neonatal-perinatal medicine, with particular interest in neonatal and fetal metabolism, neonatal nutrition, lactation, neonatal and perinatal ethics, clinical trials in neonatal medicine, and clinical topics in neonatology. Currently, he serves as chair of the Committee on Fetus and Newborn for the American Academy of Pediatrics and previously chaired the Section on Perinatal Pediatrics.

Lemons

Anita Manning

Ms. Manning has been a reporter in the Life section at *USA Today*, Arlington, Virginia, for nearly 15 years. For the last five years or more she has specialized in coverage of a variety of medical issues, including infectious diseases, new vaccines and drugs, problems of emerging drug resistance, and all manner of menacing microbes.

Manning

Tom Read

Mr. Read retired in November 1997 after 30 years with McGraw-Hill Broadcasting in Indianapolis, Indiana; 25 of those years were as assignment editor. He has a total of 42 years in news gathering including stints with a wire service, newspaper, and several other broadcasting outlets. Mr. Read was co-author of two broadcast special series which were awarded the coveted George Foster Peabody Awards. He is the author of a "Handbook for Broadcast Correspondents" and was featured in an article in the *Washington Journalism Review* on how to keep your head when everyone else is losing theirs.

Read

Rick Rodriguez

Mr. Rodriguez is managing editor of *The Sacramento Bee* (daily circulation: 281,000; weekend circulation: 353,000) where he supervises the day-to-day operations of the newspaper and a staff of 235. He joined *The Sacramento Bee's* Capitol Bureau as a reporter covering state government and politics and served a stint as an editorial writer before being named deputy chief of the Capitol Bureau in 1987. He served as a member of the 1994 and 1995 Pulitzer Prize juries and has served as a judge for several other journalism awards, including the Selden Ring award for investigative journalism and the Scrips-Howard Ernie Pyle award. He was elected in April 1997 to the board of directors of the American Society of Newspaper Editors and currently serves as chairman of ASNE's diversity committee.

Rodriguez

Mary Katherine Wakefield, RN, PhD, FAAN

Dr. Wakefield is professor and director of the Center for Health Policy at George Mason University in Fairfax, Virginia. She has worked in an administrative and policy advising capacity in the United States Senate where she traveled extensively in Europe and Asia. She also worked as a consultant to the Global Programme on AIDS of the World Health Organization which took place in the United Nations in New York and Geneva, Switzerland. Currently, her work has included interaction with the Pan American Health Organization as well as with nurses from various countries including Chile and England.

Wakefield

APPENDIX III — STUDENT RESEARCHER PROFILES

University of Rochester School of Nursing

Top row: Christine Sileo, Caitlin Powers, Joshua Baggs, Susan Lewish, Darcy Maciolek. Front row: Nikki Koenig, Kent Haythorn, Emily Lai, Therese Frank, Jessica Knapp, Denise Gallagher, Penny Martin, Kimberly Ehrhart, Jennifer Sieber

Nicole Ajavon **Hometown: New York, NY**
A senior, pursuing a Bachelor of Science in Nursing, who also works as a certified nursing aide. Quote: "I, as a nurse, can be more assertive in providing explanations and defending the job that I do. If more nurses spoke up concerning the importance and relevance of the nurses' role, it would eventually become common knowledge and the nursing profession would receive the recognition it deserves."

Josh Baggs **Hometown: Sacramento, CA**
A senior, pursuing a Bachelor of Science in Nursing. Quote: "[We need to] start being more vocal about the importance of what we do.... Impress upon HMO public relations departments that the quality of nursing care is a giant selling point. Impress upon the media that nursing stories are of importance to the general public."

Kimberly Ehrhart **Hometown: Farmington, NY**
A Registered Nurse, pursuing additional study in conjunction with her Bachelor of Science in Nursing degree. Quote: "Education is a key component that media personnel need in order to portray nursing accurately.... Nurses can play an integral part in that process. It is important that media personnel know what a nurse is and how we function."

Therese Frank **Hometown: Fairfax, VA**
A senior, pursuing a Bachelor of Science in Nursing, who also works as a full-time psychiatric technician. Quote: "The public needs to understand the wide scope of health care, where nurses work every day. Nurses are experts in health care, especially in prevention, education, and implementation of treatment."

Denise Gallagher **Hometown: Rochester, NY**
A Registered Nurse, working as a psychiatric nurse at Strong Memorial Hospital in Rochester, NY, currently working toward her degree in the Master's/Bachelor of Science in Nursing program for adult care to be a nurse practitioner. Quote: "Most people have a stereotype of 'the nurse' and are not aware of how we contribute to their wellness."

Kent W. Haythorn **Hometown: Dallas, TX**
A senior, pursuing a Bachelor of Science in Nursing. Quote: "Nurses are all but ignored by the media. They are simply regarded as 'worker bees' and not professional members of the health care team....People need to know that nursing is a profession and not just another job."

Jessica Marie Knapp **Hometown: St.Paul, MN**
A senior, pursuing a Bachelor of Science in Nursing, with a prior BA in religious studies. Quote: "I think nurses need to be proactive in asserting their knowledge and understanding of health care issues with respect to the media. I think that media representatives need to actively forsake...stereotypes."

Nikki Koenig **Hometown: Gardener, NY**
A senior, pursuing a Bachelor of Science in Nursing, who applied to colleges in two majors—nursing and communications. Quote: "I have not given up my passion for language.... We, as nurses, need to work to get our message out in an understandable way.... We need to do what we do best, teach it in a simple, yet, not a condescending way."

Emily Lai **Hometown: Rochester, NY**
A senior, pursuing a Bachelor of Science in Nursing, while working as a home health assistant. Quote: "Images that media portray of nurses vary depending on who wrote the article, so I feel pretty neutral about it, although I definitely feel they're not mentioned in articles that should include nurses, such as home visits, education, or community health. For this to change, I think the nurse has to take a much more aggressive role in speaking out and making people hear."

Susan B. Lewish **Hometown: Rochester, NY**
A Registered Nurse, pursuing additional study in conjunction with her Bachelor of Science in Nursing degree. Quote: "The media values nurses in terms of their personal skills versus their role skills."

Darcy Maciolek **Hometown: Camden, NY**
A senior, pursuing a Bachelor of Science in Nursing. Quote: "The image of nursing has been [illegible] portrayed for the most part, but the media I have been [illegible] (newspapers) do not have a [illegible] say about nursing. In the 20-plus papers I reviewed, only [illegible] articles even mentioned nursing. [illegible] specific article was related directly to nursing."

Penelope Martin **Hometown: Rochester, NY**
A senior, pursuing a Bachelor of Science in Nursing, who has settled on a nursing career [illegible] 12 years as a paralegal assistant specializing in estates and trusts for a local law firm. Quote: "Nurses must stop whining and become eloquent proactive promoters of their knowledge and skills if they want to be heard and understood rather than overlooked and dismissed."

Caitlin Powers **Hometown: Pauling, NY**
A senior, pursuing a Bachelor of Science in Nursing. Quote: "I was disappointed by nurses' portrayal in the media but not necessarily surprised, mainly because of the reactions I get from people when I tell them what my major is. This course has helped me think about how my future profession is conveyed to the media so that I am able to see both sides of the coin. Therefore I am armed with facts as well as ideas to help people better understand nurses and nursing today."

Tammy Puff **Hometown: Rochester, NY**
A senior, pursuing a Bachelor of Science in Nursing, who works as a licensed practical nurse for Planned Parenthood. Quote: "Nurses are under-represented by the media. [To change that] I will make a conscious effort to speak up in the media whenever the opportunity presents itself."

Jennifer Sieber **Hometown: New Bethlehem, PA**
A senior, pursuing a Bachelor of Science in Nursing, who holds a BS Degree in biology from Grove City College. Quote: "Although the role of nurses is being portrayed in a more positive manner—more independent—they still aren't being taken seriously as a part of the health care team."

Christine Sileo **Hometown: Brooklyn, NY**
A senior, pursuing a Bachelor of Science in Nursing. Quote: "It has been my experience that the general public is not aware of the nurses' role.... The media misrepresents or, more importantly, under-represents nurses and this may be a major contributor to the public's lack of awareness....This lack of awareness needs to be changed because nurses provide the majority of health care today."

Catherine Thompson **Hometown: Rochester, NY**
A Registered Nurse in the Burn Trauma Unit at Strong Memorial Hospital in Rochester, NY, combining work with pursuit of a Bachelor of Science in Nursing. Quote: "Nurses need to be more united."

The Woodhull Study on Nursing and the Media

COMMISSIONED BY
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Honor Society of Nursing

CONDUCTED BY
the University of Rochester
School of Nursing

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