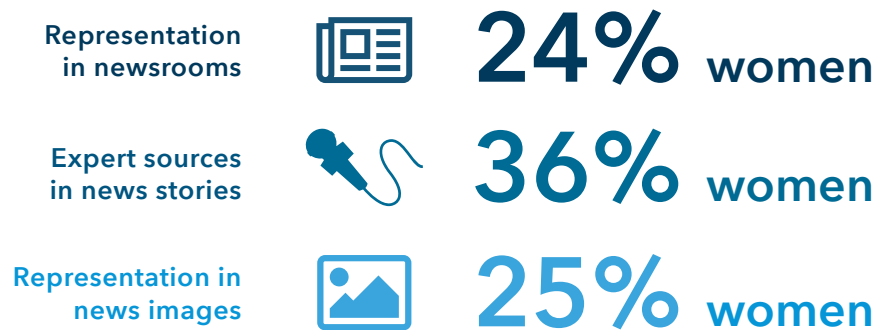




The Woodhull Study Revisited: Nurses' Representation in Health News Media

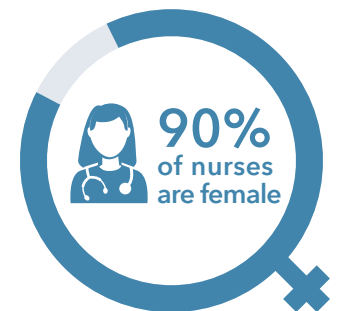
WOMEN UNDERREPRESENTED AS EXPERT SOURCES IN NEWS STORIES^{i,ii}



NURSES ARE LARGEST GROUP OF HEALTH PROFESSIONALS



~3.5 million RNs in U.S.*
~800,000 physicians in U.S.*
* Bureau of Labor and Statistics



MORE OF THE SAME OVER TIME: REPLICATION OF ORIGINAL WOODHULL STUDY 1997 VS. 2017

The Woodhull Study on Nursing and the Media found that nurses were identified as sources in only 4 percent of quotations or other sourcing in health news stories in leading print newspapers, and has not improved in 20 years.ⁱⁱⁱ

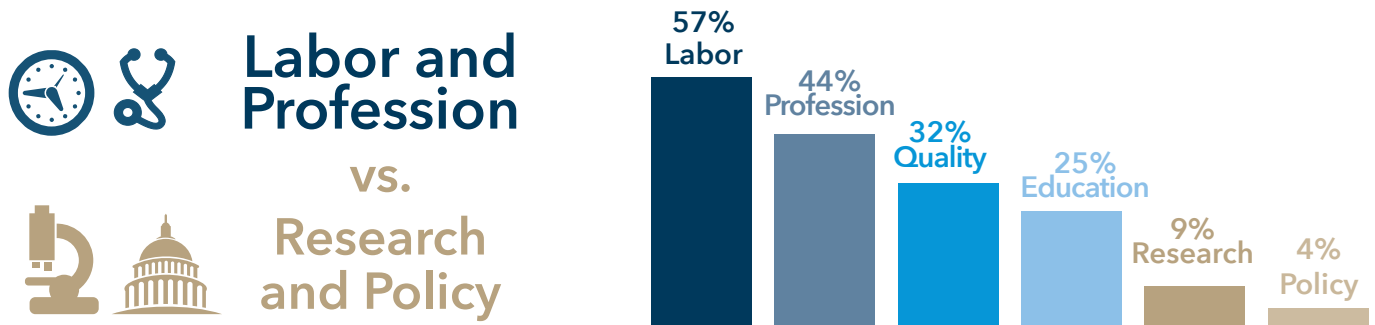


* Difference is not statistically significant.



KINDS OF STORIES NURSES ARE MENTIONED IN

Nurses were most likely to be mentioned in articles about labor (57%), the profession (44%) quality (32%), and education (25%). They were less likely to be mentioned in articles about research (9%) and policy (4%).



BARRIERS TO THE USE OF DIVERSE SOURCES IN HEALTH REPORTING

Barriers keeping journalists from nurses



Journalists don't fully understand the range of nurses' roles, work and education.

Journalists often don't know how to find nurses to interview and have limited time to track them down.

Editorial biases, policies and processes can get in the way of using nurses as sources.

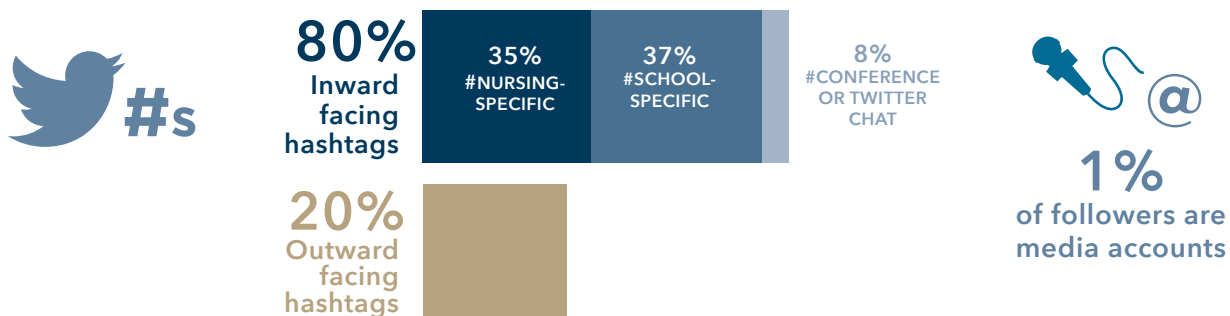
Barriers keeping nurses from journalists



Communications staff of health care organizations and universities aren't offering nurses as sources unless journalists ask for them.

Nurses and their associations aren't strategic about engaging journalists.

MOST RECENT TWEETS FROM THE PUBLIC TWITTER ACCOUNTS OF 47 OF THE TOP SCHOOLS OF NURSING



ⁱ Women's Media Center. (2017). *The status of women in the U.S. media 2017*. Accessed at <http://www.womensmediacenter.com/reports/the-status-of-women-in-u.s.-media-2017>

ⁱⁱ Global Media Monitoring Project. (2015). *United States of America: Global Media Monitoring Project 2015, National Report*. Accessed at http://cdn.agilitycms.com/who-makes-the-news/Imported/reports_2015/national/USA.pdf

ⁱⁱⁱ Sigma Theta Tau International. (1998). *The Woodhull Study of nursing and the media: Health care's invisible partner*. Indianapolis: STTI.