On the Air! Making the Content of a Consumer Health Radio Show Accessible Using a Blog Platform
Lee Richardson, MLIS, Barbara Rochen Renner, PhD, Robert Ladd, MA
Health Sciences Library, University of North Carolina at Chapel Hill

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Introduction
• YOUR HEALTH® Radio (yourhealthradio.org)
• Health Sciences Library (HSL) collaborated with show for a website and resources
  • WordPress.com blog/website – basic installation is free, easy to use
  • Librarians provide resources
  • Librarian does indexing

WordPress.com Navigation Tools
• Search Box – searches posts except comments
  • Categories and tags
    • Categories – drop-down; display at bottom
    • Category or tag clouds
  • Tabs at top – organize additional content
  • Calendar

Categories and Tags
• Categories – broad
  • Categories – narrow
    • Find specific content
  • Display in alphabetical order at bottom of each post
  • Hard to read when there are lots of them
  • Clickable – finds other posts with the same category or tag
  • More than 15 on a post – WordPress.com omits from topic pages
  • Show typically covers around 12-15 different topics

Responsive Vocabulary
• Requirement - consumer-friendly from a reliable source
  • MedlinePlus® used for majority of topics – broad terms, good for categories
  • Library of Congress Subject Headings used to supplement MedlinePlus®
    • e.g. Telecommunication in medicine
  • WebMD®, cataloger judgment
    • e.g. Health and Technology (WebMD®)
  • Different vocabularies and liberal use of cataloger judgment
  • Authority control much more challenging

WordPress.com Indexing and Display
• Simple structure to just add topics
  • Clickable categories and tags allows for straightforward discoverability
  • Cross-references (see references) – hard to use effectively
    • Add all? Only certain ones?
  • Can’t see topic relationships – alphabetical display
    • What tag is related to what category?
    • Which tags, if any, are synonyms?
  • Search results only list post title and date posted
    • Title is for the main topic of the show
    • Why did I get these results?

Conclusions
• WordPress.com – has basic indexing/navigation options
  • Quick and easy to provide good basic search and navigation
• Effective indexing is a bigger challenge for blogs covering MANY topics
• Indexing decisions and maintenance can be more problematic as blog grows
• Blog content authors and indexers need good communication
  • Effective use of keywords in text can augment categories and tags
• Bigger challenge without usability tools – what do people put in the search box?
• WordPress.org – cost but more powerful features and tools; may need more staff skills and resources to maintain. Currently under consideration for next iteration of website.