A Library and a Radio Show: the Story of a Successful Partnership

Barbara Rochen Renner, Lee Richardson, Terri Ottosen and Robert Ladd
Health Sciences Library, University of North Carolina at Chapel Hill
Adam O. Goldstein and Laura Lacy
Department of Family Medicine, School of Medicine, University of North Carolina at Chapel Hill

Background

- 2009: librarians began collaborating with weekly consumer health radio show, YOUR HEALTH®
- Show airs several times weekly on local AM & FM plus out-of-state syndicated radio station
- Provides timely content for NCLive, a statewide library consortium offering free access to a core set of digital content and services
- Librarians recommended WordPress (WP) platform to post show audio recordings and consumer health content plus incorporate other social media
- 2010, June: WP website went live
- Currently: Team of 4 librarians from 3 Health Sciences Library (HSL) departments oversee maintenance, index content, resolve problems, provide links to high-quality consumer health information on show topics

Benefits for HSL

- HSL and HSL’s North Carolina Health Info (NCHI) service are acknowledged as sponsors on the blog and on air
- Librarian ‘shout out’ during on-air shows: “We’ll ask our great HSL librarians to add a link…”
- Draws attention to HSL and NCHI and as public resources
- Enormous outreach!

Statistics

- Since June, 2010: 574 blog posts; > 81,000 website views and > 33,000 visitors
- On air listeners ~35,000/week
- Top referring websites: search engines, social media (e.g. Facebook, WP, Twitter), UNC School of Medicine
- Librarians have provided over 4,000 links from April, 2011, through May, 2018
- Average links/show: increased over time with changes to radio show format and librarians providing links; currently 17.7 links per show
- Website has been viewed in 81 countries over the past year and in 154 countries since February 25, 2012

Top 10 Views by Country since 2/25/2012

- United States 53,625
- United Kingdom 2,008
- Canada 1,706
- Australia 812
- India 790
- Brazil 768
- Philippines 508
- Mexico 477
- Germany 263
- Ireland 232

Changing Librarian Roles

Recent changes and additions to librarian roles include:
- Two librarians provide links for each show; links were provided by rotating team of librarians and library science students which required a coordinator to oversee
- New workflow saves time and effort
- Librarian fleshes out initial blog entry with links to information on co-hosts and guests, downloads and inserts audio files, adds links to consumer health information
- Librarians beginning to add additional, librarian created content (e.g. posts focused on one topic)

Moving Forward

Librarians are exploring new ideas to develop and improve the blog.
- Evaluate visual design with consideration for new WP options
- Consider new options available with recent WP upgrade to Business Plan
- Establish workflow to deposit audio files into institutional repository (currently batch depositing older content)
- Develop/create new content (e.g. book reviews; popular/timely topics)

More on Your Health

YOUR HEALTH® radio:
https://yourhealthradio.org/

More on the HSL partnership with YOUR HEALTH® Radio
https://yourhealthradio.org/behind-the-scenes/#publications

Acknowledgements

Former YOUR HEALTH® Radio co-host Cristen P. Page, MD, MPH and the many former Family Medicine and Health Sciences Library contributors.