

Talk Radio: Advocating and Celebrating Health Information Resources Over the Airwaves



Rozalynd McConnaughy, Ruth Riley, Laura Kane, Allison LoCicero
School of Medicine Library, University of South Carolina



Purpose:

To describe an outreach project that educates the public about authoritative consumer health web sites, promotes library projects, and is fun for the participants.



Brief Description:

Librarians appear once a month to discuss the upcoming National Health Observances listed on the healthfinder.gov web site. Librarians select web sites related to the observances to describe. In addition to covering some of the content available on the web site, they highlight unique features of the site and talk about the characteristics of a valid consumer health site.

Results/Outcome:

The radio show provides librarians with an opportunity to reach the general public and supply them with information about consumer health web sites. These radio appearances are also an opportunity to promote the Library's health information projects, such as the Center for Disability Resources Library, GeriatricWeb, and Go Local-SC, as well as MedlinePlus.



Steve Wilson On the Air



Roz McConnaughy On the Air

Background:

Members of the University of South Carolina School of Medicine Library faculty have been regular monthly guests on *Health, Wealth, and Happiness*, a local radio show, for over three years. *Health, Wealth, and Happiness* is on the air Monday through Friday from 2:00 pm - 3:00 pm on WGCV 620 AM in Columbia, South Carolina. During the Health segment, there is a guest from the health care community. Jack Thompson provides a daily commentary on the stock market and addresses other business topics for the Wealth segment. For the Happiness segment, Gary interviews individuals associated with local arts events.

"WGCV 620AM is the home for inspiration and informative talk in the Midlands of South Carolina. Through a broad variety of programming content, whether music or talk, WGCV's focus is to empower our listeners while providing knowledge for improving their quality of life."



Radio station web site

Evaluation Method:

The radio show's web site contains a rotating archive of recent shows. Listening to the archives is a way for the librarians to critique their speaking skills and the ways in which they describe the consumer health sites.



"Health, Wealth and Happiness" web site



Ruth Riley and Gary Pozsik On the Air