

Health-e Syndication Data Export Manual

Concepts

Health-e stories are published in Health-e's WordPress as **Posts**. Each story can have 0 or more syndications. A **syndication** ties a story to the media **Outlet** that used the story. Media outlets are divided into print, online, radio and TV.

Fields

Each post will occur at least once in the exported dataset. The fields marked with * in the *Multiple* column can have multiple values. Each combination of these values is in the output such that one post with two authors and two categories, one syndication and one marginalised voice will occur four times in the dataset. If a post doesn't have some of these values, e.g. a post without any syndications or marginalised voices, would still occur in the dataset but with these columns blank.

Field name	Multiple	Part of	Description
post_id		post	Unique ID of the story post in Wordpress
headline		post	Title of the post in Wordpress
date		post	Date field of the post in wordpress
author	*	post	One of the authors of the post
category	*	post	One category
marginalised_voice	*	post	One marginalised voice e.g. <i>LGBTI</i>
syndication_id	*	syndication	Unique ID of the syndication
syndication_name		syndication	Name/title of the syndication
media_form		outlet	Type of media of the outlet e.g. print or online
outlet_id		outlet	Unique ID of the outlet
outlet_name		outlet	Name/title of the outlet
geographic		outlet	Whether the outlet is regional or national
reach		outlet	Whether the outlet is community or mainstream
advertising_value_equivalent		syndication	Advertising Value Equivalent of the syndication e.g. <i>R100,000</i>
impact		syndication	Impact anecdotes, e.g. <i>"100 viewers called in to M-Net about the story on Carte Blanche offering help"</i>
circulation		syndication	Circulation of the given print publisher if relevant and known
tams		syndication	Television Audience Measurement Survey figure for the syndication segment when relevant and known

