

## Creating a Website for a Student Radio Station

SB Campus Radio  
Student: Liat Regev  
Advisor: Dr. Buzi Raviv

The purpose of the project was to build a website for SB Campus Radio, the student radio of Sde Boker Campus of Ben-Gurion University. The website's goal is to serve as an organized archive for the radio's podcasts and as a branding tool among new and existing listeners. SB Campus Radio was created in 2017 by students of Sde Boker Campus. In 2018 and the radio held the first training for new broadcasters and in 2019 a second course was completed. The radio collaborates with education and culture institutes in the Negev area, among them are: the regional high school for environmental education, Pub 40, Ramat Negev Library and Mitzpe Ramon Jazz Club. The radio aims to foster closer connection within communities in the Negev, make science accessible to the general public and support the local culture.

The radio operates as a podcast and the shows are prerecorded and available to listeners at any time. The shows are stored at Mixcloud, an online streaming service for creators of radio shows, DJ mixes and podcasts. The service provides users with their own page and upload audio files, and the tracks are organized from recent to first. Mixcloud does not include other option to organize tracks, which makes it hard for new and returning listeners to navigate, search and discover the content of the radio.

The project was conducted in three stages. In the first stage, I created a website specification document that details the guidelines for creating the website. The specification document includes information on the general structure of the website (main pages, navigation menu, footer), the guidelines for the organization of the podcasts and recommendation for a content management system (CMS) and a web hosting service. I chose Wordpress for the website's CMS. Wordpress was originally designed for blogs, so adjustments were needed to make it suitable for a radio and podcasts website. In the second stage I build the website using Wordpress and Elementor page builder. In the third and final stage I surveyed podcast hosting services to replace Mixcloud. The goal of this review was to find a service that also provides an RSS feed, which is a required for the distribution of shows to podcast applications.

The website is up and running, but there is still work to be done. The main page needs more work to make it more inviting and Mixcloud's media players, which are embedded in the website, need to be replaced by the players' of the new hosting service.

Building the website taught me about the importance of information architecture in presenting online content effectively and in creating a new brand.