

Tips for Better Blogging

Mindy McAdams
University of Florida

Links and links in lists



« McCain picks a MILF

Weekend political video roundup »

About Sarah Palin, presumptive GOP veep nominee

August 29th, 2008 by Wayne Garcia in Politics

As we await the official announcement that John McCain has picked pro-life, pro-gun, former sports reporter, former commercial fisherman, tax-cutting Alaska Gov. Sarah Palin, here are a few facts about her:

- » Earlier this year, she had good things to say about Barack Obama's energy plan.
- » Evangelicals are saluting her selection.
- » She did inhale.
- » She was featured in *Vogue* in February.
- » She was the subject of a Draft Palin for VEEP website.
- » She was dubbed the GOP's fastest-rising star by The Weekly Standard.
- » She vetoed 13 percent of the state budget to hold the line on the size of government.
- » She was Miss Wasilla.
- » She beat an unpopular incumbent governor to win the office two years ago.
- » Bill Kristol predicted in June that Palin would be the veep.
- » Palin's oldest daughter is named Kristol Bristol. (The same name of the bay she and her husband fished.)



Bookmark It



<http://blogs.creativeloafing.com/politicalwhore/2008/08/29/about-sarah-palin-presumptive-gop-veep-nominee/>

Use of links.

Use of bulleted list (not common, although Wayne Garcia uses it a lot; recommended use for special purposes only).

Quoted material
and how you
link to it



« The Short List has moved

Ch-ch-changes at PoHo, CL blogs »

Revisiting the DaSilva-Tampa Trib layoffs story

August 20th, 2008 by Wayne Garcia in Media Watch

You may recall that I blogged a while back about Jessie DaSilva, a Tampa Tribune intern whose blog post defending the new direction at the Tampa Tribune, as elucidated by editor Janet Coats, drew lots of praise and criticism online.

Now, a former Trib reporter who left just before that incident, Billy Townsend, has weighed in on the issue with a very thoughtful analysis of the problems of the news biz. I point this out not only because he says nice things about my piece but because he hits the nail on the head:

Mass audiences don't pay to read content. They never have, at least not since the rise of free television.

Advertisers, who have funded the major newspapers, have never cared about journalism. They paid for the press – the means to reach a mass audience. With the rise of the web and Google, advertisers can now reach almost infinitely larger audiences with measurable, local precision. The marriage of journalism and advertising, which I think never existed, is undergoing an ugly, irreversible divorce.

I also had a chance to meet DaSilva last week at Bill McKeen's book-signing and found her a very bright journalist. She's headed back to Gainesville, where she will start a term as the editor in chief at the *Independent Florida Alligator*. I wish her good luck.

<http://blogs.creativeloafing.com/politicalwhore/2008/08/20/revisiting-the-dasilva-tampa-trib-layoffs-story/>

Use of quoted material -- with a link to the original URL from which it comes.

Personal experience (use of "I").

Link back to his own previous post.

(the linked material)

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Lakeland Local

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Tribune, Ledger (And Everybody Else) Agonistes: The De-professionalization of News

By Billy Townsend on August 19, 2008 at 5:19 pm



This is a little long, so bear with me - or don't, depending on your taste.

It's more timely now with the news of The Ledger's job cuts and religion editor Cary McMullen's column last Saturday lamenting the demise of religion reporting and the specific layoff of well-known and respected Orlando Sentinel religion reporter Mark Pinsky. But honestly, it's hard to find a week that doesn't accentuate the decline of institutional print journalism.

I want to focus on a few weeks ago, when a young intern with the Tampa Tribune named Jessica DaSilva set off an online kerfuffle. She posted on her blog an account of Executive Editor Janet Coats' staff meeting detailing a newsroom reorganization that included a dozen or so layoffs. All the casualties were reporters or line level copyeditors, if I understand it correctly. At the time, I had just left for my new corporate writing job in Tampa along with a few other Tribune refugees. (My new employer, who I will not mention here by name, makes a funny sort of journalism culture war came in Jessica's post.) A number of other longtime reporters and editors had just taken a voluntary buyout. The atmosphere for that gathering must have been morgue-like.

Lakeland Local Logo by: Check Here

Click a contributor's name below to see a full list of his or her posts.

Contributors

- Billy Townsend
- Chuck Welch
- Darby Critendon
- Lorrie Delk Walker
- Tom Hagerty

Articles by Date

August 2008

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« Jul				Sep »		

<http://www.lakelandlocal.com/2008/08/tribune-ledger-and-everybody-else-agonistes-the-de-professionalization-of-news/>

“Live blogging”

STUCK in THE '80s



August 30, 2008

Live from the Regeneration Tour!



Mike Score and A Flock of Seagulls at Ruth Eckerd Hall.

It's finally here: The ultimate '80s roadshow -- the **2008 Regeneration Tour** -- has landed in Tampa Bay. I'm here, backstage at Clearwater's [Ruth Eckerd Hall](#), to bring to all the scoop -- or at least make a noble effort.

The show is set to start at 7 p.m. with **Naked Eyes**, led by my new best friend [Pete Byrne](#), taking the stage. I'll be handling the introductions and then attempting to literally stage-dive into my chair so I don't miss a single note. (Note to security personnel: Just kidding.) I'll also try to post some pics during the night as



8:20 p.m.: Seagulls is finishing their set with "I Ran." The crowd is really going nuts. Damn straight. This is '80s Night in Clearwater, and there's no going back to today's dull, monotonous music after hearing these bands play live.



8:40 p.m.: **Dale Bozzio and Missing Persons** got a huge reaction when they appeared on stage moments ago. Dale is constantly pouring champagne into a glass, which she is sipping between songs. (That's the secret to her ability to hit the high notes, I'm deducing.) She opened up with "Destination Unknown" and the crowd jumped to their feet for the whole song. She's still able to hit that "hiccup" note too.

And to answer the big question: No, she's not wearing the metal bikini that she made famous 25 years ago in all those killer MTV videos. She has on bell-bottom jeans, a big black jacket and a fedora.

9 p.m.: The meet-and-greet is on. About 10 of us are waiting for Martin Fry from ABC. Suddenly there he is, just as cool and unassuming as he was during my podcast interview with him. He introduces himself to everyone and poses for whatever photos we want. He remembers me from our podcast interview, and we have a

5:45 pm: **Mike Score of A Flock of Seagulls** is walking around backstage. My first good deed of the night? Showing him where the restroom is. So all my hours here at the hall finally pay off.

6:50 pm: Just 10 minutes before I have to go slur my way through stage announcements. Cotton mouth sets in. Band members wandering around freely backstage now. I just bumped into Stainton from [Rubix Cubed](#), the official '80s cover band of Stuck in the 80s. He's sporting a "Frankie Say" shirt. Nice tribute.

7:10 p.m.: We're running late, but about to get started. I just chatted with **Pete Byrne** from **Naked Eyes** and **Dale Bozzio** from **Missing Persons**. Just as friendly as you'd want them to be.

7:20 p.m.: OK, my stage introductions are over! And the band was just hanging with Pete from Naked Eyes for the 5 minutes.

Fulfilling his promise, he sang "Rocket Man." I walked out with the microphone. And as he sang, I introduced them by saying, "Please welcome Naked Eyes!"

this silly grin off my face any year soon. For the Naked Eyes is opening with a killer version of "Head."



<http://blogs.tampabay.com/80s/2008/08/live-from-the-r.html>

Live blogging from a concert.

Use of one blog post, updated frequently during the event.

80 hours of '80s videos!

God bless whatever lifeforms conceived the idea of **VH1 Classic**. The cable channel has become the only true heir to the greatness that was once MTV. (Man cannot live on "Room Raiders" alone. In fact, whatever "man" is behind that idea needs to spend the rest of his life milking rabid yaks.)



This Labor Day weekend, VH1 Classic is showing **80 hours of '80s videos**. The videos are seemingly running in alphabetical order. (That means I can sleep well, knowing the a-hafia has seen their beloved "Take On Me" and will be sending no mail-bombs my direction anytime soon.)

I don't get VH1 Classic here at the cutting-edge digital think-thank that is the sprawling Stuck in the 80s campus in St. Petersburg, Fla. (Motto: "Get back to work!") So while I sell frozen bananas on a stick to tourists with pasty white legs, I'll have to watch the videos online instead. (Just [click here](#) to access the playlist on VH1 Classic's website.)

For my money, I can't get enough of the "[Under Pressure](#)" video by Queen with David Bowie. I've watched it three times and counting this morning. Which really means, if my boss is reading this, that I'm only kidding. "Hello ma'am, would you like nuts on your banana?"

Posted by Steve Spears at 7:47:38 AM on August 30, 2008 | [Permalink](#) | [Comments \(9\)](#)



- Writer's voice is distinctive
- Value of post to its audience is clear
- Strategic use of **boldface**
- Number of links: 2
- Clear headline (add "music"?)
- Use of image
- Length = 210 words

<http://blogs.tampabay.com/80s/2008/08/80-hours-of-80s.html>

Personal writing style (but not everyone would copy THIS GUY'S style!).

Clear, unambiguous headline.

Just the necessary links: One overall, plus one example. This is not minimalistic; it's sensible.

This blogger produces a weekly podcast. The blog complements the podcast.



aneducationblog

Get Schooled
Your source of information and conversation about education in Georgia and the nation.

What's on this page →
The entry titled "SAT scores fall - again," and any of the comments about it.

Our blogger's 411

Check It Out!
• Great ideas for family vacations

Recent entries
• Pinching for college
• Would you stay or go?
• Clayton's future?
• Principles about principals
• SAT scores fall - again
• Report card confusion
• Guns on campus
• More entries...

What's For Dinner?
Get recipes by e-mail and practical options for takeout and delivery, all at **EveningEdge.com. NEW!**

If you have a news tip about education, please contact Laura Diamond.

AJC.com > Blogs > Get Schooled > Archives > 2008 > August > 26 > Entry

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SAT scores fall - again
By Laura Diamond | Tuesday, August 26, 2008, 11:15 AM
The Atlanta Journal-Constitution
1466 - that's Georgia's new average SAT score, according to results released this morning.

The state's results dropped by six points from last year's average. Georgia dropped while the national average remained steady at 1511. That's 45 points higher than Georgia's average. A perfect score is 2400.

This is the second consecutive year Georgia's scores dropped. Why do you think Georgia struggles with the test?

More importantly, do you care how Georgia performs on this test?

Permalink | Comments (56) | Post your comment |

Comments

By jim d
August 26, 2008 11:59 AM | Link to this
Let me ask a question:

Suppose you took a high school class, singled out the top 10% and had them take an exam, any exam. Then you took all but the bottom 10% of the class (i.e. the top 90%) and had them take the exam. Which do you think would result in a higher average score?

Here's one simple way to look at it: in a typical high school class, the top 10% of students might have an average in the lows 90s in a given quarter, while the average of all but the bottom 10% might

ajc.com

- Blog by the education reporter at The Atlanta Journal-Constitution
- Blog's audience is *better informed* about education than the general audience of all readers
- Posts often get a lot of comments
- To get comments, *ask a question*
- Number of links: 1
- Clear headline
- Length = 76 words

http://www.ajc.com/blogs/content/shared-blogs/ajc/education/entries/2008/08/26/sat_scores_fall.html

To get comments, ask a question (but only after you know you have READERS!).

Using links
intelligently
and well.



« French may outlaw "inciting thinness" | [Main](#) | Brain area linked to worry »

Meditate to lower blood pressure

Posted on Apr 17, 2008 7:00:00 AM

Discuss This: Comments (0) | TrackBack (0) | Linking Blogs | Add to del.icio.us | Digg it



Another study has found heart benefits from twice-daily meditation. This one came out last week in the *American Journal of Hypertension*. The findings: A specific type of meditation - **TM** - reduced **systolic blood pressure** by about 4.7 points and **diastolic blood pressure** by 3.2 points. A researcher told *Reuters* that the reductions translate into lowered risks of death from heart disease and strokes. What's **TM**, anyway? **Transcendental meditation** involves sitting comfortably in silence with eyes closed while focusing on a "mantra" to clear the mind. In the study, people practiced TM twice a day for 20 minutes each time. **Click here** to learn about blood pressure from the **American Heart Association**.

Filed under: **Heart disease, High blood pressure, Meditation**

http://blogs.orlandosentinel.com/features_healthblog/2008/04/meditate-to-low.html

Too many links! Which ones are relevant?

Let's examine
the 9 links
in that blog post.

1) Another study has found ...

AJH

 American Journal of Hypertension

Search This journal go Advanced search

Journal home > Archive > Original Contributions > Abstract

Journal home
Advance online publication
About AOP
Current issue
Archive
AJH in the press

Article
American Journal of Hypertension (2008) doi:10.1038/ajh.2007.65
Blood Pressure Response to Transcendental Meditation: A Meta-analysis
James W. Anderson¹, Chunxu Liu² and Richard J. Kryscio^{2,3}
¹Division of Endocrinology and Molecular Medicine, Department of Internal Medicine, College of Medicine, University of Kentucky, Lexington, Kentucky, USA
²Department of Statistics, University of Kentucky, Lexington, Kentucky, USA
³Department of Biostatistics, University of Kentucky, Lexington, Kentucky, USA
Correspondence: James W. Anderson, (jwandersmd@aol.com)
Received 7 September 2007; Revised 6 October 2007; Accepted 27 November 2007; Published online 31 January 2008.

Abstract [Top](#)
Background Prior clinical trials suggest that the Transcendental Meditation technique may decrease blood pressure of normotensive and hypertensive individuals but study-quality issues have been raised. This study was designed to assess effects of Transcendental Meditation on blood pressure using objective quality assessments and meta-analyses.

ABSTRACT
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2) ... in the American Journal of Hypertension.

[nature.com](#) > [Publications A-Z Index](#) > [Browse by subject](#) > [Publishing Partnerships](#)

No. 1 weekly science journal Impact factor **28.751** **nature**

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AJH American Journal of Hypertension

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Giovanni de Simone
Am J Hypertens 21: 365-366; doi:10.1038/ajh.2008.18
[Abstract](#) | [Full Text](#) | [PDF](#)
See also: [Article by Cuspidi et al.](#)

NEWS AND VIEWS [Top](#)

HIGHLIGHTS

CHANGE ISSUE

- Previous issue (Vol. 21 No. 3)
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naturejobs

Senior Lecturer - Cancer Biologist
University of Glasgow
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Principal Scientist Medicinal

3) A specific type of meditation—TM—reduced ...

TRANSCENDENTAL MEDITATION™
A natural renewable source of energy you can tap into every day

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WHAT IS TM?
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WHY TM IS
UNIQUE
SCIENTIFIC
CHARTS
RESEARCH
SUMMARY
ENDORSEMENTS
PRESS ARTICLES
WHERE TM COMES
FROM
COURSE DETAILS
LINKS
FIND YOUR LOCAL
CENTRE
CONTACT US

What is Transcendental Meditation?

THE QUESTIONS MOST FREQUENTLY ASKED ABOUT TRANSCENDENTAL MEDITATION

What is Transcendental Meditation?

Transcendental Meditation is a simple technique which gives a unique quality of rest to mind and body. It allows stress and tiredness to be released in a natural way, resulting in greater energy, clarity and enjoyment of life.

How much time will it take out of my day?

Twenty minutes, twice a day. Often this can be accommodated with no real change of routine. It can even be done on the train.

WHAT IS TM?

Transcendental Meditation is a simple natural technique which is practised for 15-20 minutes twice each day sitting comfortably with the eyes closed.

Which TM link is better? This one, or the next one? You do not need TWO.

4) ... reduced systolic blood pressure by about 4.7 points

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Blood pressure

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Illustrations



5) ... and diastolic blood pressure by about 3.2 points

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Blood pressure

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Illustrations

Two links went to exactly the same page. This is not good. It makes the user feel stupid if he or she clicked both links.

6) A researcher told Reuters that ...

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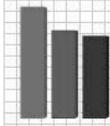
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Special Reports
Video

Meditation technique can lower blood pressure
Fri Apr 11, 2008 5:28pm BST
Email | Print | Share | Single Page | Recommend (1) [-] Text [+]

By Anne Harding
NEW YORK (Reuters Health) - Practicing a particular type of meditation twice a day can significantly reduce blood pressure, according to an analysis of existing research on the technique.
The blood pressure reductions associated with regular practice of transcendental meditation, or TM, would translate to a 12-15 percent reduced risk of dying from cardiovascular causes and a 15-20 percent lower risk of stroke, Dr. James W. Anderson, the study's lead author, told Reuters Health.
In TM, a person sits in a comfortable chair for 20 minutes twice a day and attempts to quiet the mind by focusing on a mantra, Anderson explained. "It's fairly simple but you need training to get into it," he added. "It allows you to get below the kind of 'cocktail chatter' that's always going on in your brain."

EDITOR'S CHOICE

GLOBAL DEALS

REUTERS KNOWLEDGE

This is where a smart blogger would link. Reuters itself will still have the story after Yahoo! News has deleted it.

7) Transcendental meditation involves ...

Do all forms of meditation have the same effects?  **Ask the Doctors**
www.AskTheDoctors.com

1-888-LearnTM (1-888-532-7686) Free TM eBook Free TM Videos Where to learn Contact Us

Maharishi Mahesh Yogi
Founder of the Transcendental Meditation program
50 years around the world >>

The Transcendental Meditation Program

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The Transcendental Meditation® program
Your key to clearer thinking, better health, fulfilling relationships and a peaceful world. The Transcendental Meditation technique is easy to learn, enjoyable to practice, and it enriches all areas of life.

Where to Learn the TM program >>

- ▶ The **TM Program at A Glance**
- ▶ **Ten Reasons** Why You Should Learn
- ▶ What **Meditators** Say
- ▶ Why the TM program is **Unique**
- ▶ View **Introductory Videos**

Search Site

Why have six million people learned the Transcendental Meditation technique?

Health **World Peace**
More Energy **Happiness**
Creativity **Inner Peace**

Which TM link is better? This one, or the previous one? You do not need TWO.

8) Click here to learn about ...

ADVANCED SEARCH

September 1, 2008

American Heart Association
Learn and Live.

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High Blood Pressure

About High Blood Pressure

Am I at Risk?

Why Should I Care?

What Can I Do?

Treatment Decision Help

For Professionals

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High Blood Pressure



According to recent estimates, about one in three U.S. adults has high blood pressure, but because there are no symptoms, nearly one-third of these people don't know they have it. In fact, many people have high blood pressure for years without knowing it. Uncontrolled high blood pressure can lead to stroke, heart attack, heart failure or kidney failure. This is why high blood pressure is often called the "silent killer." The only way to tell if you have high blood pressure is to have your blood pressure checked.

Get the facts on high blood pressure and how to live a heart-healthier life. Find out how you can reduce your risks for heart attack and stroke with proper monitoring by a healthcare provider and simple lifestyle changes, even if you have high blood pressure.

RELATED ITEMS

Links on This Site
[Track your blood pressure online with our Blood Pressure Management Center](#)
[High Blood Pressure News](#)
[Ten Ways to Control Your High Blood Pressure](#)
[Numbers That Count for a Healthy Heart](#)
[Printable Blood Pressure Tracker](#)

Links to Other Sites
[Sign up for our free monthly High Blood Pressure e-newsletters](#)
[Share your questions and advice in our High Blood Pressure forum](#)
[American Stroke Association](#)

9) ... from the American Heart Association.

The screenshot shows the American Heart Association website homepage. At the top, there is a navigation bar with links for SEARCH, DONATE, HELP, CONTACT, SITE INDEX, and CAREERS. On the right, there are language options: En español | 简体中文 | Tiếng Việt, and the American Heart Association logo with the tagline "Learn and Live®". The date "September 1, 2008" is displayed in the center. A left sidebar contains a menu with categories: For Patients, For Caregivers, For Healthcare Professionals, For Researchers and Scientists, Heart Attack/Stroke Warning Signs, American Stroke Association, Diseases & Conditions, Children's Health, CPR & ECC, Healthy Lifestyle, and Advocacy: You're the Cure. The main content area features a large image of a smiling man and a headline: "September is National Cholesterol Awareness Month. Make a date with yourself to have your cholesterol tested, then learn how to manage your levels and lower your risk of heart disease, heart attack and stroke." Below this are two smaller articles: "Take the Go Healthy Challenge" and "Kids Encouraged to Go Healthy" (The Alliance for a Healthier Generation), and "Grocery shop smarter, faster" (Look for the heart-check mark to quickly and reliably find foods certified to be low in saturated fat and cholesterol). On the right, there is a "GET LOCAL INFO" section with a search for events by zip code and a "Find by State" link. Below that is a "WXY 9" logo and a section about recognizing heart attack symptoms, with a "learn more..." link. At the bottom right, there is a small image of a smiling couple.

Which links matter?

- The research study
- American Journal of Hypertension home page
- TM (What is Transcendental Meditation?)
- Page about blood pressure at NIH.gov (linked twice)
- Reuters
 - Yahoo News; *broken*
 - Reuters (real one)
- Transcendental meditation (TM.org home page)
- “Click here” (high blood pressure info from AHA)
- American Heart Association home page

E-mail me and ask for the handout that provides a rewrite of the original blog post, with only four links instead of nine.

Tips for Better Blogging

Mindy McAdams
University of Florida