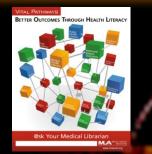
Capitalizing on Promotion: Celebrating What We Do

Beverly Murphy, MLS, AHIP and Adrianne Leonardelli, MLIS Duke Medical Center Library and Archives, Duke University, Durham, NC



Celebrating Medical Libraries National Medical Librarians Month



Book Drive for Duke Children's Hospital
Web Scavenger Hunt
Duke Day: Games and Giveaways
Library Demo at Duke Hospital Cafeteria
Raffles and Giveaways All Month
Promotional Banners and Bookmarks
Celebrated Open Access Week
Free Snacks every Friday



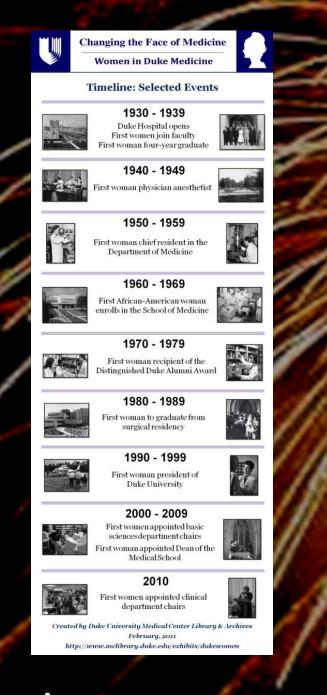
Celebrating Women in Medicine

NLM Changing the Face of Medicine Traveling Exhibition

http://www.mclibrary.duke.edu/exhibits/dukewomen







Reception for Exhibit Opening

"Duke Women in Medicine" Display

"Women as Healers" History of Medicine Exhibit

"Duke Women in Medicine" Audio Tour

Oral History Website featuring Duke Women

Promotional Banners, Brochures and Buttons

Closing Reception: Tea with Trailblazers

Celebrating Patrons and Staff

National Library Week



"Why I Need My Library & Archives"
Story Contest

Poster featuring Library Successes

Poster highlighting Staff Successes

Staff Appreciation Luncheon