

Capitalizing on Promotion: Celebrating What We Do

Beverly Murphy, MLS, AHIP and Adrienne 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>

Changing the Face of Medicine Women in Duke Medicine

Timeline: Selected Events

- 1930 - 1939: Duke Hospital opens First women job faculty First woman 6-year graduate
- 1940 - 1949: First woman physician anesthesiologist
- 1950 - 1959: First woman chief resident in the Department of Medicine
- 1960 - 1969: First African-American woman candidate in the School of Medicine
- 1970 - 1979: First woman recipient of the Distinguished Duke Alumni Award
- 1980 - 1989: First woman to graduate from medical residency
- 1990 - 1999: First woman president of Duke University
- 2000 - 2009: First woman appointed clinical assistant department chair
- 2010: First woman appointed clinical department chair

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

Celebrating Your Success!

- Knowing that I'm safe feels like an invisible shield.
- Relationships have with some, but not with others.
- Seeing how many people access our journals, really helps me feel like I'm making a difference.
- Staff that have the best "get it" attitude.
- Staff that have the best "get it" attitude.
- Staff that have the best "get it" attitude.

Celebrating Each Other!

- Administrative being there, encouraging me and helping me find the information I need.
- Very grateful to the librarians for their help in finding the information I need.
- A librarian who has always been willing to help me in any capacity.
- My supervisor gives me the tools to get my job done.

"Why I Need My Library & Archives" Story Contest

Poster featuring Library Successes

Poster highlighting Staff Successes

Staff Appreciation Luncheon