The house lights dim in Wright Auditorium and applause fades as another distinguished “Voyages of Discovery” lecturer begins her talk. In the back row of the 1,500 seat venue, ECU Video Services Television Director Mike Myles stares intently at a bank of monitors while communicating with his team of technicians through an intercom headset. “Camera one, tighten up that shot a bit….great. Get ready camera one. Take camera one. All right camera two, give me a crowd shot. That’s good. Ready camera two. Take camera two.” Myles will continue directing until the presentation is complete.

Between giving directions to his team, Myles said, “We bring everything we need to document these events on video. Tonight we’re taping a lecture that will be aired on ECU-TV and ECU’s channel on YouTube and distributed to donors and other benefactors of the university on DVD. Tomorrow, we’ll be in a classroom doing educational support and we’re also producing a recruiting video for Brody School of Medicine.”

ECU-TV and Video Services Manager Tom Skinner says the mission of ECU-TV and Video Services is changing from a mainly health services entity to a university-wide asset. “We are providing professional video content for departments across ECU to be used in telecasting and on the Internet as well as in the classroom and distance education. We’re here to help the various departments of the university to communicate with the power of video.” Skinner also says the program schedule for ECU-TV is undergoing a major revamping. “We’re adding programs tailored to suit a wider audience. We’re also including several student produced programs so ECU-TV better reflects the university.”

A recent partnership between ECU-TV and the School of Music is providing new entertainment and educational opportunities for the ECU community. Musical performances featuring students, faculty and visiting artists are being aired on ECU-TV (Greenville Suddenlink Cable Channel 99). Harley Dartt, Assistant Director (Marketing/Media Relations) of the School of Music, says, “The faculty and students love the experience and the initial public response has been phenomenal.” Dartt says partnering with Video Services couldn’t have come at a better time. “With the move of the public toward technology and visually-based media, and budget constraints on print materials, it is imperative the School of Music have a presence in emerging technology communications. It provides forums in order to compete with other schools for the attention of potential students, faculty and donors.”

(article continued on page 2)
EUC- TV and Video Services Manager

“ECU-TV and Video Services is a division of Multimedia & Technology Services, a part of the William E. Laupus Health Sciences Library. “Even though we’re housed on the Health Sciences campus, we’re a university-wide service provider,” Skinner said. “If it pertains to video at ECU, we want to be there to capture the event and transform it into a professional video for use on television, in the classroom and on the Internet.”

Nearly two hours after the Voyages of Discovery Lecture started, the audience leaves Wright Auditorium. Myles and his crew pack up their equipment. “Our work varies so much from one day to the next and that it keeps things interesting,” Myles says. “We’re helping to tell East Carolina University’s story.”

ECU-TV is a 24/7 noncommercial television channel (on Greenville Suddenlink Cable Channel 99) featuring scientific, scholarly, arts, sports and entertainment programming produced by experts in their fields. ECU-TV programming offers information in a wide range of subject areas that contribute to a life-long learning about the world around us, future developments in science and technology and an appreciation for art, drama and music.

Video Services provides professional media and communication services to East Carolina University. From concept to completion, the creative and professional staff handles virtually every aspect of video production.

To set up an appointment to discuss your production needs, please contact Tom Skinner, ECU-TV and Video Services Manager, at skinnerth@ecu.edu.

Visit the updated MTS website at www.ecu.edu/mts

MTS contributes to CMN Telethon

Weeks before the first telephone rang at the 2009 Children’s Miracle Network Telethon, staff from Multimedia & Technology Services spent time transforming the Brody School of Medicine Auditorium into a broadcast center. Technicians ran wires and installed cameras and other television equipment for the live, two day, 13 1/2 hour broadcast.

The grand total of pledges raised on May 30 and 31 was $1,100,495. All of the money will benefit the Children’s Hospital in Greenville, which serves sick and injured children in 29 counties in Eastern North Carolina.

MTS is proud to support Children’s Miracle Network. This year’s broadcast was the 24th annual event in Eastern North Carolina.
A Message from the Director

This spring Laupus Library has navigated the roughest economic waters in the history of our library. Budget cuts and a hiring freeze have curtailed many of our traditional, familiar ways of providing services and resources to our clients, but out of adversities come opportunities to look for creative and cost-effective ways to support our mission as we sail forward. Having strategically invested over the past decade in the conversion of most of our print journals and bibliographic databases from paper to electronic, continuing to add to our digital footprint is a logical answer to many of the challenges generated by cuts to our budget.

I am pleased to announce that Kelly Rogers, editor, and Jason Cottle, graphic designer, of our highly regarded print newsletter, The Umbrella, have risen to the challenge of reporting news and events from Laupus Library and Multimedia & Technology Services without spending money on printing or postage. Building upon their indomitable spirits and extraordinary talents, Kelly and Jason have turned the Library’s print newsletter into a new state of the art e-publication, the first edition of which you are currently viewing. Using the tools and superior capabilities of digital composition, The Umbrella can now offer longer, more comprehensive articles previously limited by page space and the cost of printing. Photographs and creative full-color illustrations can now enhance the stories being reported. Clickable links to numerous web sites and resources take the expression “read more about it” to a new height of interactive information access.

From now on, The Umbrella will be distributed electronically via the Laupus Library web site www.ecu.edu/laupuslibrary/, BSOM Announce and other campus e-mail posting services, and through our electronic mailing list. If you would like to ensure receiving your copy of The Umbrella, please send your e-mail address to rogerske@ecu.edu. Kelly will be pleased to add you to our electronic mailing list. We hope you will take time to view, read and enjoy our new Umbrella.

Sincerely,

Dorothy A. Spencer, PhD
Director, Laupus Library
Associate Vice Chancellor
Communication & Information Resources

Faculty Author Registration Open

Laupus Library, in partnership with the Brody School of Medicine, College of Allied Health Sciences and College of Nursing, invite faculty members to register publications for acknowledgement at the 4th Annual Faculty Author Recognition Awards Luncheon.

All full-time, teaching, research and clinical faculty from the Brody School of Medicine, College of Allied Health Sciences, and College of Nursing who have published in books, book chapters, or peer-reviewed journals between January 1, 2008 and June 30, 2009 are eligible for recognition. An awards reception will honor and recognize these faculty members for their research and scholarly contributions to their area of study. Faculty must register their publication online at www.ecu.edu/laupuslibrary/far.cfm to be recognized at the event. Online registration is available through September 15th, 2009.

For details about eligibility criteria, registration form and deadlines, along with more information about the event, please visit the Faculty Author Recognition website at www.ecu.edu/laupuslibrary/far.cfm. For other questions or concerns, please contact Roger Russell at russellr@ecu.edu or 744.3215 or Kelly Rogers at rogerske@ecu.edu or 744-2232.

Laupus Wins First Place for Special Events PR

Laupus Library’s Development team won first place for Special Event Public Relations at this year’s Medical Library Association annual meeting. This is the second consecutive year Kelly Rogers, Public Communication Specialist, and Jason Cottle, Graphic Designer, have won first place at the annual conference. The competition gives libraries an opportunity to share unique marketing ideas, strategies and samples with colleagues. Entries are judged for creativity, accomplishment of stated goals, and best use of available budget and resources. Winners receive mention in an MLA News Release and MLA News article, as well as a letter and certificate highlighting the win. Winning entries are also featured on this year’s National Medical Librarians Month page on MLANET which showcases successful library promotions.
Laupus Library Expands Services for Students Near and Far

The liaison librarians at Laupus are taking on a new project, subject guides, to improve access to resources and services at the library. Subject guides are web pages containing customized information targeted at specific groups. For instance, the College of Allied Health Sciences liaison is currently working on a page for Occupational Therapy students.

What does a subject guide contain? Well, that depends on the subject, but most will contain contact information for the library and the corresponding liaison in addition to a list of the best resources for finding information on the areas that the department deals with the most. The goal of this project is to provide additional guidance for students who may not be able to come to the library in person and may not have access to traditional library instruction.

Currently, the subject guides project is set to go live during the Spring 2010 semester.

Laupus Blog: Current Trends and Updates

The Laupus Blog was started during the Fall semester of 2008 and focuses on health sciences and information technologies. Posts go up once every two weeks or more frequently depending on current trends or news events. Every other week during the past Spring semester, the blog featured an episode of Research First Aid www.ecu.edu/laupuslibrary/researchfirstaid.cfm. This is a podcasting project that covers library resources and services at both Laupus and Joyner Libraries.

This year, the Laupus Blog featured articles such as: The New England Journal of Medicine Image Challenge, Happy Birthday Lincoln and Darwin, Medpedia: A New Free Online Resource, Medical Applications for the iPhone/iPod Touch, H.R. 801 and the NIH Public Access Policy, Fun and Prizes at the Innovation Expo, Questioning UpToDate’s Evidence, Update on the Prevalence of the Electronic Health Record, Nanotechnology, Merck Pays Elsevier to Publish Fake Journal, as well as Medical Journals and Facebook.

The latest post from the Laupus Blog is located on the bottom right hand side of the Laupus Library home page www.ecu.edu/laupuslibrary. If you want to be sure you don’t miss any posts, subscribe to an RSS feed for the blog. Simply go to the blog website at blog.ecu.edu/sites/laupuslibrary/ and look for the RSS feed icon at the bottom right of the page.

Use Twitter?

Follow us at @eculaupus for the latest library news and announcements

Beginning June 1, Laupus Library will only provide online access to current newspapers. You can access online newspapers by going to the Electronic Resources page: www.ecu.edu/laupuslibrary/ElectronicResources.cfm and selecting “newspapers” from the drop box.
Laupus Library continues hosting a national traveling exhibition on African-American academic surgeons through July 28. “Opening Doors: Contemporary African American Academic Surgeons” celebrates the contributions of black academic surgeons to medicine and medical education through the stories of four surgeons and educators who exemplify excellence in their fields and believe in continuing the journey of excellence through the education and mentoring of young physicians and surgeons.

The exhibition also features other academic surgeons from around the country who follow in the tradition of sharing their knowledge and passing the torch to younger surgeons.

The exhibit is located on the library’s fourth floor in the Evelyn F. Laupus Exhibit Gallery and is open during normal hours, posted at www.ecu.edu/laupuslibrary/hours.cfm or call 252-744-2219. Metered parking is available in front of the library. Feel free to contact Kelly Rogers rogerske@ecu.edu or Melissa Nasea naseam@ecu.edu if you have questions.

Laupus celebrates “Opening Doors” traveling exhibition

You can see a complete listing of current library exhibits online at:
www.ecu.edu/laupuslibrary/events/exhibits.cfm

(right) Poster promoting the exhibit and (below) panels on display for the exhibit.

The four pioneers featured are Alexa I. Canady, the first African-American woman pediatric neurosurgeon; LaSalle D. Leffall, Jr., cancer surgeon and first African-American president of the American College of Surgeons and the American Cancer Society; Claude H. Organ, Jr., general surgeon and the first African-American to chair a department of surgery at a predominantly white medical school; and Rosalyn P. Scott, the first African-American woman cardiothoracic surgeon.
On April 2, 2009, the Laupus Library held the Innovation Expo, an event focusing on the innovative uses of technology in health sciences education. About 200 attendees spanning the health sciences disciplines at ECU and surrounding health care facilities, hospitals, and private practices gathered in the new East Carolina Heart Institute where they met with exhibitors and speakers to heighten their awareness of new technologies.

Some highlights included Dr. Wiley Nifong and his expert cardiovascular surgical team performing a surgical procedure on a patient. The excitement of the event was heightened as it was broadcast live in one of the breakout rooms. Dr. Nifong was miked up so that attendees in the room could ask questions about the procedures as they happened in real time. Additionally, Dr. Leonard Trujillo demonstrated the Wii Fit, which he and graduate assistants in the College of Allied Health Sciences use in their research involving sedentary workers. Dr. Trujillo demonstrated how the game works and allowed attendees to test it out on their own as well.

The most popular aspects of the Expo were not limited to the speaker sessions, however. Exhibitors were able to show off their technology wares as well. For instance, Modality, Inc. demoed their iPhone and iPod touch health-related software, like the Netter’s Anatomy Flash Cards applications. Virtual Heroes showed their serious gaming software that simulates real-life health emergencies, among other scenarios, and Verizon Wireless brought some of their newest smart phones.

Laupus Library would like to thank the efforts of the planning committee, MTS, the Heart Center, and our sponsors and attendees for making this an exceptional event.
Laupus Computer Lab: Doing Your Part to Conserve

By now, everyone is well aware of the drastic budget cuts that the university has had to make. This has significantly affected the ability to order additional supplies for the computer labs, among other things. Despite the cuts, we are striving to offer the same level of service and support that we always have. We would like to ask that you help do your part in the conservation effort by observing the following when printing in the library:

- PowerPoint presentations need to be printed with multiple slides (preferably 6) per page.
- All documents should be printed double-sided unless absolutely necessary.
- When printing notes/slides with dark backgrounds, please reformat them for black/white printing — this will usually apply a white background and will greatly reduce the amount of toner used.
- Avoid printing multiple copies of documents — if your classmates need a copy as well, they should stop by to print them.
- Last, but not least, if you’re going to be studying at a computer anyway, save PDF copies of your notes and view them onscreen. This will help greatly reduce the use of paper and toner and will help lighten your notebooks as well!
- If you need help with any of the tips here, stop by the Computer Lab and we’ll be glad to assist.

A variety of educational, interactive training and board review software is provided in the computer lab to enhance the various curricula throughout the Division of Health Sciences. To facilitate group work, the lab offers two Collaborative Resource Centers (CRCs) that feature large interactive SmartBoard® displays and speakers to provide sufficient audio if needed. The Assistive Technology Center is available for students with specific needs; it features an adjustable-height workstation, Optelec Clearview video magnifier, and JAWS® screen-reading software.

OpScan exam grading is offered through the lab as well. Faculty members within the Division of Health Sciences are encouraged to take advantage of this service. All exams for OpScan must be accompanied by an OpScan Request Form (www.ecu.edu/laupuslibrary/opscan.cfm) and left in the secure drop-box located at the lab’s front desk. Exams from the Brody School of Medicine can be dropped off and picked up at the MTS office (1S-10).

The computer lab offers many services and equipment loans free of charge including digital cameras and camcorders, iPod touches, laptops, and a TurningPoint audience response system for a week. Large-format poster printing is one of the more popular services, enabling students to culminate research projects with an exceptional visual display. Students that need additional help with hardware or software questions are encouraged to stop by the computer lab or set up an appointment in advance with the Computer Lab Manager, Nate Saunders (saundersn@ecu.edu).

Services & Resources
Collaborative Centers
B&W/Color Printing
Digital Camera Loan
Laptop Loan
Poster Printing
Assistive Technology
iPod touch Loan
Scanning
TurningPoint Loan
Wireless Printing
Book Scanning
OpScan Grading

Want a Free Umbrella?

In an effort to improve the look, layout and content of our newsletter, The Umbrella, the Laupus Library offers our readers the opportunity to contribute to our next issue. We encourage submission of articles, suggestions for how we can improve our publication, and/or feedback on previous issues. Send your comments and contributions to Kelly Rogers rogerske@ecu.edu and your name will be entered into a drawing for a free stadium-sized umbrella.

Drawings will be held the month before publication of the next quarterly issue, and the names of the winners will be announced in the new issue. If your name is drawn, you will be contacted via e-mail. We are looking forward to hearing from you!
“What are all the ways you can describe vomit?” Geoff Dull, Country Doctor Museum (CDM) docent and education coordinator, recently asked this question of 4th graders at Jones Dairy Elementary School. Students responded with shouts of vile words rarely used in a classroom setting, “Puke! Upchuck! Hurl! Barf!” And thus began an introduction to the age of heroic medicine, pill making, and how country doctors practiced in rural America.

Geoff visited this class as part of a new educational initiative offered by the CDM to bring hands-on learning in history, math and science to elementary school students. With the economic downturn, some schools have restricted opportunities for student field trips. In response, the Country Doctor Museum has developed an “in-class field trip” to bring the museum to the schools.

Artifacts from the museum’s education collection give the children visual and sensory perceptions of the doctor’s tools of the trade. During this particular classroom visit, in addition to checking out the sharp blades on scarificators, tortoise-shell encased thumb lancets and other blood letting instruments, students learned about medical formularies, house calls and poison bottles. The gross-out quotient skyrocketed when they inspected the leeches, talked about how scabs form and smelled the pungent aroma still surrounding the empty patent medicine bottle of “Golden Relief” (the original ingredients included sassafras, camphor, ether, chloroform and 68% alcohol.) Then it was time for the students to rotate between three activity stations: grinding herbs for sachet bags; making pills and filling prescription orders; and using stethoscopes to distinguish sounds and determine their own heart rate.

Teacher evaluation forms provide great feedback and tell us there is certainly a need for academic enrichment services to augment classroom instruction. Coupled with summer programs and schools that have already booked tours at the Museum well into the fall, these school visits allow us to continue our mission to interpret the history of medicine in rural America, whether it is in the museum or the classroom.

Presentations are a few of the options under consideration. For example, “Where in the World is Dr. Pittman?” is a history and geography lesson for elementary students who chart the travels of Dr. Pittman. During the mid-19th century, the good doctor went on several journeys from medical school in Philadelphia, home to Rocky Mount, off to Europe to meet with notable researchers and doctors of the time, and then back to establish a practice in Tarboro. Students will be able to use the life experiences of a CDM doctor to gain a better understanding of the history of medicine.

Looking to expand the museum’s impact through educational outreach programs, Geoff has quickly become an important member of our museum team. We are already researching grants and other funding opportunities to bring these educational plans to reality.
Pories

“Yes, that’s true. My job description is secretary but my real job is running the department. That’s how organizations work.”

Library FYI

Location
Division of Health Sciences
East Carolina University
Health Sciences Building
600 Moye Blvd.
Greenville, NC 27834

Summer Hours
M-TH 7:30 a.m.-8 p.m.
FRI 7:30 a.m. - 5 p.m.
SAT 9 a.m. - 5 p.m.
SUN 12 noon - 8 p.m.
see website for holiday hours

Website
www.ecu.edu/laupuslibrary

Departments
Access Services
252-744-2219
Computer Lab
252-744-3081
Multimedia & Technology Services
252-744-2467
Document Delivery
252-744-2226
History Collections
252-744-3181
Information Services
252-744-2230
Collection Management
252-744-2243
Development
252-744-2232
Administration
252-744-2212
Outreach Services
252-744-2066

Donors Make a Difference

Donors REALLY DO make a difference. Almost a year ago Laupus Library accepted an in-kind gift relevant to our history collection. This gift was from Dr. Robert W. Cihak and consisted of ca. 2,000 books. Little did we know until the final appraisal in April 2009, nearly one year later, that the books were worth $507,000. We continue to appreciate your in-kind gifts and this fine story further demonstrates that you never know how much of a difference your gifts make to Laupus Library.

Laupus Library gratefully acknowledges the following individuals who have recently donated books, in-kind gifts, and other materials relevant to health care to our collections:

James R. Hupp
Arthur P. Bode
Jennifer Moore
Todd L. Savitt
James Benjamin Hooker

Walter White
Esther P. Smith
Virginia Powell
Heather Ward
Matthew R. Astin

If you would like to learn more about library donations, please contact:

Kelly Rogers
252.744.2232
rogerske@ecu.edu

Friends of Laupus Library

Interested in becoming a Friend of Laupus Library?

Please contact Kelly Rogers at rogerske@ecu.edu or 252-744-2232 for information about membership and how you can become a Friend of Laupus Library.