

[A rebranding story: The Media Specialist Role for Medical Librarians...](#)

I manage all of the audiovisual needs of the hospital. I write the technical training manuals for operation of complex stationary AV equipment, including touch screen technology and videoconferencing.

I produce in-house video for our organization. This ranges from straight shoots of educational programs to polished full-scale productions. I shoot, write, produce, direct and edit same.

In my Continuing Medical Education role, I produce accredited enduring materials CME, i.e. I videotape CME programs and develop study guides inclusive of writing post-test questions and creating bibliographical materials which make these programs eligible for full Category I CME and Nursing Contact Hours.

I manage a comprehensive digital library site using a content management system. I am about to launch a password accessible only comprehensive EBP literature site for our Nursing division in relation to our overall Magnet effort.

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