



The NCLA's **Reference and Adult Services Section** presents:

## Geoffrey Baym

Author of the book *From Cronkite to Colbert: The Evolution of Broadcast News*, which won the 2010 NCA Award for Outstanding Book in Political Communication

### “Good Night and Good Luck” Television News from Murrow to Colbert

In 2009, one-third of Americans under the age of 40 got their news from satirical news shows such as *The Daily Show* and *The Colbert Report*, according to Rasmussen. This represents a drastic change in how Americans get their news. This luncheon will feature a talk by Geoffrey Baym, a professor of Media Studies at the University of North Carolina at Greensboro, about the history of broadcast news from the early days of the evening news to the *The Daily Show* and *The Colbert Report*. He will discuss how these new so-called “fake news” shows represent a new kind of journalism and the implications for information literacy.

(a 12:15 pm - 1:30 pm luncheon on Thursday, October 6th / \$20.00 registration)

★ RASS Luncheon

### Do You Have the Right Image for Success?

Thursday, October 6th at 11:00 am

**Mary Lane**

Library Manager  
Lorillard Tobacco Company

Professional image encompasses many aspects of job performance. Attitude, demeanor, conduct, dress, and appearance reflect who you are and the department you represent. These visible cues create an impression about competence. This workshop will focus on appropriate clothing that will reflect well on your professional ability, knowledge, confidence and skills, while inspiring trust and leadership, and will help you project the right image for success.

### Patrons Left to Their Own Devices: Library Databases and E-Readers

Thursday, October 6th at 11:00 am

**Lynda Kellam**     UNC Greensboro  
**Amy Harris**     UNC Greensboro  
**Lauren Pressley**     Wake Forest University  
**Mark Sanders**     East Carolina University

Among the most popular e-reader platforms (Amazon Kindle, Apple iPad, Sony Touch and nookColor) there is considerable variation in their design, functionality, and use. This session presents baseline descriptions of use and how specific e-readers interact with e-books and library databases, especially the NC LIVE resources. It will also explore e-reader apps on mobile devices such as the iPhone and tablets.

### Your Leadership Brand -- What Image Do You Present to Others?

Thursday, October 6th at 9:00 am

**Kathy Schaftlein**

Talent Management  
Center for Creative Leadership

This session will explore the aspects of our individual leadership brand. We will discuss how our actions and words create an image that we present to others every day. We'll consider how that image enhances -- or detracts from -- what we want to achieve in our career.

★ RASS Presentations

