

## STATE LIBRARY INTRODUCES NEW BRANDING EFFORTS



Branding. It's the latest buzzword in marketing circles.

And just what does that mean for the South Carolina State Library (SCSL) and libraries in general?

Advertising pioneer David Ogilvy referred to a brand as a "product's personality...its name, its packaging, its price, the style of its advertising."

And like it or not, the SCSL and all libraries have a brand. It's the sum of all the impressions customers and prospective customers collect from the first time they call, visit, link to the web site or see printed materials.

During the past several months the South Carolina State Library has been tweaking its brand with a logo and collateral materials. A graphic designer was hired to refresh the lion and make it a cleaner icon paired with a more current-looking typeface. An organization's logo must work well electronically and in print. The previous SCSL lion was too detailed to be effective in the many formats needed today.

In addition to the new logo, collateral pieces for the library include letterhead,

envelopes, business cards, exhibit panels, agency brochure, newsletter redesign and two large banners that will hang in front of the building at 1430 Senate Street.

Branding is the sum of all the impressions customers collect from the first time they call, visit, link to the web site or see printed materials.

"We are currently working on the most visible collateral pieces for the library," said Ann Addy, coordinator of public relations for the SCSL. "We are phasing in pieces but are moving quickly toward complete use of the new corporate identity for the library.

"Although an identity package is an important place to begin branding, branding includes much more about the library and its services," she added. "Branding is a daily activity and includes all staff. Our goal is to get a consistent brand that people will recognize and the staff will proudly support."

## this issue

**FOCUS**  
Marketing  
for Libraries

Director's Column .....	2
Davenport Named TBS Director .	3
Marketing Resources .....	3
Pilot Program Helps Marketing ...	4
Newsworthy .....	4

Summer Reading .....	5
Diversity Marketing .....	6
Partnerships Enhance Services ...	7
For Your Calendar .....	8

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**STATE LIBRARY**

This is my last director's column. I will be retiring June 30 after 15 years as Director of the South Carolina State Library. These years have been fraught with too many budget battles to mention, but they have also seen the State Library assume a greater role in statewide library development among libraries of all types.

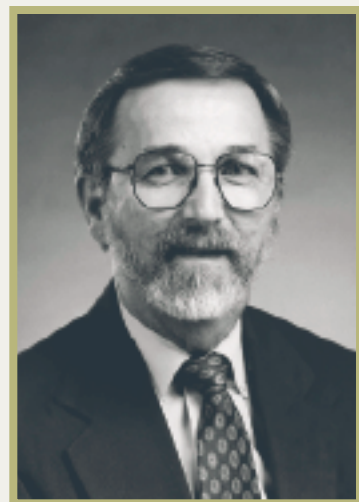
A loyal, dedicated staff has enabled us to accomplish much, often without the necessary financial resources. I thank all State Library staff members, past and present for their dedication, resourcefulness and concern for library users across the state.

The State Library began as a public library development agency, and for most of our history public libraries were our only library constituents. We added state institutional libraries under the old LSCA, Title IV in the '60's. With the advent of DISCUS, K-12 schools and academic libraries have become important recipients of State Library services. The future will see the State Library assuming an even larger role in statewide library development. Computer technology will offer greater opportunities for

accessing all of our collections, online databases and the new frontier of digitization of many of our library's unique holdings.

While funding at the state level has been a challenge in recent years, the state education lottery has provided public libraries resources for acquiring needed technology, often replacing the much appreciated technology purchased with grants from the Gates Library Program administered by the State Library. Another important state program that benefits public libraries is First Steps to School Readiness. I'm proud to say that public libraries' participation in these two projects came as a result of State Library initiatives.

The Association of Public Library Administrators has assumed a greater role in advocacy in recent years. They are responsible for increased lottery funding this year. As this is being written, the budget passed by the House of Representatives for FY06 returns State Aid to \$2 per capita and funds DISCUS with \$2+ million in the State Library's budget. The Senate Finance Committee is recommending the same.



BY **JIM JOHNSON**  
SC State Librarian

Gov. Sanford recently signed a bill to require state agencies to notify the State Library when they publish an electronic document.

We have been good stewards of federal funds. Public libraries have benefited from LSCA and LSTA grants. Grants have also been made available to the Department of Archives and History, the Humanities Council SC, PASCAL (Partnership Among South Carolina Academic Libraries) and others. We have cooperated with the School of Library and Information Science on numerous projects.

The State Library is poised to make additional strides under a new director. I know the library community will support the new director as much as they have supported me.



south carolina  
**STATE LIBRARY**

Pamela Davenport has been named director of Talking Book Services of the South Carolina State Library.

Davenport comes to the South Carolina State Library from the Lexington County Public Library where she was the manager at the Cayce-West Columbia branch. In addition to extensive managerial experience, her background includes library services to children, public education and co-hosting a local Charleston television program called "Junior Junction." She has a BA in English from Claflin University in Orangeburg and received her MLIS from the University of South Carolina.

MORE visited with Davenport to find out why she became a librarian and what her challenges are as the TBS director.

#### **MORE: Why did you become a librarian?**

**Davenport: There were several librarians at Claflin University who were instrumental in getting me involved in the library. I worked at the library while a student. Now these ladies are all retired but they look at me as something they created!**

#### **Why did you want to be the Talking Book Services director?**

**Everyday I feel fulfilled. I'm doing something to help people even more than I did at the public library. The satisfaction I feel is hard to put into words. When you hear the stories of how this program affects people and how important it is you know you are doing something good everyday.**

#### **What are your goals as TBS director?**

**They already provide a great service and I want to enhance those efforts. We also want to reach a broader audience.**

#### **What is your biggest challenge as TBS director?**

**Learning the TBS program! It's different from the usual library program. I also want to know it all now but when you have such a variety of things you deal with every day you just have to do the best you can.**

#### **What are you reading now?**

**The TBS manual and everything to do with the TBS! I also manage to get in some inspirational reading which helps me every day.**

## DAVENPORT NAMED TALKING BOOK SERVICES DIRECTOR



## MARKETING RESOURCES FOR LIBRARIES

Here are some resources available for libraries to help with marketing and public relations efforts.

South Carolina State Library  
Public Relations listserv  
PR Tip of the Week distributed to the list every Monday.

The American Library Association  
"A Communications Handbook for Libraries"  
Online at [ala.com](http://ala.com)

#### WEB SITES

[www.ssdesign.com](http://www.ssdesign.com)

A web site specifically related to library marketing.

[www.olc.org/marketing](http://www.olc.org/marketing)

A marketing manual for Ohio libraries.

[www.museummarketingtips.com](http://www.museummarketingtips.com)

Although dedicated to museums, libraries will find lots of useful information on this site.

# PILOT PROGRAM HELPS LIBRARIES WITH MARKETING/ PUBLIC RELATIONS

Last fall the State Library conducted focus groups in four areas of the state with four medium to small county libraries. These focus groups were to help the library understand what patrons wanted from the library in terms of information and how best to get information to patrons.

Libraries participating in this project are Aiken, Beaufort, Oconee and Sumter. From county and city council members to students, it quickly became apparent that the number one issue in all the focus groups was that the libraries do not communicate well. Although everyone knew about the library they didn't know about different services offered through the library.

The next question became how can the State Library benefit these libraries and help them with marketing and public relations based on the results of the focus groups. It was decided that the State Library would follow up the community focus groups with staff meetings to determine what each library's priorities are with regard to marketing and public relations. And then, how can the State Library help these libraries with a specific project making it something the libraries could do within their resources and sustain.

The Oconee County Library staff determined their priorities were first to have a brand identity created and second to get a public-driven committee together to help build the new Seneca Library. (At this writing the other library staff meetings are scheduled but have not been held.)

State Library staff are working with Oconee to develop Request for Qualifications for a graphic designer to help with their logo and brand identity. Federal funds administer by the State Library have been have been set aside to help with this project. Staff are also working with library personnel to establish the building committee and help with research on specific issues related to the building committee.

"We wanted to work with the libraries and identify manageable projects that can be continued by the library staff," said Ann Addy, the SC State Library public relations coordinator. "These projects can also serve as a blueprint for other libraries if we are able to expand this effort."

"None of the libraries needs another marketing plan that will sit on a shelf and gather dust," she added. "The brand identity is an excellent starting point to create a cohesive look for the library system."

EDITOR'S NOTE: Updates on this project will be shared in future issues of MORE.

The **South Carolina State Library** has several new staff members including Thomas Reddick, library development consultant; Elaine Sandberg, government documents librarian, Information Services; Pamela Davenport, director, Talking Book Services; Diane Keadle, reader's advisor, Talking Book Services; Amanda Stone, reference librarian, Information Services; and Marietta Boykin, human resources manager.

Several staff have changed areas at the **State Library**. Shelia Washington from DISCUS to Collection Management and Edward O'Neill from Collection Management to Information Technology. Catherine Morgan was promoted from Systems Librarian to Director of Information Technology Services.

Kelly Poole has been promoted to Senior Branch Librarian IV for the Cayce-West Columbia Branch of the **Lexington County Public Library**. Kelly began work with the system as a part-time student shelver in 1992. She was the director of the Youth Services Department at Lexington Main, then became Assistant Branch Manager and now Branch Manager.

**Allendale, Hampton, Jasper (AHJ) Library** has been selected by a National Video Resources as a program site for the viewing and discussion series World War I: America Becomes a World Power. As a program site AHJ will receive videos for the series, written materials for participants, publicity materials and a planner's manual. Additionally, the library will receive \$1,300 for scholar honorarium and to help defray expenses.

The Friends of the **Richland County Public Library** have contributed \$150,000 toward the library's self checkout system, which allows library users to quickly check out their own

# NEWSW



materials rather than waiting in line. For staff, the system means no more stamping date due cards and other time-consuming tasks, giving them more time to help the record numbers of people using library resources.

The Friends of the **Richland County Public Library** now have a new logo. Using the signature tree from the library's logo, a circular motion and a color choice of green, the new logo emphasizes the direct relationship between the community, the Friends and the library. The new logo was introduced at the Friends' Annual Meeting.

The **South Carolina Arts Commission** has announced that the Richland County Public Library is a recipient of the 2005 Elizabeth O'Neill Verner Governor's Award for the Arts. The highest honor the state gives in the arts, the Verner Awards recognize organizations and individuals that have played significant roles as innovators, supporters and advocates for the arts. The 2005 Verner Awards will be presented in early May during a joint legislative session at the State House.

A portrait of the late George Terry, Vice Provost and Dean of the University of South Carolina Libraries from 1991-2001, was unveiled in the **Thomas Cooper Library** Mezzanine area April 13. The artist, Larry Lebby is an internationally-known artist who works in watercolor, ink and lithograph. He holds undergraduate and graduate degrees from USC's Department of Art.

Jeffrey Makala has accepted the position of assistant librarian in the Department of Rare Books and Special Collections at the University of South Carolina's **Thomas Cooper Library**.

## A SUMMER OF FUNTASTIC READING!

Clowns, magicians, performing animals, storytellers and more will entertain and inspire children across South Carolina as part of the FUNTASTIC READING Summer Reading Program in public libraries. Children's services staff have planned lots of "Funtastic" activities to bring children to the library during the summer break from school and to encourage them to spend time reading and enjoying books.

Among the many performers and groups who will enhance the summer reading program in public libraries are a Tricky Dog Show of dogs doing tricks, Action Animals, The Great Fettucini's Funtastic Reading Circus, Riggs the Clown, Count Yellow the Magician, storytellers Tim Sonofelt and Bobbie Pell, and much more. Charleston County Library even has a program on "nature's circus"—the weather. Drama and puppet shows continue to draw big crowds for events such as Becky's Box of Puppets', Teddy Time Circus and Porkchop Theatre's unique brand of children's theater. The State Library Talking Book Services Department is planning a summer reading party for children who use Braille and talking books.

Author and illustrator, Phoebe Stone, created the art for Funtastic Reading around a circus theme that features members of the wild cat family as the circus performers.

At <http://www.state.sc.us/scsl/lib/chilserv.htm>, library staff can click on the online Funtastic Reading handbook and a PowerPoint presentation about summer reading artist and illustrator, Phoebe Stone.

In 2004 over 80,000 children across the state participated in the summer vacation reading program at a South Carolina public library. Children completing their library's program will once again receive a reading medal.

Since 1981, the South Carolina State Library has sponsored a statewide summer reading program in cooperation with public libraries. The State Library is currently part of a five state group that uses the same theme and art and shares the work of putting together a summer program that will reach children in Alabama, Georgia, Mississippi, Virginia and South Carolina.

# worthy

# DIVERSITY MARKETING AT THE BEAUFORT COUNTY LIBRARY

BY DENNIS ADAMS

Information Services Coordinator

The Beaufort County Public Library's long range strategic plan emphasizes increased service to underserved populations including the rapidly-growing Hispanic population in Beaufort County.

Our early marketing attempts were to put essential information about library services in Spanish on our Web page with useful links such as health, Spanish-language newspapers, etc. St. Francis by the Sea Catholic Church on Hilton Head Island helped us poll a number of parishioners (using a Spanish form) to get their opinion as we formed focus groups in other segments of the population. In August 2003, our library joined with the Latin American Council of South Carolina to form LILAC (the Library Latin American Coalition).

An early project was new translations of the registration forms and first-time Spanish versions of two key brochures about library services and using the online catalog (with its user-account features).

A long-term LILAC goal was more library publicity in the local Spanish-language media. Our Council and LILAC network resulted in more coverage of events and in articles about library services and materials – all in Spanish and willingly translated by the publications La Isla and La Patria USA. Radio SOL also aired our press releases.

With its February-March 2005 issue, the bilingual/bicultural magazine *Hola! Somos Latinos* has also come onto the scene. Its publishers, both participants in the LILAC Hispanic task force, have asked our library to contribute articles about resources of interest to Latinos.

What is still lacking is an effective communication network within the Hispanic neighborhoods themselves. Neither the library nor the Council has the human resources to go out into the churches, housing areas and gathering places of the Latino community.

Because children's programming brings Hispanic families into libraries, we soon put Hispanic volunteers

to work at bilingual story times in the Hilton Head Island library branch location. Later, when LILAC recruited ESOL teens from high school classes, the Bluffton branch also began Spanish story hours. Attendance was moderate and the coverage in the Latino media helped. The Latin Council offered its office phone number for information in Spanish about library programs.

**Our marketing efforts to Hispanics faces the same problems as our attempts to reach the general population.**

Before LILAC, library staff also attended the two annual Latino festivals on Hilton Head Island, sponsoring tables with literature, forms and "freebies" for children. Last spring, however, a native speaker of Spanish from LILAC sat at our festival table. Families and individuals were much more at ease when speaking with her, and we gathered over 100 responses

to our poll on preferences for services, materials and programming.

For adult programming we identify agencies within the Hispanic community and inform them of the availability of the free meeting space that other organizations had been using so effectively for years. Once efforts to contact these agencies are under way, the groups will create and publicize the programs with their own resources and network.

Another emphasis of our LILAC task force was materials for Latinos: books, periodicals and videos. An initial grant of \$5,000 provided by our Library Trustees to buy Spanish materials for all library branches was extended as a regular budget item this year, with the recommendations of the task force as a guide.

Our marketing efforts to Hispanics faces the same problems as our attempts to reach the general population. There is not enough staff, too little time, and other fires to put out. Nor is the "Hispanic population" a homogenous market: the community varies in terms of nationality and levels of education. Newer arrivals are more likely to need "survival skills" than Latinos who have worked in the community for a number of years. Even more profound than the level of education is the dual illiteracy of some Latinos, who can read neither English nor Spanish.

In marketing the Spartanburg County Public Libraries, the library has sought to partner with different community groups. Since opening in 1997, the library and the Music Foundation have had a great program in "Music Sandwiched In," a series of free lunchtime concerts. The twice monthly concerts are held at the Headquarters Library and the Music Foundation supplies "Music Sandwiched In" to other branch locations.

The library frequently invites schools and other local artist groups to have art displays in the exhibition areas at each library. The library keeps a framed group of historic photographs from the Herald-Journal Willis Collection to share between the ten library locations. Other exhibits have been from the Outside-In arts program, the district schools and the Boys and Girls Club of Metro Spartanburg.

For the annual meeting of the Friends of the Spartanburg County Public Libraries, the library partners with Wofford College which contributes to the cost of the meeting and has hosted a party in honor of the guest speaker. In return the guest speaker (Sharyn McCrumb for 2005) speaks to a novel-writing group at the college. When Bill Bryson

came to speak, the library partnered with the Palmetto Conservation Foundation.

This is the fourth year of the library's bicycle ride called the lollapalooza loop @your library! There are three loops of 25, 50 and 100 miles using library locations and the Bookmobile as rest stops. This ride is a partnership with the Freewheelers bicycling club of Spartanburg which helps with publicity and the course. The Partners for Active Living support the ride as does the Palmetto Conservation Foundation and the Palmetto Cycling Association. The loop has been designated an official training ride for the world-famous Assault on Mt. Mitchell and Assault on Marion.

This year the City of Spartanburg has gotten involved and the library's ride will be the kickoff event to Bike Town Spartanburg May 14-21! The Headquarters Library will host Cycle Cinema and show a series of cycling films every night that week. The Music Foundation is sponsoring a special Music Sandwiched In at the library on Friday, the day the Assaults take place. Thousands participate in those rides. On Saturday the City will have a bicycle criterium, a series of races on city streets, and a

sports festival in Barnet Park.

The library is hoping to receive a grant for a partnership with Hatcher Gardens for a gardening series centered around a Smithsonian Exhibit called "Vanishing Pollinators." Last year the library and the Historical Association partnered for a program about cemetery art and tours of two historic downtown cemeteries.

Partnerships also include sponsorships and the Spartanburg County Public Libraries' programming has been especially enhanced by local businesses. The library's efforts also benefit from volunteers. Mobile Meals volunteers help deliver library materials to our homebound patrons as they deliver the daily hot meal.

The library will be hosting "Dick Estell Sandwiched In." The popular radio reader will be in the area for a talk related to Hospice of the Carolina Foothills which is doing the "One Book, One Community" program using the book The Four Things That Matter Most.

Partnerships help the library by including diverse audiences and spreading the word about these creative programs.

## PARTNERSHIPS ENHANCE LIBRARY SERVICES

BY WINNIE WALSH

Coordinator of Development  
Spartanburg County Public Libraries

# for your CALENDAR

**May 3**

**National Library Legislative Day**

[www.ala.org/ala/washoff/washevents/nlld/nationallibrary.htm](http://www.ala.org/ala/washoff/washevents/nlld/nationallibrary.htm)

**May 6**

**Carolinas Chapter of Reforma** to meet at SCSL <http://reforma.library.appstate.edu/>

**May 20**

**Library, Literacy, and Latinos SLIS Summit at USC**

**May 20**

**LIBRIS 2005**

[http://www.yorktech.com/library/LIBRIS%202005/libris\\_2005.htm](http://www.yorktech.com/library/LIBRIS%202005/libris_2005.htm)

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**MORE**, the Newsletter for South Carolina Libraries, is published quarterly by the South Carolina State Library.

Ann Addy Editor  
Debbie Anderson Layout  
Kask Creativity Design

Publication of this document was partially funded under the Library Services and Technology Act, administered by the South Carolina State Library.

\$ 645.00 total printing cost  
1,050 copies printed  
\$0.614 per copy

ISSN 1554-5768