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News For South Carolina Libraries

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All Libraries Connected!!

By the end of 1998 all of South Carolina's public libraries and branches were connected to the Internet. Since 1997 the State Library has worked to provide Internet access to every public library and their branches, some 180 locations.



Providing Internet access offers additional research tools to library patrons and enhances library reference resources. DISCUS - South Carolina's Virtual Library, is also accessed through the Internet.

Federal funds were used to purchase telecommunications hardware, internal wiring and installation services. Public libraries provided a minimum of two personal computers for public use at each participating site. The S.C. Office of Information Resources (OIR) worked with local telephone companies to connect each site to the state telecommunications backbone and dealt with the Internet provider. OIR also provided guidelines for those areas of the project affected by state legislation. State funds paid to install circuits, and will continue to pay for on-going telephone charges and Internet provider fees.

The success of the project can be measured by the large number of people accessing the Internet at libraries. All libraries have Internet use policies in place as well as procedures for users.

The State Library has offered basic Internet and advanced searching training to public library staff. Additional training is planned.

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News for South Carolina Libraries can now be viewed online from the State Library's web site: <http://www.state.sc.us/scsl/>

From the Director . . . James B. Johnson Jr.

The FY 2000 budget debate involves a number of new players and provides library supporters a golden opportunity to acquaint decision makers with the needs of our libraries. The new faces include Governor Jim Hodges, 11 new members of the House of Representatives (including at least three new members of the influential Ways and Means Committee) and one new state senator.

The FY 2000 budget debate involves a number of new players and provides library supporters a golden opportunity to acquaint decision makers with the needs of our libraries.

There is no better time than at the beginning of a new administration to gain the attention of the governor and his staff. This is also the first year of a new two year legislative session. Contacts with legislators (new members as well as those returning) are also important in the early weeks of the session.

The State Library has requested an additional \$1,934,507 to bring State Aid for county libraries to

\$2.00 per capita with a minimum grant of \$50,000 per county. Education was the major theme in the recent election. Since public libraries provide a lifetime of educational opportunities for all South Carolinians, it is extremely important to make this connection when talking with legislators. A sharp rise in per capita spending for public libraries will enable our libraries to truly make a difference in the lives of those who use them.



The state of South Carolina currently spends approximately \$5.2 million annually for public library service—about what a major league baseball player earns per year. Surely, our public libraries—and the value they provide—are worth more than another high priced outfielder.

I challenge each of you to work to make this year the one when public libraries reach the \$2 level in funding. Together we can make it happen!

Read-In 99

will be held Wednesday, April 28 at the State House in Columbia.

Read-In is a celebration of reading and sponsored by the SC State Library. Due to the State House renovation Read-In was cancelled one year and held at the Carolina Coliseum another.

Activities will begin at the State Library with a parade down Senate Street. The program will be presented on the steps and grounds of the State House. Program details will be mailed in late March with registration confirmations.

Read-In 99 is also the kick-off to the state summer reading program “Book Trek.” Participants of Read-In 99 will receive items related to the summer reading program.

Registrations for Read-In 99 were mailed in November to all school media specialists. For more information please contact Ann Addy, 803-734-8666 or email ann@leo.scsl.state.sc.us.

News from Around the State

ABBE Regional Library

New appointments at the ABBE Regional Library System include **Jeannie Simmons**, new children's librarian; **Vic McGraner**, new systems manager and **Holden Humphrey**, head of the technical services department. **Alison Carpenter** is the new library manager for the Aiken County Public Library.

Berkeley County Library

Gene Brunson is the new president of the Mid-Atlantic CODI (customers of Dynix Inc.) Users group.

Cherokee County Library

Bright Parker was named "Trustee of the Year" by the Association of Public Library Administrators of South Carolina. The award was presented at the SC Library Association annual meeting in Columbia. Mrs. Parker has been active in the Cherokee County Library with her late husband, Raymond Parker, for a number of years. The SC Library Association awarded Mrs. Parker its state "Friend of Libraries" award in 1986.

Colleton County Library

Friends of the Colleton County Memorial Library sponsored a "Wednesdays at Noon" book discussion series. The Colleton County Memorial Library, the Colleton Historical and Preservation

Society and the Colleton Museum received a grant from the SC Humanities Council to conduct an oral history project, "History of Colleton County in the 20th Century."

Dillon County Library

US Senator Fritz Hollings delivered a check for \$500,000 to the Dillon County Library to help rebuild the Dunbar Memorial Library. Hollings obtained the money in appropriations from the US Department of Housing and Urban Development for the library which was destroyed by arson in August 1997.

Williamsburg County Library

Cary Jones, Williamsburg County Library director, was named Outstanding New Professional by the South Carolina Library Association. Jones was honored at the SCLA annual meeting this fall. Lucretia Pressley, county library board chairman, nominated Jones on behalf of the board.

Richland County Public Library

At the fall SC Library Association meeting Richland County Public Library's Deputy Director **Helen Ann Rawlinson**, received the 1998 SCLA Outstanding Librarian of the Year Award. Special Events Coordinator for RCPL, **Harriet Woodham**, was presented the 1998 SCLA Friend of Libraries Award.

That First Impression

Marketing Begins With You

A new year seems a good time to make a resolution to make a better first impression as a library staff person.

Studies show that first impressions are usually formed within six to 12 seconds of meeting someone new, and that first impression may or may not reflect favorably on the individual and the organization they represent.

A professional image is created by individual style. It is based on personal grooming including hair, clothing and make-up. It is also created by posture, body language and facial expressions. Each library staff person is responsible for their professional image. That image is what the public bases its perception of the library.

Start the new year by evaluating your professional image. The first place to start is personal grooming. If you don't care about your appearance then patrons and co-workers may assume you don't care about your job. Hair cut in a flattering and comfortable style is a good confidence booster.

Clothing should be attractive and reflect your unique style. Select colors that enhance your features and your natural coloring. Fashion is nice but financial considerations for men and women are important. Mixing and matching colors can extend your wardrobe without extending your budget. Shoes are an important part of your professional image. Make sure they are cared for and kept well.

Body language can speak louder than words. Maintain eye contact with people. Use facial expressions to show your interest in what someone is saying and to make them feel welcome in the library. Tone of voice can carry pleasant or unpleasant messages. To make people feel important and that you are listening to them use open body language and you will appear more confident and knowledgeable.

A positive professional image is important to you individually and to the library you represent. Take a critical look at your image and what you can do to improve it for the new year.



**\$2 for
2000**

Public library directors, trustees and Friends are beginning the last push for the \$2 for 2000 campaign for State Aid during 1999.

\$2 for 2000 is a statewide campaign to fully fund the State Library's request for \$2 per capita, \$50,000 minimum, State Aid for public libraries beginning with the year 2000. State funding of \$2 per capita

is essential for public libraries to be the information resource in each county.

The increase to \$2 per capita in State Aid, especially in some rural areas, will help public libraries with the necessary equipment to access DISCUS - South Carolina's Virtual Library - and other online services. \$2 per capita will help public libraries provide: trained, qualified personnel; adequate operating hours; funds for state-of-the-art hardware and software; and the means to inform people about library services.

The General Assembly has given

libraries small increases over the past several years. The additional 50 cents to reach the \$2 is the goal for this year. Public library directors and other library supporters are meeting with their legislators to discuss this increase and what it means to their local library.

Library Legislative Day on March 10 at the Clarion Townhouse is another opportunity for library supporters to talk with their legislators about the needs of libraries statewide. For more information contact Margie Herron, director of library development, 803-734-8666 or email margie@leo.scsli.state.sc.us.

Marketing By The Seat of Your Pants



Reggie Hall, SC Farm Bureau

Library staff will get ideas on “Marketing By the Seat of Your Pants” at a workshop planned for February 11 at Richland County Public Library in Columbia. Sponsored by the SC State Library, the workshop’s audience is

primarily small and medium-sized libraries.

We recognize that very few libraries have the staff to devote full-time to marketing,” said Ann Addy, director of public information for the SC State Library. “This workshop will offer ideas to help staff market library services. Marketing is critical to libraries and needs to be a part of the everyday work of library staff.”

Keynote speaker for the workshop is Reggie Hall, director of communications for the SC Farm Bureau. Hall’s background includes news anchor with WOLO television in Columbia, director of public information for the

Department of Agriculture and Public Affairs Director for the SC Department of Transportation. He will talk about the importance of marketing and share from his experiences.

Other sessions for the day include a media panel discussion on working with the press in your community; using good graphics and what they are; using traditional and non-traditional methods of marketing and a panel discussion of ideas from the field.

Registration information for the workshop will be mailed in early January. For further information contact Ann Addy at 803-734-8666 or email ann@leo.scsl.state.sc.us.

Bibliography Available

The revised South Carolina African American Heritage bibliography is available at all public libraries. Copies were also sent to academic libraries and high school media centers.

This reading list contains a selection of popular works published in the last 25 years which highlight the life of African Americans in South Carolina. Most of these books are available at libraries throughout the state.

Students and the public can use the bibliography as a resource throughout the year as well as Black History Month. The bibliography was updated by Mary Morgan of the SC State Library. It was originally compiled by Ronald E. Anderson in cooperation with the South Carolina Library Association’s Round Table on African American Concerns.

Young Critics Club

The Young Critic's Club Book Discussion group is for all children between ages 9 and 15 who like to read and share their reactions to books with others. The club meets the last Friday of every month at 4 p.m. at the Cayce-West Columbia Branch Library of the Lexington County Library.

A book is chosen one month ahead and copies made available to the club members. The meeting format changes from month to month. Sometimes questions about reactions and impression of the book are discussed. Sometimes different games such as "Jeopardy" type games, board games, tic-tac-toe and even baseball are used during the book discussions. Special guests have also participated.

Local author Joyce Hansen was the special guest when the club read "I Thought My Soul Would Rise and Fly". She shared with club members how the writing of this particular book came into being as well as the full process she goes through from beginning to final publication of a book. Hansen also autographed copies of her book for club members.



O'Malley Workshop Speaker

Judy O'Malley, editor-in-chief of **Book Links** magazine, will be the key note speaker at the "Developing and Promoting Quality Print and Non-Print Collections for Children and Young Adults" workshop for public library children's and young adult librarians March 17 and 18 at the White Oak Conference Center near Winnsboro. **Book Links** promotes reading by suggesting ways adults can creatively extend children's experiences with books and reading.



The workshop will look at various aspects of collection development including use of statistics, balancing quality and popularity, critiques of various reviewing sources and examination of selection in several special subject areas. It will also present ideas and techniques for marketing the collection to children and teens through active reader's advisory work, display, programs and other activities.

Grant Provides Child Care Resources

Every public library in South Carolina is receiving a collection of books on topics related to early childhood education. These books provide practical help to teachers in childcare centers in planning lessons and using good child development practices. The collection also includes books on dealing with everyday challenges such as behavior management, childhood problems and child care administration.

These materials are being funded by a Library Services and Technology Act grant awarded to the Association of Public Library Administrators, which is acting as the fiscal agent for the project.

The project idea came from state Representative Elsie Rast Stuart from Lexington County who expressed concern about the lack of teacher resources in her local childcare facilities. Discussions were later held with early childhood specialists about needs that could be addressed by libraries. It became clear that many childcare centers across the state lacked teacher resource materials because of budget limitations.

This lack of curriculum and other materials makes planning and innovation difficult especially since many childcare staff members have limited formal training and knowledge of child development. Providing these resources was identified as another way public libraries could contribute to statewide efforts to help children get ready for elementary school.

The collections will be promoted to the early childhood community through a bibliography of available titles which will be distributed to all licensed childcare facilities.

The collections were developed using suggestions from child care specialists. The books selected emphasize practical ideas which are based on sound developmental practices. Libraries are receiving quantities ranging from 15 to 50 titles depending on their size.

The collections will be promoted to the early childhood community through a bibliography of available titles which will be distributed to all licensed childcare facilities. The State Library's Children's Services Consultant will also exhibit the collections at several early childhood conferences and meetings.

A Message from the Continuing Education Coordinator...

Today's professional librarians face a more culturally diverse population with the added dimension of an ever-expanding technological world. The access and delivery of information to those in our communities has reached a new level of sophistication. Librarians must make every effort to meet these challenges.

The South Carolina State Library offers many informational opportunities to library employees via its website, <http://www.state.sc.us/scsl/>. Located within the contents of "Services to Libraries", the continuing education section provides useful information such as:

- A Bibliography of Recent Professional Titles (updated quarterly)
- A Continuing Education Calendar of Events (library staff may submit statewide CE events via an online form)
- Links to various Continuing Education web sites
- Suggested Public Library Web Site Guidelines

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The recently compiled State Library's continuing education annual statistical report indicates that approximately 120 CE-related events were offered between October 1997 and September 1998. These events were attended by a little over 1,900 people. In addition to training offered to public libraries, grant presentations, legislative and state government employee DISCUS project orientations and workshops such as "Hometown History" gave South Carolina's library community many opportunities to broaden their horizons.

Curtis Rogers, continuing education coordinator; Email: curtis@leo.scsl.state.sc.us. Telephone: (803) 734-8666.



Our Heritage of Library Service

Then...

In 1935 the Charleston County Library was located in the Ficken residence at Montague Street and Rutledge Avenue. This picture shows the children's room of the library during the 1950's. In 1960 the library moved to a new headquarters



building on Marion Square after outgrowing the Ficken residence.

Now...

Today the Charleston County Library's children's area is a modern, bright, technology-



filled area. The new library opened in April 1998. In addition to books and traditional library resources, children have access to other information through computer stations and the Internet.

Talking Books and the Future

Administered by the Library of Congress, National Library Service for the Blind and Physically Handicapped (NLS), the nationwide talking books program is currently based on a 4-track, 15/16-ips cassette system. However, in response to technological change and considering the uncertain life span of CD-ROM technology and its higher maintenance costs, NLS has begun planning for a digitally-based future.

The first step was the development, through the National Information Standards Organization (NISO), of a technical standard for digital talking books (DTBs). It addresses features, file specifications, user control of playback devices, production issues and copyright protection scheme.

A digitally based system will give talking book users improved sound quality and more parity with print manipulation giving them the ability to:

- listen to an entire book without changing discs or turning cassettes over
- move from the table of contents to a chapter
- skip through text one paragraph at a time
- insert bookmarks for easy access to specific locations
- access the full text of a book in electronic form along with the recorded version to allow for spelling of words, keyword searching of text, and more

Although the current system will be in use for at least another five to 10 years, the transition to a digital system will affect every area of the talking book system, from recording through distribution. It will involve these tasks:

- Users define what they want in the next generation of talking books.
- A personal computer is used to simulate a DTB to test patron interest in different features.
- A cost model for comparison of different approaches is developed.
- The DTB simulation is made available to evaluators worldwide.
- A prototype DTB archiving system that will contain the entire digitized content of NLS talking book holdings is designed and built.
- An acceptable copyright protection system, to limit access to eligible users, is selected.
- A digital recording system that allows contract professional studios to work in a digital domain is selected.
- A variety of designs for the distribution of books and magazines to patrons is developed.
- Players that incorporate features of the DTB standard are designed; several different prototypes are built and evaluated; units are tested for actual performance; and the life-cycle cost of each prototype is predicted.

Around the world, work is focused on bringing DTBs to blind readers. Like the general population, members of the eligible blind and physically handicapped population have varied characteristics. These will have an effect on the acceptance of a new format for their reading material.

For a detailed report on DTBs, request: **“Digital Talking Books: Planning for the Future.”** Available from NLS Reference Section, Washington, D.C. 20542; 202-707-9275; E-mail: nls@loc.gov; Fax: 202-707-0712. (Braille, large print or cassette formats)

Guynell Williams, director, Services for the Blind and Physically Handicapped. Email: guynell@leo.scsl.state.sc.us
Telephone: 1-800-922-7818 or (803) 737-9970

Caroliniana

Aheron, Piper Peters. **Oconee County**. Arcadia Publishing, 1998. 127p. \$16.99.

Bjelajac, David. **Washington Allston, secret societies, and the alchemy of Anglo-American painting**. Cambridge University Press, 1997. 239p. \$65.00.

Blouin, Nicole. **Mountain biking South Carolina**. Falcon, 1998. 149p. \$12.95.

The illustrated recollections of Potter's Raid, April 5-21, 1865. Edited by Allan D. Thigpen. Gamecock City Printing, 1998. 648p. \$30.00.

Morgan, Philip D. **Slave counterpoint: Black culture in the eighteenth-century Chesapeake and Lowcountry**. University of North Carolina Press, 1998. 703p. \$49.95.

New Southern harmonies: four emerging fiction writers. Holocene Press, 1998. 173p. \$14.95.

Pinckney, Roger. **Blue roots: African-American folk magic of the Gullah people**. Llewellyn Publications, 1998. 170p. \$12.95.

South Carolina naturalists: an anthology, 1700-1860. Edited by David Taylor. University of South Carolina Press, 1998. 241p. \$29.95.

Starr, Rebecca. **A school for politics: commercial lobbying and political culture in early South Carolina**. Johns Hopkins University Press, 1998. 218p. \$45.00.

Whaley, Emily. **Mrs. Whaley entertains: advice, opinions, and 100 recipes from a Charleston kitchen**. Algonquin Books of Chapel Hill, 1998. 266p. \$17.95.

South Carolina State Library Services

- Library Planning and Development
- Interlibrary Cooperation
- Services for State Government and State Agencies
- Consultant Assistance for Public and Institutional Libraries
- Services for the Blind and Handicapped
- South Carolina Library Network
- Reference and Information Services
- Interlibrary Loan Services
- Audiovisual Services
- Grants-in-Aid
- Continuing Education
- Technical Assistance for Library Construction
- State and Federal Documents
- Statistical Information
- Grants Research Collection
- ERIC Collection
- Computerized Databases
- Public Information Program
- Publications

Calendar

February 11, 1999

"Marketing By the Seat of Your Pants" Workshop
Columbia, SC

March 10, 1999

SC Library Legislative Day
Clarion Townhouse
Columbia, SC



April 11-17, 1999

National Library Week

April 17, 1999

Friends of South Carolina Libraries
Annual Meeting
Columbia, SC



April 17

Literary Landmark Dedication
USC
Columbia, SC

April 17-18, 1999

SC Book Festival
Carolina Coliseum
Columbia, SC



April 28

Read-In 99
State House Grounds
Columbia, SC

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