

2013-
2014

LSTA Grants to Libraries –
Grantee Communications Kit



south carolina
STATE LIBRARY



INSTITUTE *of*
Museum and **Library**
SERVICES

Congratulations on your grant award! Your Library Services and Technology Act grant from the Institute of Museum and Library Services, administered by the South Carolina State Library, is an outstanding achievement that should be shared with your community. In addition, as a grant recipient, **you are required to acknowledge the support of IMLS and the State Library**, and take steps to extend the award's impact on the community at large.

This Grantee Communications Kit provides guidance for spreading the word about your grant project, first in order to attract an audience and acknowledge the grant funds that paid for the program or service, and then to publicly report on a successful program. There are many ways to do this before, during and after the event, as discussed in this kit.

The kit includes the following sections:

- **Promoting Your Project**
- **Media Tips**
- **Acknowledging the Grantors**

I. Promoting Your Project

The kind of promotion you give to your grant-funded project, program or service is dictated by the activities. A program that will draw an audience from your community needs widespread promotional activities before the event that will reach as many people as possible. A children's project that is intended for a particular age group should receive targeted promotion to ensure it reaches the right audience.

Here are some suggested ways to promote and attract audiences for library programs and projects. See the *Media Tips* section for the basics on creating announcements and promotional efforts.

1. Announce public events in the local media, in newspapers and local specialty publications (general readership or targeted publications as appropriate). Purchase advertising space, or get your event included in the "Community Events" section. Get a reporter to write an article about the upcoming program (and a follow-up article after the event!).
2. Purchase advertising on television and radio. While these ads can be pricey, you may be able to obtain a good discount for the library as a non-profit organization.
3. If the program is for a group that speaks a particular language such as Spanish, the promotional effort should appear in the media for that language group (e.g., Spanish newspaper, local Spanish radio station).
4. Ask your Friends group to promote your event to their members and at their own programs.
5. Create a bookmark and hand to patrons or insert in books at checkout.

6. Direct invitation by letter or postcard, printed and mailed. Exchange your mailing list with another organization to double your coverage.
7. Place posters and/or flyers in the library and in the community. Remember that posting your events only in the library will reach only library users. Get the word out to your entire community by distributing your materials to locations in the community that draw a broad range of people, such as a grocery store, barbershop or other community gathering place.
8. *Dog and pony show* – Take your message on the road by getting on the agenda of regular meetings of local clubs and organizations. Leave a supply of flyers at the meeting.
9. Talk it up at local political gatherings and do a presentation at county council or municipal governance meetings.
10. Get others to speak for you: Give your message to someone who is well known in the community you want to reach (such as the minister of a church) and ask them to announce or pass the word along.
11. Deliver the message to schools in a form that will pass muster with the principal and the school secretary. There is often a prescribed format for family-related information and materials that you hope to send home with students.
12. Investigate your community's utility bills. Some will allow organizations to tuck an invitation or information about a library event into the monthly billing. There may be a charge for this service, but since the bills reach virtually every household in the community, it may be worthwhile.
13. Start talking about your project well in advance of the date by mentioning it during other library events.
14. Post information on your website and in any existing online community calendars. Many online event calendars in your community will allow postings for free.
15. Send an email to listserv or email distribution list.
16. Send an invitation in print or by email to your library's registered borrowers (check first to see if there is a library or county policy about this. Some libraries/counties may not allow using the registration list for this purpose.)

II. Media Tips

Working with the media is one of the most economical ways to develop a strong, positive presence in your library's community. These guidelines are designed to help you do that, particularly if your organization hasn't had much experience with media relations in the past. If you already have in place effective practices for getting the word out to your community and local media, that's great. We hope you still find these tips useful.

The Basics of Working with the Media

1. *Prepare a news release.* The basic way of communicating with all media is with a news release. It provides the "who, what, when, where and how" of your event or service.

Often the press release is picked up by a newspaper and run in its entirety. In other cases it brings your news to the attention of a reporter and provides a contact for getting more information. A sample news release is included in the kit.

2. *Develop a distribution list.* To reach the broadest audience, your list should include local newspapers, radio stations, television stations, and news and wire services. Are there reporters who regularly cover your activities? Address the release to the features editor or education editor at the newspapers and to the assignment editor at television and radio stations. If you do not know who these reporters and editors are, make a few phone calls to the news desks to identify the right people to receive your release (there might be more than one). This is also an opportunity to determine how each outlet would like to receive its news, whether by email, fax or regular mail.

You can also use your news release to reach more targeted audiences. Consider including local community magazines, community calendar/notices listings, free community advertisers, the tourism board, the convention center and the chamber of commerce.

3. *Issue your release.* Email the release to daily papers, television and radio stations, weekly papers and magazines. Post the release on your library website. Also, post references to your release on your library's social media accounts.
4. *"Pitch" the story.* Follow up by calling the media contact to confirm receipt and "pitch" your story. Present the facts quickly and emphasize why this event would interest readers or viewers. If there is interest, you might offer to set up an interview with the director or a behind-the-scenes tour of your facility.
5. *Remember timing.* There are a variety of factors that determine whether your story will receive coverage. If you issue a release on the same day as a tragic fire or accident, your story will get lost in the shuffle. If there is a larger news event, hold your release for a quieter news day. The time of day and day of week are other factors to consider when you issue a release or call a reporter. The best time to reach a television news desk is in the morning, not in the late afternoon when media outlets are preparing for their newscasts. Likewise, few news bureaus can do much with a release if it is issued at 4:00 p.m. on a Friday.

More Tips

Use the occasion of receiving an LSTA grant award to:

- Share the good news that your library has provided a valuable service or product with beneficial consequences for residents.
- Conduct editorial board meetings. Educate your local newspaper editors about your institution and the important role it plays in your community. Arrange to go to their

editorial board meetings. Take representatives of the public you serve, such as school teachers, leaders of local community groups, members of your friends of your library group, etc.

- Contact local or regional news and talk shows. Does your area have a morning news program that features taped segments? Invite reporters to broadcast or tape a story from your institution. Identify a spokesperson from your institution to appear on radio or television talk shows.
- Call us to see if the director or other representative of the Institute of Museum and Library Services or the director or other representative of the South Carolina State Library will be traveling to your area.
- A picture is worth a thousand words. Always include an image with a caption to help tell your story.

For a list of press contacts in your area of South Carolina contact:

Dr. Curtis R. Rogers
South Carolina State Library Communications Director
803-734-8928
crogers@statelibrary.sc.gov

or

Kathy Sheppard
South Carolina State Library LSTA Coordinator
803-734-8653
ksheppard@statelibrary.sc.gov

Dissemination through the State Library. The South Carolina State Library's Communications Department wants to assist your institution in sharing your project with the library community. In order to accomplish this, we ask that you ***keep the Communications Department in the loop*** as your grant project moves forward. If you produce a publication, create a website, or hold an event as part of your grant activities, please contact us. Keeping informed about our grantees allows the South Carolina State Library to select grantees and events to highlight on the library's website and in other channels of communication and helps to spread the word about local grant-funded projects.

Monthly Newsletter from the State Library. The State Library's monthly newsletter is emailed to more than 3,000 people each month, and continues to add subscribers. In addition to highlighting library related services and events around the state, we also like to draw attention to grant-funded projects, demonstrating how libraries are putting grant funds to good use. If someone from your institution will be giving a presentation about the grant project, or if your institution is holding a project kick-off event this should be included in our monthly newsletter. Please email information about your presentation or event to crogers@statelibrary.sc.gov.

III. Acknowledging the Grantor

Public funds (tax dollars) are funneled through national agencies such as IMLS to return services of value to local communities. Publicly acknowledging your grant is important, partly in order to keep such services in the public eye and in the eye of government so that services will continue to receive funding in years to come. It is appropriate to say thank you to the public that ultimately funds your programs. Such recognition also ensures visibility of local projects at the national level where funding levels are determined.

Furthermore, as a recipient of federal funds ***you are required*** to acknowledge the Institute of Museum and Library Services and the South Carolina State Library when undertaking grant-supported activities. This section of the kit contains some suggestions and materials to assist you in acknowledging the IMLS and SCSL and tips to help make sure your community knows about the good work you do.

Guidelines for IMLS and SCSL Acknowledgement

The Institute of Museum and Library Services and South Carolina State Library require public acknowledgement of the activities they support. IMLS and SCSL support should be mentioned in all media activities related to your award, using the standard tag lines below. IMLS and SCSL logos are recognizable symbols of these agencies, and should be used in all visual acknowledgements.

For more information about IMLS requirements, visit the IMLS website:

<http://www.imls.gov/recipients/communication.shtm>. For assistance with any format please contact the SCSL Communications Department at (803) 734-8928 or email Dr. Curtis R. Rogers at crogers@statelibrary.sc.gov.

IMLS and SCSL Logos

The IMLS and State Library logos must be used in the following promotional efforts:

- On webpages about the project and in library websites
- In substantial printed items where library activities are highlighted, such as annual reports
- In printed and online newsletters
- On posters and flyers

- On print or online pieces included in educational materials and handouts issued in conjunction with a project
- On signage and banners

IMLS and SCSL logos should be legible and no smaller than 1.75” wide.

The IMLS logo is available for direct download at this web address:

<http://www.ims.gov/recipients/logos.shtm>



Logo Standards Guide
 (Please do not download and use IMLS logos without first reading the [Standards Guide](#) [PDF - 1026KB])



2-color: PMS 5545 and Black
[JPG - 27KB](#)
[BMP - 715KB](#)
[EPS - 319KB](#)
[GIF - 14KB](#)



Black only
[JPG - 27KB](#)
[BMP - 708KB](#)
[EPS - 310KB](#)
[GIF - 9KB](#)



White on transparent background
[EPS - 305KB](#)

The South Carolina State Library and related program logos are available for download at this web address:

<http://www.statelibrary.sc.gov/media-kits>



IMLS and SCSL Tag Lines

A tag line is a brief statement acknowledging the support of the named agency. The following acknowledgment should be used in all narrative printed formats, with or without the logos, including all news releases and press kits and on invitations to events, and on posters and other visual pieces:

- *This project is made possible by a Library Services and Technology Act grant from the Institute of Museum and Library Services administered by the South Carolina State Library.*

For posters, use a font size for the acknowledgement for which the words “Institute of Museum and Library Services” and “South Carolina State Library” are legible from a comfortable viewing distance.

The following phrase may be used, with or without the logo, wherever a longer written format makes its inclusion possible and appropriate:

- The Institute of Museum and Library Services is the primary source of federal support for the nation’s 123,000 libraries and 17,500 museums. The South Carolina State Library is a national model for innovation, collaboration, leadership and effectiveness. It is the keystone in South Carolina’s intellectual landscape.

Verbal acknowledgement must be given whenever appropriate, such as during the introductory remarks at a library public program. The following is a sample script:

- “The Anytown Public Library welcomes you to this event and wishes to thank the Institute of Museum and Library Services and the South Carolina State Library for funding this program with Library Services and Technology Act grant funds.”

[SAMPLE News Release announcing LSTA grant funded project]

For Immediate Release

Today's Date

Contact: *(insert your institution's contact name, telephone number, and email address)*

South Carolina State Library Contact:

Kathy Sheppard

(803) 734-8653

ksheppard@statelibrary.sc.gov

***(Insert your institution's name)* Awarded Prestigious Grant
from the Institute of Museum and Library Services**

(insert your institution's city) - Thanks to a grant from the federal Institute of Museum and Library Services (IMLS) administered by the South Carolina State Library (SCSL), *(describe how your institution will use the grant money for the benefit of your community)*.

(insert a quote from your institution's director)

This new program will *(insert information here about the program activities and goals)*

(Insert a "for more information" section): For more information about *(insert either the library name here or program name)*, contact *(insert contact person)* or visit *(insert web site address here)*.

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*The **Institute of Museum and Library Services** is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums that connect people to information and ideas. The Institute works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development. To learn more about the Institute, please visit www.ims.gov.*

*The **South Carolina State Library** is the primary administrator of federal and state support for the state's libraries. The State Library is a national model for innovation, collaboration, leadership and effectiveness. The State Library's mission is to optimize South Carolina's investment in library and information services. In 1969, as the result of action by the General Assembly, the State Library Board was redesignated as the South Carolina State Library and assumed responsibility for public library development, library service for state institutions, service for the blind and physically handicapped, and library service to state government agencies. Headquartered in Columbia, S.C., the Library is funded by the state of South Carolina, by the federal government through the Institute of Museum and Library Services, and other sources. For more information, please visit www.statelibrary.sc.gov or call 803-734-8666.*