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News

For South Carolina
Libraries

Vol. 28, No. 6

November/December 1996

Jingling Corporate Pockets

Approaching a business or corporation for money is as simple as asking for it according to Sue Wyatt Holmes, senior development associate and campaign director with Corporate DevelopMint of Charleston.

Holmes was the featured speaker at the statewide Friends of SC Libraries meeting Oct. 5. The key to successful fund raising is to have a passion for something you care very much about and share that passion with others according to Holmes. As a mother of a child with disabilities, Holmes shared how easy it was to project her passion for the School for the Deaf and Blind in Spartanburg. She collected \$45,000 in a short time because she was committed to what the school was doing.

Successful fund raising begins with names of businesses and corporations. Holmes suggested buying lists from the local Chamber of Commerce; reading the newspaper; being aware of new businesses moving into your community as well as accomplishments of current businesses; keeping files on each prospect and clip articles of interest for that file; and making notes of other information related to that company.

When making your request it is important to know when a company is planning its budget. She suggested making an appointment over the telephone with the contact and meeting face-to-face to ask for the contribution.

A critical person when establishing contacts is the secretary. Holmes recommends asking for the secretary's name and writing it down. Always go through that person when scheduling appointments with the CEO. The secretary is the one who usually knows when the best time is to make an appointment. Mention that you only want a certain amount of time with that person.

Pick up information about the business and use that information as an ice breaker. While fund raising for the state's private colleges after Hurricane Hugo devastated the state and many businesses, Holmes was

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Jingling Corporate Pockets (continued from page 1)

asked how she would approach people for money when they were recovering from such a storm. She asked how their business was impacted by the storm. Developing relationships with prospective donors is important and letting them know you aren't just there for the money makes for long-term commitment, she added.

Other key points are:

- research the company's donor history.
- ask for what you NEED.
- ask yourself what sets you apart from everyone else? Leave something such as a book behind for the prospect to remember you.
- always write thank-you notes. Handwritten ones are best. Consider something unique such as having a child write the thank-you in Braille.
- put prospective contributors on your mailing list for newsletters.

- consider in-kind gifts.
- use contacts to get other names and contacts.

Changes in the corporate arena make fund raising challenging. As the number of foreign companies increases, the time spent cultivating those companies for gifts increases as well. However, it can pay off as it did for the Greenwood Genetic Center in a gift of \$25,000 from Fuji Film.

It is important to look at the people and corporations you do business with in your own community and ask them for gifts, she added.

If you are committed to the cause then you will usually be successful in getting a gift. Involving key decision makers in the company and in your community helps your cause..

Finally -- Good News From Congress

Congress, at the proverbial last hour, passed an appropriations bill for the Library Services and Construction Act (LSCA) for FY 97. In the same bill, they authorized a continued federal library program under the Library Service and Technology Act (LSTA). This accomplishment is good news to library supporters throughout the state.

The final budget numbers for LSCA include an additional \$8 million which can be attributed to the efforts of Secretary of Education Richard W. Riley. FY 97 will see activities conducted under LSCA while other activities may provide a transition from LSCA to LSTA.

There were several anxious days at the end of the session for supporters of LSTA. While the House and Senate were in general agreement on the Act, there was difficulty finding a vehicle to attach it to that both bodies could support. Now, after more than two years of debate, LSTA is a reality thanks to many librarians, trustees

and friends who contacted their Congressmen and Senators.

LSTA moves library programs from the U.S. Department of Education to a new agency, called the Institute of Museum and Library Services. It will take several months for this new entity to organize and issue draft regulations for LSTA. The State Library will begin an internal examination of the act prior to the issuance of regulations. We will seek input from library supporters around the state to assist in the development of a plan which capitalizes on our strengths and moves us forward. The library community asked Congress for this new legislation, now we must follow through on our commitment to insure all Americans have access to the information they need.

James B. Johnson Jr.
Director

News From Around the State

Abbeville-Greenwood Regional Library

Patrons can now log onto a new home page about Greenwood at home or at the library. Called GRINet (Greenwood Regional Information Network) the site features information on local government, arts, entertainment, education and health care. The address is <http://www/grinet.org/>

Beaufort County Library

Jeff Berg of the Beaufort County Library is the first full-time South Carolina resources librarian. He will continue to work with volunteers and assist researchers who visit the state history room.

Charleston County Library

Six public access Internet workstations were installed at the main Charleston County Library on King Street. The workstations are equipped with the Netscape browser and will allow the public to access the World Wide Web. An additional adjacent workstation is designated for staff use only. Two workstations for public access were added to the Children's Room earlier.

Cherokee County Library

A new bookmobile is making the rounds in Cherokee County. The bookmobile will expand services in rural areas.

Colleton County Library

Fall programming at the library includes a photographic quilt exhibit by the children of Jonesville school entitled "Pieces of Jonesville" and "Choices for the 21st Century" a public policy forum discussion series sponsored by the S.C. Humanities Council. In November the library will sponsor "Young Adult Critiques," a young adult reading and discussion series also sponsored by the S.C. Humanities Council.

Dorchester County Library

Cynthia Bledsoe is the interim director of Dorchester County Library. She has been headquarters librarian at the main branch in St. George since 1992.

Fairfield County Library

Three Family Nights will be held this fall at the Fairfield County Library. They will feature special activities in the children's area and give parents time to browse, read or sign-up for their library card.

Marlboro County Library

Dr. C.W. Love donated his old office building in McColl to the city to use as a museum and library. Dr. Love is a retired dentist brought to McColl in 1946 by the Kiwanis Club because there was no dentist in the community. He practiced in McColl for 43 years.

The **Marlboro County Library** is one of the North and South Carolina public libraries sharing a \$120,000 grant from the National Endowment for the Humanities. The project "Poetry Spoken Then and Now" is a joint venture of the Anderson County Library, South Carolina's Association of Public Library Administrators, the S.C. State Library and the N.C. Center for the Book.

Oconee County Library

Maria Macaulay was elected chairperson of the Board of Trustees. She is a charter member of the Friends of the Oconee Library and served as president.

Orangeburg County Library

Margaret Thomas, formerly Children's Librarian, has been appointed Extension Librarian.

Harris Murray, formerly media specialist at Midway Elementary School in Lexington, is the new Children's Librarian.

Richland County Public Library

The Public Relations Department received Honorable Mention in the Annual Reports category for the entry of 1995 Bound to be the Best annual report. The competition was sponsored by the Library Administration and Management Association (LAMA) of the American Library Association (ALA).

The Seibels Bruce Group, Inc. recently gave a breakfront to the library. It belonged to Columbia native Mrs. James H. Fraser (Angelica Van Buren Simpson), the great-great-niece and namesake of Sarah Angelica Singleton Van Buren, wife of President Martin Van Buren's eldest son, Abram.

The cover article, "An Affair to Remember" in the August 1996 issue of *Contract Design: the Magazine of Commercial Interior Design and Architecture* features the Richland County Main Library. Several photographs feature the center atrium.

Sunday Storytime for all ages is a new feature in the Children's Room at the Main Library. Each Sunday afternoon through December stories, songs, finger plays and/or puppet shows will be shared with the children at 3 p.m.

Youth ages 11-14 are invited to a new Coffee House program featuring poetry and coffee.

Spartanburg County Library

Iola Gilliam was promoted to Children's Librarian. **Gladys Moore** was promoted to Branch Assistant at Woodruff Branch.

continued on page 4

News From Around the State (continued from page 3)

University of South Carolina Libraries

Herb Hartsook was elected vice-chair/chair-elect of the Society of American Archivists' Manuscripts Section at the Society's annual meeting in San Diego.

Nancy Cooper has joined the staff of the University of South Carolina's Libraries as project developer.

Brian Cuthrell is the new Electronic Access Archivist at the South Caroliniana Library at USC in Columbia, and Robin Copp is the Head of the Books Division.

Charlene Loope is Reference Librarian at the Thomas Cooper Library at USC, and Robert Skinder is Science Reference librarian.

Film collections at USC in Columbia have been consolidated in the new Film Library located at 1139 Wheat Street. The film library includes about 5,000 educational film and video as well as the University's Fox

Movietone Newsfilm collection. This collection contains about 11 million feet of newsreel film from 1919-1934 and 1942-1944. For more information contact the Film Library at 803-777-4756 or access the World Wide Web at <http://www.sc.edu/newsfilm>.

The University of South Carolina libraries' Special Collections Department recently mounted several new pages on the World Wide Web. The sites cover Rare Books and Special Collections; Exhibits, Catalogues and checklists; Edward Jenner and the Discovery of Vaccination; Printing, Renaissance and Reformation; Walt Whitman and the Development of Leaves of Grass; Robert Lewis Stevenson; Notable Editions in Thomas Cooper Library; Scottish Literature at the University of South Carolina and Studies in Scottish Literature. The web sites may be accessed from the University's homepage or at the following WWW address: <http://www.sc.edu/library/spcoll/rarebook.html>.

Trustee Spotlight

William M. Smith has served on the Clarendon County Library Commission since 1989 and as chairman since 1992.



An avid reader and frequent user of the library, Smith became a member of the Friends of the Library during fundraising for a new library facility.

Smith says trustees are "entrusted" with the direct oversight of the library, especially its finances and policy-making.

They are responsible for hiring the director and giving support to administering the day-to-day business of the library. Of utmost importance is mutual trust between the board and the director.

The most enjoyable part of being a trustee is working with interesting people. Clarendon has a wonderful board, staff and Friends group, according to Smith. The energy these three groups exert has enabled a small library in a poor, rural county to

accomplish great things.

Smith feels his most important contribution has been oversight of the automation of the library, which was accomplished without county funds. The project was financed through LSCA grant money matched by funds raised by the Friends of the Library.

The Friends group, of which Smith is also a member, sponsors "The Taste of Clarendon." Recently, funds raised by this project were used to provide Internet access for the library. Not only is the "Taste" a premier social event of the county, but a springboard for positive library awareness. It is remarkable to hold an event that is not only great fun but one that provides funds for the library.

One of the most important goals Smith has as a trustee is to keep up with the ever-growing and expanding information technology. The Clarendon Board wants citizens of Clarendon County to have the same access to information as do citizens of larger, richer counties. This is an expensive challenge. With the continued support of the community through projects such as the "Taste" this will be a reality.

Friends of S.C. Libraries Awards

Friends of South Carolina Libraries recognized several individuals and two organizations during their annual meeting Saturday, Oct. 5.

Harriet Woodham of the Richland County Public Library, Art Guerry, former Lexington County Council member, M&K Auction in McCormick and the Friends of the Greenville County Library were recognized for their service and support to libraries.



Friends of S. C. Libraries award winners are Julie Voigt, accepting for M & K Auction in McCormick, Business Award recipient; Art Guerry, Public Services Award; Bonita Leedy, Friends of the Greenville Library, Founders Award winners and Harriet Woodham, Staff Award, Richland County Public Library..

Harriet Woodham was presented the Staff Award for her work with Friends of the Richland County Public Library. Woodham developed several fund raising ideas including "A Tisket, A Tasket, A Literary Basket" and book sales.

The Public Service award went to Art Guerry. Guerry founded the first Okra Strut Committee to raise money for the Irmo Library Branch. He volunteered for book sales and worked with area civic clubs to raise money for this branch of the Lexington County Library System.

M & K Auction in McCormick was recognized with the Business Award. This auction house donated a large space to sell books for the Friends of the Library in McCormick County. The staff of M & K Auction sell the books and give the money to the library.

The Founders Award was presented to Friends of the Greenville County Library for their support of the state Friends group.

State Library Hosts Reference Exchange

by Lea Walsh, Director of Network Services lea@leo.scsl.state.sc.us

The seventh annual Reference Exchange was held at the South Carolina State Library Aug. 28.

Since 1990, the State Library has sponsored the exchange to bring together reference department managers and reference librarians from the four public libraries serving major metropolitan areas of the state.

Participants discussed electronic resources available locally, on-line reference requests and staff for business information service, reader's advisory and telephone reference. Afternoon sessions in-

cluded Internet issues and the impact of alternative forms of document delivery on interlibrary loan. Charleston County Library reported on its Multi-Media History Project and Richland County Library on the digitizing of photographs in their collection.

Attending were Ken Gibert and Susan Neilson, Charleston County Library; Joyce Borders, Gwen Johnson and Daniel Williams, Greenville County Library; Margie Richardson and Aftab Ahmed, Richland County Library and Steve Smith, Spartanburg County Library.

Summer Reading Takes the Gold

by Jane G. Connor, Children's Services Consultant e-mail: janec@leo.scs1.state.sc.us

Over 57,000 children participated in summer reading programs sponsored by South Carolina public libraries, representing an increase of 9.3 percent.

Public libraries held 2,814 programs attended by 97,184 people. Circulation of children's books during the summer months increased by 10.2 percent to 1,671,958.

Among the most successful activities were make and take programs, library Olympics and a variety of special performers doing everything from storytelling and puppetry to karate demonstrations. With the Olympic-related theme, medals and ribbons were popular incentives. Food coupons are still a favorite but more libraries are using drawings and guessing contests to

motivate children.

Several libraries had special programs for young adults featuring poetry and cake decorating workshops, involving them as volunteers to help with programs or stage a puppet show. Florence County Library began a young adult advisory board.

Six to eight week programs are the most common in the state but the length varies from four to 12 weeks. The percent of children participating by library ranges from 1.9 to 41.6. The cost per participant ranges from 12 cents to \$7.46.



Summer Reading Promotion Successful

Five public libraries participating in a special summer reading promotion project showed an increase in participation for 1996.

The five libraries chosen were Beaufort, Dillon, Lancaster, Sumter and Marion County libraries. Each library was awarded a grant of \$500 to promote its reading program in new, creative ways.

Beaufort County Library's participation increased from 450 in 1995 to 1,770 in 1996, an increase of 273 percent. A videotape was made in cooperation with Beaufort's ETV station and distributed to all the schools. Street banners promoted the summer reading program.

Children's librarian Wendy Allen attributes much of the increase to

stressing the two different programs, reading and attending library programs. More children who could not attend programs participated in the reading. Children were motivated to visit the library by weekly guessing contests and getting reading records stamped for each visit. Summer circulation of children's materials increased 13 percent. For the first time the library also actively encouraged day care participation.

Participation in Dillon County increased 59.7 percent. They also involved day care centers for the first time. The grant helped them print brochures to give every child in schools and day care centers. Brochures and posters were also placed at DSS offices, health departments and in rural areas of the county.

Lancaster County Library created an attractive bookmark brochure for schools and provided each school with a promotional message for the principal to use over the public address system. Participation increased 23 percent.

Sumter County advertised in the newspaper summer supplement and printed bookmarks for all school students. Special certificates were presented to participants from day care centers and to schools with the largest number of children participating. They had a 19 percent increase in participation.

An emphasis on family activities helped Marion County Library increase their participation by 40 percent.

Surfing the Web for Children's Books

The Children's Book Council web site is <http://www.cbcbooks.org>. In November it will include an online showcase of books with specific themes. For example, in November and December it will feature books for the holidays. In January and February it will include books on the African American experience.

Children's Book Council also just released the latest edition of *Children's Books: Awards and Prizes*. This includes current and past winners of an extensive number of prizes in the area of children's and young adult literature.

Punch for Lunch Encourages Reading

by Salley B. Davidson, Marion County Library

"Punch for Lunch" is a program designed to encourage parents to take a trip to the library with their children.

Judith Pace developed this program last year for her students at Nichols Elementary School. It was a successful cooperation between the school and the Nichols branch of Marion County Library. Now that Mrs. Pace is at North Mullins Primary Annex, the program is in place as a cooperative venture between the Mullins and Nichols Branches of Marion County Library, North Mullins Primary School and North Mullins Primary Annex.

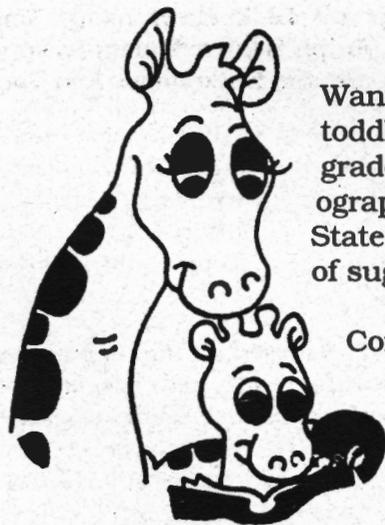
Interested parents register their children for "Punch for Lunch" at the Mullins Library or the Nichols Library. The special cards remain on file at the libraries. Parents who bring their children to the library to check out books receive a special star punch for each library visit. After five punches are earned, the card is given to the parent or parents to redeem for a free lunch at school with their child.

It is impossible to over emphasize the benefits of reading to children and sharing books in the home. It is one sure way to increase your child's ability to experience success in

school. Besides contributing to success in school, it creates a special family time of fun, sharing and caring. This time set apart in a family's hectic schedule says to the child, "I care about you; you are an important priority in my day." It is a real win-win situation for both parent and child.

Marion County Library's summer reading program emphasized parents sharing library experiences with their children. Mrs. Pace's "Punch for Lunch" program is one way to continue this emphasis on the importance of families reading together.

State Library Produces Children's Bibliographies



Want a good book for your toddler or for the child in grades 4-6? Two new bibliographies produced by the State Library offer a number of suggestions.

Compiled by children's librarians from across South Carolina, these brochures offer suggestions of books for sharing with very young children

and for independent reading by older children. With the holiday season approaching these books make great gifts. Most books are available at

the local public library or stores.

"These book lists grew out of a desire to help parent find good books their children will really enjoy," said Jane Connor, children's services consultant for the State Library. The lists include books from recent years as well as a few old favorites. All the authors listed have written other books children will also enjoy.

"We hope the booklist for babies and toddlers will encourage parents to begin reading to children very early in life," Connor added.

The bibliographies are available at all public libraries and the S.C. State Library.



Searching the Information Highways and Byways: Tours for Information Seekers

Finding information on the Internet has been made easier with workshops offered by the State Library.

During the 3 months the library has offered workshops to state employees and general

assembly staffs who currently have access to the Internet and want to improve their skills.

Four classes are offered: "Finding it on the Web," "Using the State Library and Information Resources Efficiently", "Locating State and Federal Government Information on the Internet" and "Locating State and Federal Legislative Information on the Internet."

Each class was offered four times with approximately 15 participants for a total of 240 people. The series will continue in 1997 with the addition of "Grants Research Tools" and "Super Web Sites" as topics.

Pioneers Recognized for Service

Volunteers from the Telephone Pioneers of America were recognized for their repair services to the Library for the Blind and Physically Handicapped at a breakfast Sept. 24.

During the past fiscal year (95-96) the Pioneers donated 1,434 hours of service and repaired 1,100 talking book machines. Volunteers were thanked for their many hours of service by Donald C. Capps, president, National Federation of the Blind of S.C. and John Robert Rogers, president, American Council of the Blind of S.C.

BellSouth President Joe Anderson also thanked the volunteers, all retired BellSouth employees, for contributing their time and expertise to repairing the machines

so people with disabilities have access to books and magazines.

The Commendation for Service Award was presented by Stephen Prine, head, Network Services Section, Library of Congress. This award was for the total effort of the Pioneers which began in 1960. Since 1960, they have worked over 42,300 hours and repaired 5,500 record players and 18,500 cassette machines. This repair work is estimated to be worth \$720,000.

Members of the group are Dick Hawkinson, Tom McKeown, Robert Ginn, Ralph Baxter, Martin Lowery, Joe Speares, Ted Floyd, George Entzminger and Tom Murray.



Pioneers honored at the September 24 breakfast are from the left Joe Anderson, president, BellSouth-South Carolina, Dick Hawkinson, Tom McKeown, Robert Ginn, Stephen Prine, head of Network Services with the Library of Congress, Ralph Baxter, Martin Lowery, Joe Speares, Ted Floyd and George Entzminger. Absent were Hugh Oldham and Tom Murray.

Literary Baskets



Literary Basket winners at the 1996 South Carolina Association of Counties were annual meeting (from left) Barbara Gaston, Colleton County; Jane Miller, Union County and Nancy Player (not pictured), Sumter County. Accepting Nancy's basket is O.V. Player. Ann Ramsey of Chester presented the baskets given by the Association of Public Library Administrators.

FMU Web Catalog

The Rogers Library at Francis Marion University (FMU) has implemented a new Web version of its on-line catalog. You can get there through a link on the library's home page (<http://vax.fmarion.edu>), or you can go to the Web catalog directly (<http://vax.fmarion.edu/marion>). The Web catalog is also available from the library's public access workstations.

A new interlibrary loan (ILL) feature is available for FMU students and staff only, plus the eleven high schools in the Pee Dee which are in a partnership with FMU. The ILL feature allows individuals to place interlibrary loan requests on-line.

Fair Food for Information Seekers

While many people enjoyed elephant ears and candy apples, State Library staff helped others dine on information and technology at the S.C. State Fair.

State Library employees provided 115 hours at the SCINET (South Carolina Information Network) technology exhibit during the South Carolina state fair October 3-13. Jointly sponsored by state agencies and the City of Columbia, the exhibit showcased ways governments

use technology to provide information and services to citizens.

Because of the State Library staff's expertise, they were assigned to demonstrate information available on the Internet. About 5,500 L+I+B+R+A+R+Y bags were handed out along with a flyer describing the SCSL Internet home page and the S.C. Reference Room section.

Union Carnegie Replica Presented

In 1905 a beautiful library building complete with copper roof, ornamental brickwork and stained glass was opened in Union County.

In 1996 a carved replica of the library complete with the copper roof was presented to Jim Johnson, director of the S.C. State Library.

Commissioned by Delores English and Ailene Ashe of Our Old Home Gift Shop, the Union-Carnegie Library is carved in Georgia marble by

Julie Ruth. Only 1,000 of these replicas are available.

Andrew Carnegie, steel industry millionaire, pledged \$10,000 toward a library in 1904 if local money would pay for a site and maintenance. The community raised \$3,500, bought a lot and the city budgeted \$1,000 annually for maintenance. Union boasted the first Carnegie supported library in South Carolina.



Pictured are Delores English, Jim Johnson, Ailene Ashe and James Neely Ashe Sr., chairman of the Union County Library Board of Trustees.

Prize Offered for Book Collection

The Thomas Cooper Society, support group for USC's Thomas Cooper Library is offering a prize of \$300 to a student in one of the state's colleges or universities who has collected a worthwhile book collection. To be eligible, the student must submit an annotated list of materials and a statement

about how and why the collection was begun and about future collecting goals. Students interested in the competition should contact Nancy Washington at Thomas Cooper Library, USC, Columbia, SC 29208 or telephone at 803-777-2166 or e-mail at washingtonn@tcl.sc.edu.

Caroliniana



Baldwin, James J. **Struck eagle: a biography of Brigadier General Micah Jenkins, and a history of the fifth South Carolina Volunteers and the Palmetto Sharpshooters.** Burd Street Press, 1996. 471 p. \$34.95

Green, Jonathan. **Gullah images: the art of Jonathan Green.** University of South Carolina Press, 1996. 214 p. \$49.95.

James Brown, the godfather of soul (videocassette). A & E Home Video, 1996. 50 minutes. \$19.95.

McCord, Louisa S. **Louisa S. McCord: poems, drama, biography, letters.** University Press of Virginia, 1996. 487p. \$37.50.

Ramsey, Jack C. **Photographer under fire: the story of George S. Cook (1819-1902).** Historical Resources Press, 1994. 191 p. \$25.00.

Rhyne, Nancy. **Southern recipes and legends.** Sandlapper Publishing, 1996. 268 p. \$19.95.

Robinson, W. Stitt. **James Glen from Scottish provost to Royal Governor of South Carolina.** Greenwood Press, 1996. 175 p. \$52.95.

Williams, Lou Faulkner. **Great South Carolina Ku Klux Klan trials. 1871-1872.** University of Georgia Press, 1996. \$35.00.

Calendar

December 4, 1996

Public Relations Librarians Information Exchange. 10-3 p.m. Contact John Landrum at 803-734-8666.

December 10, 1996

Internet Access in the Public Library. Location and registration TBA. Contact Mary Bull at 803-734-8666.

January 15, 1997

State Library Board meeting in Columbia at noon.

January 23, 1997

Systems Managers Exchange. 10 a.m. - 3:30 p.m. Contact Lea Walsh at 803-734-8666.

February 14-20, 1997

American Library Association Midwinter meeting. Washington, DC.

April 2-6, 1997

AASL National Conference, Portland, Oregon.

May 14, 1997

Read-In at the Carolina Coliseum.

READ-IN 97!

Wednesday, May 14

Carolina Coliseum
(Due to State House Renovations)

Details will be mailed later.

South Carolina State Library

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