



1500 Senate St. • Box 11469
Columbia, S.C. 29211
803-734-8666
Fax: 803-734-8676
TDD: 803-734-7298

News

For South Carolina
Libraries

Vol. 31, No. 2

March/April 1999

Gates Foundation Funds South Carolina

The Gates Library Foundation has informed the South Carolina State Library that South Carolina will be the first state funded during the second round of grants to public libraries. The Gates Library Foundation is committed to partnering with public libraries to bring access to computers, the Internet and digital information to patrons in low-income communities.

The Foundation will provide public libraries serving communities with a greater than 10 percent rate of poverty, grants for the purchase of computer and networking equipment for Internet access.

The Foundation will provide public libraries serving communities with a greater than 10 percent rate of poverty, grants for the purchase of computer and networking equipment for Internet access. Foundation staff will also provide training and on-site assistance. Jim Johnson, director of the SC State Library, met with Foundation staff in January to discuss the application process.

South Carolina is one of 12 states included in this round of funding. States were chosen because of their poverty level as determined by the 1990 US Census.

“Although grants from the Gates Library Foundation will help our libraries purchase more computers, these grants will not meet South Carolina public libraries’ every need,” Johnson said. “Libraries will continue to require additional money for library technology and resources.”

Libraries eligible for Gates Library Foundation grants will attend a mandatory grant-writing workshop March 15 and must adhere to firm deadlines in submitting information and applications to the Foundation.

“This is an exciting opportunity for public libraries,” Johnson said. “I hope all eligible libraries will apply for these grants to enhance the technology they currently have to improve information access for all South Carolinians.”

Inside

Read-In 99 2
State News 3
Business to Business ... 4
Book Festival 5
Summer Reading 6
Serving Hispanics 7
DBPH 10

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.

“We need to teach our children that the most valuable possession a kid can have is not a new pair of Nikes or a Game Boy, it’s a library card.”

These are the words of Governor Jim Hodges in his State of the State Address delivered to the General Assembly on January 20. This, to my knowledge, is the first time a governor mentioned the word library on such an occasion. He also emphasized reading. Governor Hodges also outlined in this speech the need for a new program called “South Carolina First Steps” which is intended to assure that all children enter school ready to learn.



South Carolina’s public libraries are already engaged in many of the programs envisioned by Governor Hodges, often on a shoestring budget. Now is the time for librarians and library supporters to become involved in the many advisory committees that will be established to implement the Governor’s vision. Some of these same ideas are mentioned in the Report of the Transition Advisory Committee to new Superintendent of Education Inez Tenenbaum.

With so many leaders at the state and local levels emphasizing education as our first priority, it is our responsibility to tell them what libraries are doing and could do to improve the level of education in South Carolina. We may never have another opportunity like this one. Libraries are educational institutions and should be funded as such. If we are not able to make this case, who can?

Let’s make \$2 for 2000 a reality!

Read-In 99 will be held Wednesday, April 28 at the State House in Columbia.

Read-In is a celebration of reading sponsored by the SC State Library. More than 1200 students from schools around the state are expected.

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

Mary Jo Dawson, director of the ABBE Regional Library System, participated in the week-long institute on leadership in the management of information and communication technologies in Atlanta. Fifteen librarians were selected representing eight Southeastern States.

Coastal Carolina University

Jody Jenerette-Bushee is the new Acquisitions Librarian at Coastal Carolina's Kimbel Library.

Darlington County Library

Hartsville Memorial Library is part of the Partners for Career Success. The library can help students research career opportunities and be an on-site classroom for the Occu-Prep curriculum. This curriculum provides an educational setting which will prepare students to be job ready after high school.

Francis Marion University

Roche Carolina in Florence has donated 342 volumes of the collective indexes to Chemical Abstracts to **James A. Rogers Library** at Francis Marion University. The indexes cover the years 1972 through 1991 and are currently priced at approximately \$57,000. FMU's chemistry faculty members use the indexes to teach students how to search chemical literature. FMU's library

holdings of Chemical Abstracts begin with 1911 and run through 1971, but did not include the five-year indexes since then.

Lancaster County Library

Richard Band, director of the Lancaster County Library, participated in the week-long institute on leadership in the management of information and communication technologies in Atlanta. Fifteen librarians were selected representing eight Southeastern States.

South Carolina State Library

Mary Bull's new title is DISCUS Project Director. She will continue in her role implementing, operating and supporting the DISCUS project. **Sallee Weston**, reference librarian, works with Mary in the DISCUS project.

Other news

The **Coalition of America's Colleges and Universities** has launched a national education campaign to enhance public knowledge about financing a college education. The "College is Possible" information is available at www.CollegeIsPossible.org and from the US Department of Education, 1-800-433-3243. A comprehensive resource guide in both English and Spanish is also available.

Business to Business Marketing

Here are some successful business-to-business marketing techniques you can implement at your library. They are taken from *Marketing Treasures, January/February 1996*.

- Advertise in the business-to-business yellow pages to let your target market know that you are a primary information source.
- Keep a list of your business clients and local business organizations, and notify them of every new business-related product or service your library provides.
- Promote your library with pens, notepads, magnets, cups - anything that will stay in front of your customer's eyes.
- Offer business or Rolodex cards at the circulation and reference desks. Insert them into library promotional packets. Spread the word about the library in a form most businesses use.
- Compile samples of your products — annotated bibliographies, research and others.
- Present promotional spots on public access television, radio or television.
- Establish a presence on the Internet.
- Post signs in the library promoting your latest products.
- Speak at civic clubs and other meetings about the way your library uses the newest in electronic media and how that target audience can benefit from it.
- Send press releases to the news media about research through the Internet and promote your newest resources.
- Become a personal shopper. Keep a database file of your patrons and call them when new information about one of their interests comes in.

Specialized Collections Highlighted

The South Carolina Chapter of the Special Libraries Association recently published the fifth edition of the **"Directory of South Carolina Special Libraries, Archives and Information Centers, A Guide to Specialized Collections."**

Public, academic and special libraries and archives across the state contributed information about their specialized collections. The 100-page directory is extensively indexed by subject matter, organization name, contact personnel and city locations.

Editor Jeanette Bergeron notes that there are 68 entries alone under the "History/Archives" category. "This is great for libraries that receive a lot of walk-in genealogical traffic and need to know the best place to refer these patrons," she says. "And, of course, it shows library subject specialists around the state in the arts, business, medicine, religion, science and so on." An additional improvement over past editions is the inclusion of Internet addresses.

The directory is available for \$18 from SC/SLA. To receive an order form or place an order, contact Jeanette Bergeron, 1821 Winsor Hills Drive, Columbia, SC 29204. Telephone 803-787-8840 or email jeanette@scsn.net.

Book Festival

The third annual South Carolina Book Festival and Antiquarian Book Fair will be held April 17 and 18 at the Carolina Coliseum in Columbia.

On Saturday the Book Festival is open from 10 a.m. until 5 p.m. and on Sunday from 1-5 p.m. All events are free and open to the public.

In addition to presentations by some of the guest writers, there will be seminars on different aspects of writing.

Antiquarian book dealers, publishers, booksellers and other organizations that support reading and books will be available in the vendor area. More than 6,000 visitors attended the two-day event last year.

For more information contact Bob Ellis, SC Humanities Council, PO Box 5287, Columbia, SC 29250 or call 803-691-4100 or email bobschc@aol.com. The book festival is co-sponsored by the South Carolina Humanities Council and the South Carolina State Library.

Featured authors and illustrators

*Walter Edgar
Jimmy Faulkner
Jim Grimsley
David Harrison
Lee Jane Kaufman
Carl MacGinnis Kay
Harriet Keyserling
Andrea Levy
William S. McFeely
Bernard Most
Jack Pass
Dori Sanders
Chris Soentpiet
Nicholas Sparks
Mickey Spillane*

Phone Your Delegation

Have you contacted the members of your state legislative delegation to make the case for \$2 per capita, \$50,000 per county for your library system for the Year 2000? Time is of the essence. Those legislators elected to the General Assembly for the first time last November need to be contacted by you PERSONALLY—and the sooner the better. Legislators are already in Columbia Tuesday through Thursday, but you can catch them at home on Monday and Friday. Only YOU can make these contacts effectively.

It is especially important that the small, rural counties which will benefit so much from the \$50,000 minimum grant per county make their contacts. Convincing the legislature to approve this \$50,000 figure will go a long way toward closing the ever-widening gap between the have and the have-not counties. It also means every county in South Carolina will be able to move into the Year 2000 on firmer footing.

Book Fund Targets Three

Three libraries in South Carolina each received 100 children's books from the Brownstone Book Fund. The libraries selected were the Dillon Branch of the Dillon County Library, the Estill Branch of the Allendale-Hampton-Jasper Regional Library, and the Waccamaw Neck Branch of the Georgetown County Library.

Yolanda McCormick, Dillon County Library director commented, "This donation was made at a wonderful time for us ..."

The Brownstone Foundation is a private foundation in New York City interested in fostering reading, a love of books and encouraging parents and children to read together. They provide 100 children's books to rural libraries. The libraries are selected in cooperation with the Libraries for the Future organization from suggestions made by the State Library. Each library chose 90 books from a list provided by the fund and 10 of its own choice.

Yolanda McCormick, Dillon County Library director commented, "This donation was made at a wonderful time for us. We were really pleased with the quality of the book lists from which we were able to choose books for our new library collection." The library in Dillon lost its entire book collection when the library burned in August 1997. Construction of a new library should begin this spring.

Book Trek Coming This Summer

Book Trek is the theme for the 1999 summer reading program. The traveling lion featured on the artwork will lead children on a trek through the 20th century looking at some of the fun and interesting things that happened in the past 100 years.

Doni Jordan, who also did the artwork for the 1998 program, designed the art for Book Trek.

The 1999 program will be the first one in recent history where the South Carolina State Library has assumed all costs for materials. This has resulted in a significant increase in materials ordered which, hopefully, will result in increased participation across the state. Libraries are encouraged to use the money they would have spent on the materials to enhance programming and other summer services for children in their communities.

In 1998, almost 65,000 children participated in summer reading programs and borrowed 1,800,000 books from public libraries.



More Than Pretty Pictures

A mock Caldecott workshop, sponsored by the Service to Youth and Children in School and Public Libraries section of SCLA, was held Friday, January 22 at the Lexington County Library.

Those attending learned what it is like to serve on the committee to choose the preeminent picture book in the nation. Speaking about their experiences of doing just that were Jane Connor of the State Library and Sharon Harvey of Hilton Head Elementary School, both of whom have served on Caldecott committees in the past and Susan Sponaas, who is serving on the current Caldecott committee.

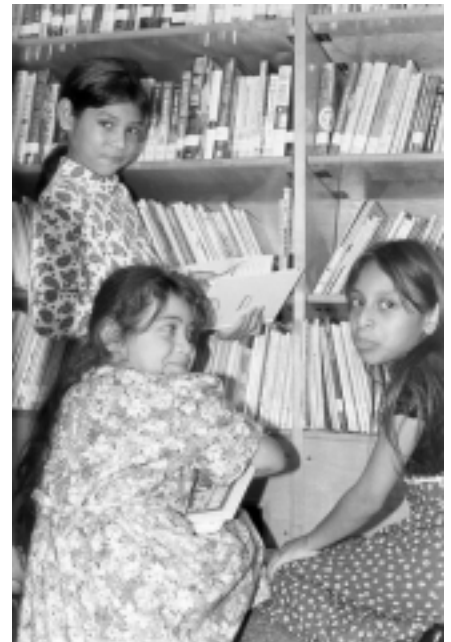
Each participant learned more about the fine art of evaluating picture books, weighing the whole package rather than only the artwork. They honed their skills in critical judgement as they looked at each book in turn, trying to find a measurement that would elevate a book from ordinary to extraordinary. They then had to convince others in their group that their choice was the correct one. The difficulty the attendees experienced in this exercise made crystal clear what a Herculean task the Caldecott Committee faces in choosing one book from among the over 800 titles they examine. The people attending both love and care about the books they deal with everyday.

Bookmobile Serves Hispanic Community

The extension service of the Abbeville-Greenwood Regional Library System sends a bookmobile to part of Greenwood's growing Hispanic community. At New Haven apartments the bookmobile is a welcome site.

Dot Spencer, Extension Services, said, "Allowances are made for children whose parents are away working when the bookmobile comes to their neighborhood, because parental signature is a requirement for getting a library card." Library cards stay on the bookmobile and a limited number of books can be checked out.

A translator is provided for the stop but is needed only for clarification. "The children who speak better English automatically translate for and organize their peers," says Marf Shopmyer, the translator. The stop is not limited to Hispanic use and others in the neighborhood use the service. The bookmobile is a haven for children immersed in a new culture.



Counting Down to a New Millennium Trustees Attend Workshop

Trustees from around South Carolina recently attended a two-day public library trustee institute in Charleston sponsored by the SC State Library. The Institute theme “Counting Down to a New Millennium: Public Library

Trusteeship in South Carolina in the 21st Century” focused on the breakneck pace of change in South Carolina’s public libraries and how public library trustees can keep up, and even get ahead.



Lunch in the atrium of the Embassy Suites Hotel.

This was a premier educational opportunity for the 125 trustees and directors who attended the sessions covering library issues from budgeting and state standards, to library planning, to the basics of good boardmanship. The Institute’s leader, Sandra Nelson, a library consultant and trainer from Tennessee, and chair of the Public Library Association’s Leadership Development Committee, discussed a newly-published planning tool for public libraries, **Planning for Results**, that offers a different approach to traditional library planning.

Other featured speakers included Ann White, from Spartanburg, who, with her own special brand of humor, kicked off the Institute with communication tips for people who work with people. The Institute concluded with a lively discussion on intellectual freedom led by Pat Scales, from Greenville, who moderated a panel of Jane Connor, children’s consultant from the State Library, and two

laypersons, Dr. Glenn Carson, minister, and Robert New, businessman and former school board chairman.

One trustee said, “The Institute was aimed directly at the challenges library boards face today. The information that was shared will really help me as a library trustee.”

Another trustee noted, “This was a great opportunity for me to learn, and not just from the experts. I learned a lot from other trustees as we sat around chatting informally after the sessions. Many of the problems and challenges are the same all over, and I really benefited from hearing about the experiences of trustees from other libraries.”

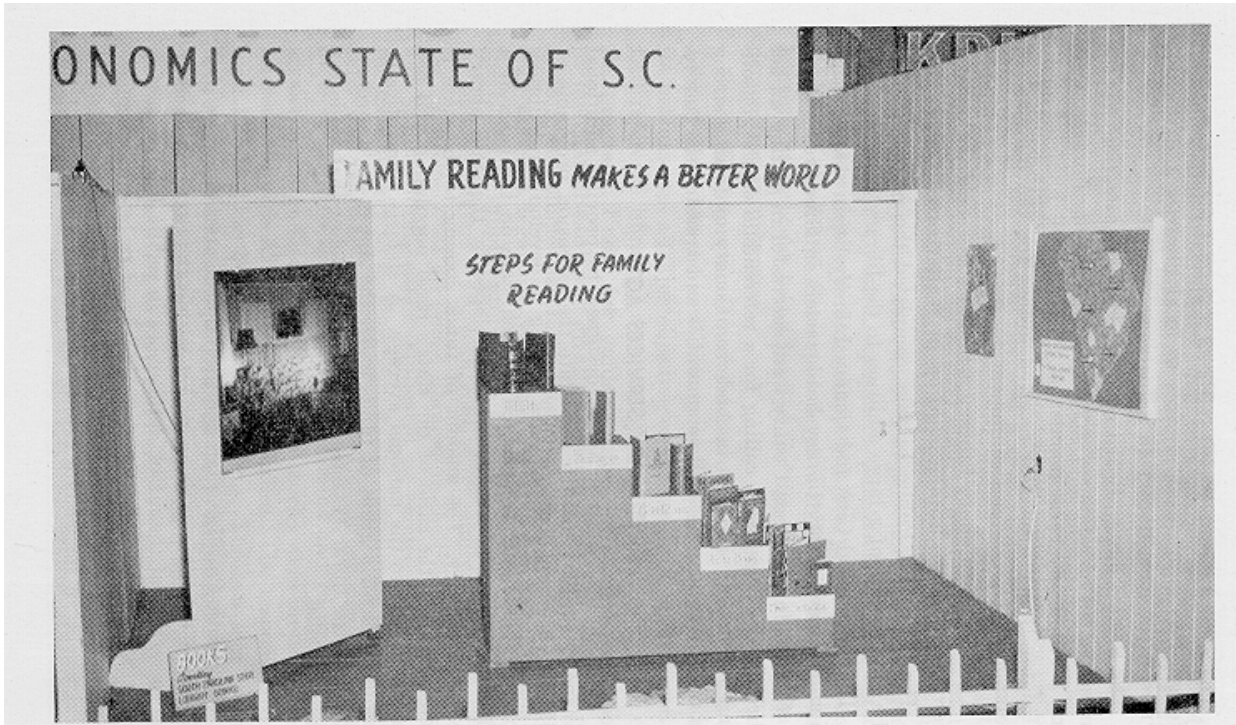


Reception at the new Charleston County Library.

Jim Johnson, State Library director, indicated that this year’s Institute is the first of many on-going opportunities for trustees.



Our Heritage of Library Service



In the mid 1950's the State Library co-sponsored, with local public libraries, Home Demonstration Reading Clubs for rural women throughout South Carolina. Reading lists were prepared by a group of county librarians, published by the State Library and distributed by the Home Demonstration Agent. Club members who read and reviewed a certain number of books were presented a certificate at the annual meeting of the County Council of Farm Women in each county. This exhibit at the 1956 SC State Fair promotes the program and points out the advantages of family reading.

A National Collection

Nationwide, talking book libraries circulate materials provided through a federally funded national library service. Blind and physically handicapped patrons have access to more titles than would be possible if services were handled at a local level. Few librarians are aware of the selection policy that governs the development of the national collection. Policy highlights follow:

- A book is considered if it has been reviewed in nationally distributed periodicals or is recognized by standard library selection tools as suitable for general public library collections and if print copies are obtainable.
- Standard classic and informational titles, along with works of popular and recreational interests, are included in proportion to the readership served (aged, young, professional and other specific groups).
- Books are reproduced in their entirety and remain in the collection even if considered offensive to some readers. This does not indicate an endorsement by the Library of Congress, National Library Service for the Blind and Physically Handicapped (NLS) of the views expressed.
- Bestsellers are included unless the format (e.g., cartoon collections) does not lend itself to braille or recording.
- Highly specialized reference works are rarely selected. Patrons are better served through their local public libraries.
- Foreign language titles are selected to meet the relative size of the language user-group served.
- The children's collection is developed to meet the needs of preschool through grade 8 and the young adult collection for grades 9 through 12.
- Musical scores and technical music books are selected. Books on music and musicians geared to the layperson are included.
- A limited number of recorded and Braille magazines are provided.
- Books of local or regional interest are provided by libraries, such as the S.C. State Library's Department for the Blind and Physically Handicapped, within the national network.
- Textbooks or other curriculum-related materials, time-sensitive information, local histories or other items of limited interest are not selected.

NOTE: The online catalog of the NLS network may be accessed through website <http://lcweb.loc.gov/nls>. Follow the link to Web-BLND.

Preparing Materials for Low Vision Readers

For low vision readers, fancy fonts and italics are difficult to read. Reading performance can be improved by following these guidelines:

- The simpler, the bolder, the better.
- Use fonts without serifs and with a fixed width (Verdana, Arial, Helvetica). Also use these as the default fonts in electronic media.
- Use bold letters whenever possible.
- Provide good contrast between the background color and the print color. Black on white is good but white on black or yellow on black is better.
- Use a print size that is large enough for your reader to use comfortably.

Source: APH Technology Update 14 #1 (Fall-Winter 1998).

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

Bodie, Idella. **The secret message.** Sandlapper Publishing, 1998. 43p. \$5.95. (juvenile level).

Bolick, Julian Stevenson. **Waccamaw plantations.** Georgetown County Historical Society, 1998. (Reprint of 1946 edition). 130p. \$40.00.

Chappell, Ruth Paterson. **All 'bout Charleston.** Sandlapper Publishing, 1998. 55p. \$15.95. (juvenile level).

Chefs of Hilton Head. Compiled by John S. Colquhoun. Southern Islands Publishing, 1998. 227p. \$13.95.

Clarke, Philip G., Jr. **Isle of Palms.** The author, P. O Box 697, Abbeville, SC 29620, 1998. 128p. \$16.95.

Employment and labor law resource guide: a business guide to South Carolina and federal laws. South Carolina Chamber of Commerce, 1998. 312p. \$89.00.

Hill, Barbara Lynch. **Summerville: a sesquicentennial edition of the history of the flower town in the pines.** Town of Summerville, 1998. 468p. \$35.00.

Hopper, C. G. **Toward the light: photography and Limestone College.** Limestone College, 1998. 237p. \$39.95.

Keyserling, Harriet. **Against the tide: one woman's political struggle.** University of South Carolina Press, 1998. 388p. \$29.95.

McNeely, Patricia G. **The palmetto press: the history of South Carolina's newspapers and the Press Association.** South Carolina Press Association, 1998. 258p.

Myers, Anna. **The keeping room.** Walker Publishing, 1997. 135p. \$15.95. (juvenile level).

Wilder, Effie Leland. **Older but wilder: more notes from the pasture.** Peachtree, 1998. 178p. \$14.95.

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

April 11-17

National Library Week

April 17

Friends of South Carolina Libraries
Annual Meeting
Columbia, SC

April 17

Literary Landmark Dedication
USC
Columbia, SC

April 17-18

SC Book Festival
Carolina Coliseum
Columbia, SC

April 28

Read-In 99
State House Grounds
Columbia, SC

South Carolina State Library

(803) 734-8666

FAX: (803)734-8676

TDD: (803)734-7298

Web site: <http://www.state.sc.us/scsl/>

Administration

James B. Johnson, Jr., Director
John H. Landrum, Deputy Director

Library Development

Margie Herron, Director

Network Services

Lea Walsh, Director

Reader Services

Anne Schneider, Director

Technical Services

Felicia Yeh, Director

**Library for the Blind and
Physically Handicapped**

Guynell Williams, Director
(803)898-5900

Toll Free: 1-800-922-7818

Board of Trustees

Nancy C. Taylor, Chairman
Verena Bryson
Margaret J. Bundy
Betty Jo Hall
Willie Saleeby
George H. Seago, Jr.

News

For South
Carolina Libraries

1500 Senate Street
P.O. Box 11469
Columbia, S.C. 29211

NON PROFIT ORG.
U.S. POSTAGE
PAID
Columbia, S.C.
Permit No. **953**

News for South Carolina Libraries

is published bi-monthly by the South Carolina State Library. Publication of this document was partially funded under the Library Services and Construction Act, administered by the South Carolina State Library.

Ann Addy, Editor

Georgia Gillens, Layout

Please send articles and other information to be included in this newsletter to Ann Addy.
E-mail: ann@leo.scsl.state.sc.us