

# Friends

## OF SOUTH CAROLINA LIBRARIES

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### Winter 2004

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#### FOSCL Board

##### **President**

Lenora "Nonie" Price, Richland County

##### **Vice-President**

Gloria "Glo" Avent, Barnwell County

##### **Secretary**

Mike Burkhart, Aiken County

##### **Treasurer**

Frances Case, Lexington County

##### **Past President**

Marsha Strong, Greenville County

##### **Membership Chair**

Norman Belk, Greenville County

##### **Program Chair**

Helen Fellers, Lexington County

##### **Webmaster**

William "Bill" Schmidt, Richland County

##### **Editor**

Anne Schneider, Richland County

##### **SC State Library Liaison**

Curtis Rogers, Richland County

##### **At-large Members:**

Norman Belk, Greenville County

Clyde McCants, Fairfield County

**Website:** [www.foscl.org](http://www.foscl.org)

**Layout:** Debbie Anderson



### *From The President*

Dear FRIENDS –

Thanks to all of you who renewed your membership at the Annual Meeting. For those of you who were not able to renew your membership there, a form is included in the Newsletter for that purpose. We have lots of exciting plans for the coming year and would love to have each and every one of you participate.

In September a wonderful Annual Meeting was held at SC-ETV. Helen Fellers outdid herself with the organization and execution of the program. The staff at ETV presented a wonderful program on the benefits of a strong working relationship between the public library in your community and ETV. The speakers were most informative. A tour of Newsplex, a state-of-the-art news and communication facility, followed the program. We all left feeling that we better understood how ETV can work for and with our libraries.

Curtis Rogers is the new liaison to the Friends of South Carolina Libraries from the South Carolina State Library. He has already been working hard to make our organization more visible. Along with Bill Schmidt, our Webmaster, he has started a listserv for FOSCL members to use to communicate and share ideas with one another. If you have a great programming idea or a wonderful fund-raising project, please post the news on the

FOSCL listserv and let others know. You can find out how to join the listserv by going to the [www.foscl.org](http://www.foscl.org) and following the simple instructions. Let's communicate with one another and share those ideas.

The South Carolina State Library has also generously allowed the Friends of South Carolina Libraries to use a vacant office for storage and newsletter preparation. We have moved our files there and now have a space to meet and work on FOSCL projects. Any time you are at the State Library, we would love for you to take a look at the office. It is on the second floor, 1500 Senate St.

Our focus this year is on membership. Please renew your membership and bring one other person into the organization. We are only strong if we have lots of interested and committed members. Your local Friends group should also belong. At your next meeting, ask if your group belongs and encourage them to join. We have a new level of membership this year, corporate. Please take a minute to encourage the businesses that are in your community to support our organization. Explain the benefits of the support and shared knowledge that comes to your local Friends group from this statewide group. We need your support.

The Board joins me in wishing all of you a safe and prosperous New Year.

*Nonie Price*

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### Meet the New FOSCL Officers

At the FOSCL annual meeting on Sept. 13, a new slate of officers was approved for 2003-2004. New officers (shown left to right) are:



*Lenora "Nonie" Price, President (Richland County)*  
*Mike Burkhart, Secretary (Aiken County)*  
*Frances Case, Treasurer (Lexington County)*  
*Gloria "Glo" Avent, Vice-President (Barnwell County)*  
*Marsha Strong, Past President (Greenville County)-not shown*

Other individuals serving on the FOSCL Board include Norman Belk, Membership Chair; Helen Fellers, Program Chair; Curtis Rogers, SC State Library Liaison; William "Bill" Schmidt, Webmaster; Anne Schneider, Newsletter Editor; and Clyde McCants, member at-large.

## FOSCL Honors Library Advocates

FOSCL presented five awards at its annual meeting held on Sept. 13, 2003 in Columbia. Individuals and organizations were recognized by the statewide Friends group for their outstanding support and advocacy of public libraries in South Carolina. Award winners were:



Accepting the award from Francie Dunlap are Dr. John M. Thomas, Vice-Chair of the Foundation (left), and L. Bradley Callicott, the Foundation's Executive Director (right)

### **Drs. Bruce and Lee Foundation Recipient of John H. Landrum Advocacy Award**

Over the past few years, the Drs. Bruce and Lee Foundation has made grants totaling \$10,635,000 to construct and equip a new headquarters building for the Florence County Library. The new 80,000 square foot building is expected to open in Spring, 2004. The Foundation also donated \$300,000 to assist in the expansion of the Lake City Branch of the Florence County Library.

### **Friends of the Harvin Clarendon County Library Recipient of Outstanding Program Award**

In 2003, the Friends of the Harvin Clarendon County Library raised \$15,000 at its major and very popular fund-raiser, the "Taste of Clarendon." 800 guests attended this event, now in its 15<sup>th</sup> year, to sample delicious delicacies from the best chefs and wild game cooks in Clarendon County. Money that has been raised at these events has been used to upgrade the library's automation system, acquire new library furnishings and book drop, and to support the library's summer reading and teen programs.



Accepting the award from Marsha Strong, FOSCL President, is Rhonda Ritchie (left)



Accepting the award from Allan Roberts is Dan Mackey (left)

### **Dan Mackey Recipient of Library Staff Award**

Mr. Mackey, former Director of the Kershaw County Library and current President of the Friends of the Kershaw County Library, was cited for his guidance and efforts in "reorganizing and re-energizing" the Kershaw County Library during his term as Director. In his present tenure as President of the Friends organization, Mr. Mackey is bringing his management and organizational talents and energy to efforts to revitalize the Kershaw County Library Friends.



*Accepting the award on behalf of the Spartanburg-Herald Journal is Todd Stephens, Director of the Spartanburg County Library shown with Marsha Strong*

### The Spartanburg Herald-Journal Recipient of Business Award

The Spartanburg newspaper provided \$40,000 in financial support and incalculable newspaper coverage to help sponsor the Spartanburg County Library's "lollapalooza loop@your library," an annual bicycling event that features three routes of 25, 50, and 100 miles. Cyclists start from the main library and travel to the library's branches. In 2003, 150 cyclists from six states participated. The event promotes library use and reading, as well as a healthy lifestyle. The newspaper was also recognized for their ongoing allocation of valuable newspaper space for library events and information – the "@your library" column in the Sunday Life section, the "did you know?" weekly segment, and regular list of reading suggestions compiled by library staff.

### Mim Woodring Recipient of Trustee Award

Mrs. Woodring was honored for over 40 years of sustained and tireless advocacy for libraries in Aiken County, particularly the Nancy Carson Library in North Augusta. Mrs. Woodring is the owner of the Star newspaper and has successfully utilized her newspaper, her deep knowledge of the community, and wide-ranging network to foster establishment and expansion of libraries in Aiken County. Mrs. Woodring has served on and chaired several library boards, including the Aiken County Library Board and the ABBE Regional Library Board. She also served for many years as a member of the Aiken County Council. She is a current member of the Friends of the Aiken County Library.



*Accepting the award is Mim Woodring (left) with Merrilee Anderson*

#### Dates to Note

Feb. 28-29, 2004 **South Carolina Book Festival**. State Fairgrounds, Columbia. Free. Information about FOSCL will be available at the State Library's booth. Featured authors at this literary event will include David Balducci, Carolyn Hart, Susan Vreeland, Francis Ray, John Saul, and Sharyn McCrumb.

March 10, 2004 **Library Legislative Day**. Adams Mark Hotel, Columbia. Sponsored by the Association of Public Library Administrators (APLA). Contact: Dwight McInvaill, Director, Georgetown County Library.

April 18-24, 2004 **National Library Week**

April 21, 2004 **FOSCL Board meeting**. SC State Library, Columbia.

June 24-30, 2004 **American Library Association annual conference**. Orlando, Florida. Exhibits, June 26-29.

September, 2004 **FOSCL annual meeting**. Date to be announced. Columbia.

## News from Friends Around the State

**Friends of the Barnwell County Library (ABBE Regional):** Friends netted almost \$27,000 from an auction of donated items held in August. Over 500 attended the auction featuring goods ranging from a 1990 Chevy pickup to USC footballs. Proceeds will be used to support upcoming projects for the Barnwell, Blackville, and Williston libraries.

**Friends of the Fairfield County Library:** Aynor, SC native R. Dean Johnson was the featured speaker at the library for a Friends sponsored program on Sept. 4. Mr. Johnson, a Celebrity Personal Assistant in Los Angeles, and member of the Board of Directors of the Association of Celebrity Personal Assistants, has authored a collection of humorous stories entitled, Life. Be There at 10 'Til.

**Friends of the Florence County Library:** Proceeds raised from an appearance of Garrison Keillor and his "Prarie Home Companion" program at the Florence Civic Center on Feb. 11 will be used to benefit the new Florence County Library main headquarters building.

**Friends of the Lexington Main Library (Lexington County):** Friends sponsored an "American Girl Doll Tea with the Catawba Nation" on Sept. 27, 2003 for children. Kaya, the library's newest American doll, depicts a Nez Perce girl. To help celebrate the occasion, members of the Catawba Nation presented a program featuring native dances, music and stories. The Friends have commissioned local sculptor Sissy Friarson to produce a bronze sculpture, "Circle of Friends", to mark the fifth anniversary of the main library building. The piece will depict long-time Lexington resident Edna Bedenbaugh reading to children. The sculpture, to be completed in Fall 2004, will be installed outside of the library's entrance.

**Friends of the Pickens County Library:** The Friends sponsored an "Independence Gala Preview Party" on July 3 at the Pickens County Library as a special treat for its members. Members had the opportunity to preview books to go on sale on the Fourth of July, as well to bid on 50 valuable individual works during a silent auction – all while enjoying refreshments and entertainment.

**Friends of the Richland County Public Library:** Well-known authors, including a former President of the United States, have made recent appearances at Friends-sponsored events. Former President Jimmy Carter autographed copies of his new novel, The Hornet's Nest, for over 1,000 people who lined up at the main library on Nov. 24. Terry Kay, best-selling author of To Dance With the White Dog, spoke at the Friends' author luncheon on Nov. 17 and signed copies of his latest novel, The Valley of Light. Over 50 persons attended an author luncheon featuring Kathryn Wall, author of Perdition House in Sept. The Friends' upcoming annual meeting on Jan. 11 will have Robert Morgan, author of Gap Creek, as its main speaker.

**Friends of the Socastee (Horry County) Library:** Friends have pledged \$1,000 to the library to purchase supply items not covered in the library's budget. The Friends are making preparations to open their new gift shop, "FOSL Finds," and have already garnered 22 volunteers to staff the shop.

**Friends of the Surfside Beach Library (Horry County):** The Friends sponsored a variety of programs in recent months. On Oct. 16, Bryan Wester of Coast to Coast Antiques provided appraisals of objects. On Nov. 20, Lei Aloha from Inlet Square Mall provided tips on holiday decorating – Friends members put that advice to good use, helping to "deck the library's halls" on



Dec. 2. Graphologist Ann Meraglia is scheduled to present a program on Jan. 15. The Friends continue to sponsor used book sales the second Wednesday of every month at the library – book sales and donated volumes have doubled for these events over the past few years.

**Friends of the Williamsburg County Library:** Friends sponsored a reception and book signing by two SC authors on Nov. 9. Columbia resident Beverly Leeper signed copies of her poetry collection, Through My Eyes, and Lake City native John “Fleet” Moody autographed copies of his novel, The Black Bishop, set in Charleston.

**Editor’s note:** News items listed above are obtained almost entirely from Friends’ newsletters and/or press releases. I would love to hear from more Friends organizations about their creative programs and activities. Please place me on your mailing list – Anne Schneider, Editor, FOSCL Newsletter, P. O. Box 9447, Columbia, SC 29290.

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## Program Speaker Provides PR Advice

The following article was written by Reba Campbell, SCETV Vice-President for Communications and Government Relations. Ms. Campbell spoke at the FOSCL annual meeting in September.

### Getting A’s in P.R.: Essential Steps to Getting Coverage for Your Organization

**ABILITY** to recognize a good story. Look for local angles to a national story/program. Think about connecting your story to a national observance i.e. National Education Week or National Cancer Awareness Month. What’s a new and interesting angle to your story? Consider what kind of “third party endorsement” you can get from someone who’s involved with your organization.

**ACQUAINTANCE** with area media. Be familiar with the local editors, reporters, feature writers, producers, and news directors, and what they produce. Tailor your material to meet their needs. Since reporters’ beats change constantly, keep a file of who is currently covering what at what paper. Also, find out how they like to receive material - email directly to their desk, faxed or mailed (some still prefer releases this way, believe it or not!), or sent through an electronic distribution service. Stay in touch even when you don’t need something.

**ANTICIPATE** their needs. Be familiar with deadlines, know what kind of visual material they can use; work with photographers and camera crews to give them good material to shoot; facilitate the media’s work in any way possible. Suggest photo ops or artwork and make your events visually appealing.

**ATTENTION** to detail when preparing material. Keep your style simple; put the facts up front; follow AP Style rules. Make your work as easy to edit as possible; it will increase your chances of your release running the way you wrote it. Bullets are always a good way to keep things simple.

**ACCURACY** counts. Double check spelling, especially the spelling of names. Double check dates, and make sure that the day and date coincide. Before you send off your release, call phone numbers and key in Web addresses and email addresses as they are written in the release to make sure you don't have numbers or letters transposed. Get a second pair of eyes to proof your work.

**APPEARANCE** counts. If you're still preparing hard copies of releases, make sure they're single spaced, attractive, and eye-catching. Have a consistent style (typeface, letterhead) so that your release is immediately recognizable.

**AVAILABILITY.** Be available if the reporter or editor needs to call you to check details in your release. If you send a release and immediately leave town, be sure there's a contact name on the release other than yourself who will be around to take a call. Have instructions on your voice mail as to how to get in touch with you after office hours, in the event of an emergency.

**ATTRIBUTION SOURCE.** Establish ahead of time (like now) who the spokesperson or people should be at your organization. It's not a bad idea to have this in writing. Decide who takes calls from the press.

**ASSUME NOTHING.** Anything you or anyone else says to the press, whether you specify that it is "off the record" or not, has the potential of being used. Be sure that people from your station are aware of this whenever they talk to a reporter. Don't assume that a story will run just because a reporter has told you it will. There is always late-breaking news. Editorial space is not for sale. Remember you're competing with hundreds of other news stories every day.

**APPRECIATE** the media's efforts on your behalf. A sincere thank you note is one way to do this, though not all reporters appreciate that. Some may feel they don't need to be thanked for doing their job and a note may imply they did you a special favor instead of impartially covering the news. Of course, if they did do you a favor by covering something that might otherwise have been passed over, a line of thanks is in order. And a note that calls attention to a job well done is probably going to be welcome.

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### Make Sure Your Friends Web Site is Linked

Friends organizations: If your Friends group has a web site, make sure FOSCL knows about it! Curtis Rogers, State Library Liaison, will ensure that a link from the FOSCL web site ([www.foscl.org](http://www.foscl.org)) to your Friends web site is established. Currently, the following Friends organizations have linked their web sites: Anderson County, Beaufort, Bluffton, Florence County, Greenville County, Hilton Head, Richland County, St. George, Spartanburg County, Summerville,, and York County.

To get your web site linked, e-mail Curtis Rogers at: [curtis@leo.scsli.state.sc.us](mailto:curtis@leo.scsli.state.sc.us).



## FRIENDS OF SOUTH CAROLINA LIBRARIES (FOSCL)

### 2004 Annual Membership Drive

We're out to keep our old Friends... but also to make new ones!

**Membership Application/Renewal Form**  
*Become a Friend of South Carolina Libraries*  
(Membership year is January to December)

Name \_\_\_\_\_ Today's Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip+4 \_\_\_\_\_ Check if new address \_\_\_\_\_

Contact Name (organizations only) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Phone Number Day ( ) \_\_\_\_\_ Evening ( ) \_\_\_\_\_

**Please check one:**

\_\_\_\_\_ Individual Membership (\$10.00) \_\_\_\_\_ New Member

\_\_\_\_\_ Group Membership (\$20.00) \_\_\_\_\_ Renewal

\_\_\_\_\_ Patron Membership (\$25.00 or more)

\_\_\_\_\_ Corporate Membership (\$100.00 or more)

**Dues are tax-deductible!**

**Please make check payable to Friends of South Carolina Libraries & mail it with completed form to:**

**Friends of South Carolina Libraries • PO Box 11121 • Columbia SC 29211**



# Join FOSCL in 2004!

There is truth in the old adage, "There is strength in numbers." In order for FOSCL to be a strong and credible advocate and voice for public libraries in our state and a strong ally to local Friends organizations, FOSCL needs you to join in 2004. As President Nonie Price remarks earlier in this issue, local Friends groups truly need to support FOSCL with their membership and interest, in addition to our valued individual library supporters and our new corporate membership category.

Fill out the membership form located on the back of the newsletter and mail it in with your dues today!

Thanks to all those listed below who have already joined FOSCL for 2004.

## 2004 MEMBERSHIP

### **Individual/Patron**

- Mary Alice Akers, Columbia*
- ◆ *Norman, Belk, Greenville*
- ◆ *Michael Burkhart, Aiken*
- ◆ *Frances K. Case, Cayce*
- Mary Jo Dawson, Aiken*
- ◆ *Carol Duggan, Columbia*
- Kathryn C. Elliott, Greenville*
- ◆ *Hellen Fellers, West Columbia*
- Mildred B. Ford, Blackville*
- Gerda Kahn, Columbia*
- Clyde McCants, Winnsboro*
- Sarah McMaster, Winnsboro*
- ◆ *Nonie Price, Columbia*
- ◆ *Curtis Rogers, Columbia*
- Anne M. Schneider, Columbia*
- ◆ *Bill Schmidt, Columbia*
- Joe Steele, Winnsboro*
- Tucker Taylor, Newberry*
- ◆ *Sara Thigpen, Aiken*
- Sallee Weston, Columbia*
- Julie Zachowski, Beaufort*

### **Corporate Members**

*The Hubbard Group, Inc., Columbia*

### **Friends Groups**

*Friends of the Chester County Library*  
*Friends of the Greenville County Library*  
*Friends of the Newberry County Library*  
*Friends of the Orangeburg County Library*

- ◆ Denotes Patron Membership