

2011-  
2012

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 themselves. 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 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 do an article about the upcoming program (and a followup 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.
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 (i.e. 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 organizations' to double your coverage.
7. Posters, 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, 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 the 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 calendar.
15. Send an email to every listserv you have access to.
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 the 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, and where" 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.* E-mail or fax the release to daily papers, television and radio stations, weekly papers and magazines. Post the release on your library web site. Also, post references to your release on your library’s Facebook, Twitter, and other social media accounts.
4. *“Pitch” the story.* Follow up by calling the media contact to confirm his or her receipt and to “pitch” your story. Present the facts quickly and emphasize why this event would interest his/her 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 could 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 like Girl Scouts or Boy Scouts, members of your museum or friends of your library, etc.

- Contact local 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 of the Institute of Museum and Library Services or the Director of the State Library will be traveling to your area.
- A picture is worth a thousand words. Send out a visual 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  
SC State Library Communications Director  
803-734-8928  
[crogers@statelibrary.sc.gov](mailto:crogers@statelibrary.sc.gov)

Or

Kathy Sheppard  
SC State Library LSTA Coordinator  
803-734-8653  
[ksheppard@statelibrary.sc.gov](mailto: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 Web site, or hold an event as part of your grant activities, please contact us. Keeping informed about our grantees allows the State Library to select grantees and events to highlight on the SCSL website and in other channels of communication, and helps to spread the word about local grant funded projects.

***MORE: The Newsletter for SC Libraries.*** The State Library's quarterly E-Newsletter, *MORE*, is delivered to more than 3,000 state government and library professionals 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 *MORE*. Please e-mail information about your presentation or event to [crogers@statelibrary.sc.gov](mailto: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 grants 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 Institute 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 State Library support should be mentioned in all media activities related to your award, using the standard tag lines below. The Institute and State Library logos are recognizable symbols of these agencies, and should be used in all visual acknowledgements.

Guidelines for crediting the Institute and Library follow. For more information about IMLS requirements, visit the IMLS website:

<http://www.imls.gov/recipients/communication.shtm> For assistance with any format contact the Communications Department at the State Library, (803) 734-8928 or [crogers@statelibrary.sc.gov](mailto:crogers@statelibrary.sc.gov).

#### **IMLS and SCSL Logos**

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

- On Web pages about the project and in Library websites
- In substantial printed items where Library activities are highlighted, such as annual reports
- In printed and e-format newsletters
- On posters and flyers
- On the various pieces included in educational materials and handouts issued in conjunction with a project
- On signage and banners

IMLS and State Library logos should be legible, and no smaller than 1.75” wide. If this size is too large for your planned piece, please contact the State Library for guidance.

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

<http://www.imls.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 logo is 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. If in doubt, contact the State Library.

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)*

**SC State Library Contact:**

Kathy Sheppard

(803) 734-8653

[ksheppard@statelibrary.sc.gov](mailto: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)*.

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](http://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, visit [www.statelibrary.sc.gov](http://www.statelibrary.sc.gov) or call 803-734-8666.