

PROGRAM

Promotion Kit



Brand & Style Guide

Logo

There are two versions of the *The World of Cecil* logo, a black version and a white reverse version to appear on darker backgrounds.

RECREATION

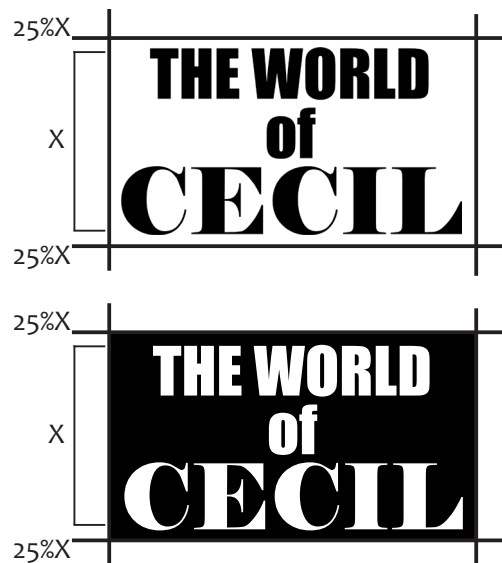
Do not recreate the logotype.

REVERSE LOGO

When printing onto a dark background without color printing capability, a white version of the logo is approved for use.

DISTORTION

Do not stretch, distort or otherwise modify the logo. A drop shadow may be applied.







MINIMUM PADDING

Minimum Padding around the logo is equal to 25 percent of the height of the logo.

MINIMUM SIZING

Logo should never print less than 0.5" in width.

COLOR	PRINT	DIGITAL	
	CMYK	RGB	HEX
 Light Sepia	C: 5 Y: 38 M: 29 K: 0	R: 239 G: 188 B: 155	#efbc9b
 Black	C: 100 Y: 100 M: 100 K: 100	R: 0 G: 0 B: 0	#000000
 Dark Room Blue	C: 78 Y: 48 M: 64 K: 34	R: 59 G: 72 B: 86	#3b4856
 Freedom Blue	C: 29 Y: 0 M: 12 K: 0	R: 145 G: 198 B: 248	#91c6f8

Colors

The primary color palette for *The World of Cecil* includes light sepia, black, dark room blue and freedom blue. Dark room blue and black are the brand's primary colors and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Light sepia and freedom blue are the brand's secondary colors and should be used as an accent or in locations where dark room blue or black are not appropriate.

Typography

The World of Cecil uses the font Impact for headers and **Elephant** for specialty text. Candara is used for body copy.

- When using these fonts to promote *The World of Cecil*, do not add effects, such as gradients, emboss or drop shadow.

Header Subheader1

SUBHEADER2

Body copy

Imagery

These graphics serve as signature art and title treatment art for *The World of Cecil* and should be used where appropriate.

SIGNATURE ART



TITLE TREATMENT ART



PROGRAM IMAGERY

Below are 10 production stills selected to reflect *The World of Cecil*. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at www.scetv.org/about/press-room.



Funding

Funding Partners

Where appropriate, funding partners should be mentioned. Funding partners for *The World of Cecil* include:

- The ETV Endowment of South Carolina



Biographies

A portrait of Cecil Williams, an older man with a mustache, wearing a light blue button-down shirt. He is holding a small, dark, rectangular object with a white circular logo in front of his chest. The background is a blurred indoor setting with bookshelves.

Cecil Williams

When the Civil Rights Movement in South Carolina hit its stride, Cecil Williams was there with his camera creating a visual record through marches, meetings, sit-ins, demonstrations and riots. A child of the movement, himself, Williams was both an active participant and a passionate observer and preserver of its history. It is a role he prepared for from childhood; a role he embraces, yet today.

Williams is outspoken in his belief that the Civil Rights Movement had its beginning in Clarendon County, South Carolina, and that South Carolina—especially his hometown of Orangeburg—played a critical and pivotal role on the national civil rights front, although its primacy and impact are little known and accorded scant recognition. Through publications, sharing his photographs, telling the stories—and most recently, creating a South Carolina Civil Rights Museum, Williams hopes to correct this oversight.

Cecil Williams has published several books—four of which use his photographs as the basis to focus on Civil Rights: *Freedom and Justice*, *Out-of-the-Box in Dixie*, *Orangeburg 1968*, and *Unforgettable*. He has graciously and generously made his photos available to historians and other authors, as well as documentarians and filmmakers. He lent his photos and served as a consultant for the film, *Separate But Equal*. He has also been widely exhibited at museums, conferences, libraries and colleges. Williams is a frequent speaker for community groups, educational meetings, historic associations, school lyceum programs and professional photographic gatherings. He is a recipient of numerous honors, including the Order of the Palmetto, South Carolina's highest civilian honor; the SC Governor's Award for the Humanities; and the SC Governor's Award for the Arts.

BRENDA L. WILLIAMS

Retired as Vice President of Strategy and Compliance at the Regional Medical Center (RMC) of Orangeburg and Calhoun counties, Brenda was Cecil's younger sister, his junior by 15 years. Enormously proud of her "Big Brother," she graciously shared with us photographs and anecdotes about Cecil and their family life. We are grateful to have had the opportunity to interview her the year before her untimely death on February 7, 2021.

DR. BARBARA JOHNSON-WILLIAMS, ED.S

As the longtime president of the Orangeburg, SC Branch of the NAACP, Ms. Johnson-Williams shares her husband's passion for Civil Rights. She is credited with assisting him in the publication of his most recent civil rights books. A career educator, she is a former classroom teacher, adjunct professor at SCSU and Claflin University and a consultant for the SC Department of Education. Johnson-Williams serves as a member of the MUSC Board of Trustees.

MAUDELLÉ BING

A first cousin of Cecil, Ms. Bing was reared in the family home on Quick Street. She is more like the proverbial "Big Sister" and regales us with tales of Cecil's early childhood experiences.

LORETTA THOMAS HAMMOND

Ms. Hammond is a lifelong NAACP supporter who shares poignant recollections of the mass student demonstration, March 15, 1960, and her subsequent incarceration in the Pink Palace (the Orangeburg County Jail). She was a student at SC State College at the time. Her father, Charles Thomas was a leading figure in the Orangeburg Freedom Movement. Loretta and her siblings were all activists, who were arrested multiple times demonstrating for their rights.

DR. JAMES E. SULTON, JR

A senior executive in higher education, Jim Sulton now leads the Sulton Center, where he combines scholarship activism and lifelong involvement in the movement for civil rights. Empowered by the example set by his father and uncle, independent businessmen, who led the movement in Orangeburg, Sulton has been guided by the basic tenets of human rights as an activist both internationally and at home. A neighbor of Cecil Williams in the close-knit academic community of Orangeburg, Sulton recalls a visit by Martin Luther King, Jr., the growth of the student movement in Orangeburg and the money trials facing the NAACP in bailing demonstrators out of jail, an especial challenge for his father, who served as the organization's treasurer.

ATTY. LUTHER J. BATTISTE

Though over a decade younger than Cecil Williams, Battiste grew up in the same cloistered black academic community where Cecil Williams was a neighbor and inspirational role model. A trail-blazing attorney himself, Battiste shares childhood remembrances as well as astute observations and assessments of Williams' contributions.

MS. LURMA RACKLEY, MS. JAMELLE RACKLEY

Daughters of Gloria Rackley Blackwell, a teacher who was a leading member of the Orangeburg Freedom Movement, fired by Orangeburg District Five for activism and NAACP membership. Both daughters, actively involved in demonstrations as young teenagers, discuss the significance of Cecil Williams' photographic chronicles and the relevance of documenting the efforts of persons, like their mother, who carried out their challenges to the status quo at great personal costs

DR. LEO TWIGGS

Nationally renowned as an innovative Batik artist and educator, Twiggs developed the Fine Arts Department and the I.P. Stanback Museum at South Carolina State University and was named Professor Emeritus in 2000. He was the first African American to receive a Doctorate of Arts (Ed.D) from the University of Georgia and the first visual artist to receive the Elizabeth O'Neill Verner Award, (the Governor's Award) for outstanding contributions to the arts in South Carolina. A Claflin alumnus, Twiggs and Cecil enjoyed the distinction of both being mentored by the artist professor, Arthur Rose. Sharing the same arts ethic and aesthetic base, they developed a fast friendship and have collaborated on many projects over the years.

CONGRESSMAN JAMES E. CLYBURN

SC Congressman James E. Clyburn recalls being photographed by Cecil Williams, while a student at SC State College both in academic settings and during the myriad Civil Rights protests. Over the years, Cecil has continued to chronicle the Congressman's achievements and to be a personal friend.

DR. HENRY N. TISDALE

President Emeritus of Claflin University, Tisdale retired June 2019. He began his tenure in 1994. A Claflin alumnus himself, Tisdale was a student when Cecil served as the campus photographer. As president of the university, he recognized the vast importance of Cecil's photographic collection and its value in preserving Claflin's history, as well as the greater population's. He appointed Cecil Director of Historic Preservation and helped inaugurate a major digitization project. Tisdale speaks to the importance of the archival digitization project, as well as Cecil's relationship with the University over the years.

DR. BOBBY DONALDSON

An Associate Professor of History at USC, Donaldson holds the James Clyburn Chair and is also Executive Director of the USC Center for Civil Rights History and Research. He underscores the value of Cecil's work and has probably been the most instrumental historian involved in helping Cecil organize and archive photographs for his museum project. Donaldson sheds light and gives context to the major SC historical events.

DR. WILLIAM C. HINE

A retired historian, Hine was a longtime SC State University Professor of History. An accomplished author, he is published in numerous journals including *Agricultural History*, *Labor History* and the widely used textbook, *African Americans, A Concise History*, which he co-authored with Darlene Clark Hine. Hine is particularly adamant about Cecil's role in setting the record straight about SC's history in the area of civil rights. Hine also weighs in on South Carolina's role as a Civil Rights Protest Incubator.

REV. NELSON B. RIVERS, III

A former SC Field Director and Former Southeastern Director of the NAACP. Rivers was himself very active in SC protest movements during the 1980's and 1990's. He comments extensively on Cecil's presence at major civil rights events and the value of the photographs Williams captured. Rivers is currently pastor of Charity Missionary Baptist Church in North Charleston, while also serving as Vice President for Religious Affairs and External Relations for the National Action Network.

FORMER AMBASSADOR AND CONGRESSMAN ANDREW YOUNG

Once, Executive Director of the Southern Christian Leadership Council, Young was a close associate of Martin Luther King and very active in the civil rights movement. He was on the ground for the Charleston Hospital Strike (1969) and photographed by Cecil on several occasions.

DR. MILLICENT E. BROWN

A retired historian and college professor, Brown was the lead plaintiff in *Millicent Brown v. Charleston Country School District 20*. When the Courts found in her favor, Brown was one of the students admitted to a previously all white school in Charleston in 1963. This case ushered in the desegregation of four specific Charleston schools but set the stage for the desegregation of public schools throughout the state of SC, the following year (1964). Now an historical consultant, Brown is widely known for her study of integration "First" students, entitled *Somebody Had to Do it*. She continues to be an outspoken advocate for civil rights.

MINERVA BROWN KING

A retired Librarian and active Storyteller, Minerva King was the original plaintiff for *Brown v. Charleston County School District 20*. Because the case was delayed several years, King was replaced as plaintiff by her sister Millicent, when she aged out of the public school system before the case was heard. Both women, as daughters of State NAACP President J. Arthur Brown, participated in numerous demonstrations as students and continued to be lifelong activists. Minerva, along with Harvey Gantt, was one of 24 high school students who participated in the watershed lunch counter demonstration at S & H Kress in Charleston, SC.

CLAUDIA SMITH BRINSON

A longtime South Carolina newspaper journalist and author, who recently teamed with Williams to co-author a new Cecil Williams biography entitled *InJustice* in Focus. The book, published by the University of South Carolina Press, is due to be released in January 2024. Brinson is the author of *Stories of Struggle*, her first civil rights book, which was published in 2020.

REV. GEOFFERY HENDERSON

In addition to being a minister, Henderson is also Cecil Williams' current photographic assistant and business partner.

DR. WALTER TOBIN, SR.

Tobin is a retired SC School Superintendent who participated in student protests during his tenure at SC State College (1959-1963) and was arrested on several occasions and incarcerated in the Pink Palace stockade (Orangeburg County Jail) and at Manning Correctional Institute in Columbia. Since retiring, Tobin has been called back numerous times to serve in underperforming school districts. He touts the value of the early protest experiences and the lessons learned from the civil rights leadership as strong influences in his adult life and career.

TONY DENNY

A public relations professional, Denny served as Strom Thurmond's Campaign manager for Thurmond's last race in 1996. Cecil Williams ran in the Democratic primary that year in a bid to unseat Thurmond but lost to Eliot Close. Denny was able to recruit Cecil to join the campaign as a Democrat for Thurmond.

Program Descriptions



LONG DESCRIPTION

Explore the life of acclaimed civil rights photographer, Cecil J. Williams. With his photographs as benchmarks, learn more about some of the most significant South Carolina events and understand their importance to the national civil rights movement. Innovative and creative, Cecil Williams is revealed to be a man of many talents and pursuits.



MEDIUM DESCRIPTION

Explore the life of acclaimed civil rights photographer, Cecil J. Williams. With his photographs as benchmarks, learn more about some of the most significant South Carolina events and understand their importance to the national civil rights movement.

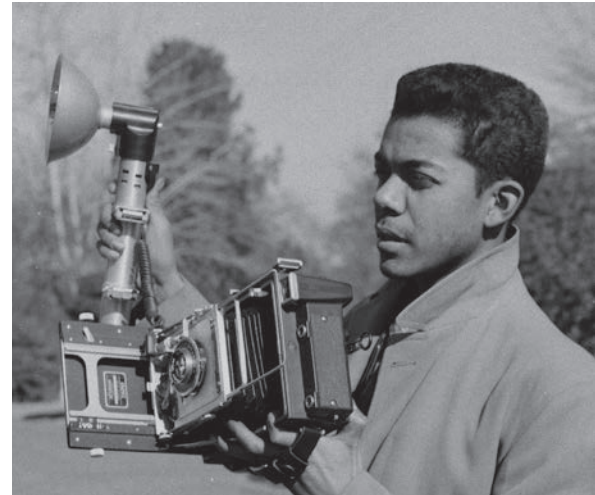


SHORT DESCRIPTION

Explore the life of acclaimed civil rights photographer, Cecil J. Williams.

THE WORLD OF CECIL- PART ONE

The journey of acclaimed photographer Cecil J. Williams unfolds, beginning with insights into his early life and influences, and progressing through his documentation of pivotal civil rights moments in South Carolina. Williams captured events such as Thurgood Marshall's arrival for Briggs v. Elliott, marking the start of his remarkable journey. This program uses Williams' photos to uncover overlooked South Carolina civil rights events: the pre-Montgomery Orangeburg Freedom Movement, student protests, Clemson University's integration and the Edwards v. South Carolina case. Williams emerges not only as a photographer but also as a multifaceted innovator, historian, artist, inventor, architect and solar energy pioneer.



THE WORLD OF CECIL- PART TWO

Continue the exploration of South Carolina's Civil Rights history, guided by the lens and dedication of acclaimed photographer Cecil J. Williams. Beginning with the 1969 Charleston Hospital Strike, the final major civil rights protest of the 20th century in the U.S., learn how Williams captured his impactful photos. Some of Williams' diverse pursuits are unveiled— from early ventures into solar technology to a brief stint in politics. Amidst interviews with colleagues and friends, Williams shares his aspirations and the driving force behind his ambitious project—the Cecil J. Williams South Carolina Civil Rights Museum.



Program Imagery

Below are 10 production stills selected to reflect *The World of Cecil*. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at www.scetv.org/about/press-room.



Program Imagery

IMAGE 1



Caption

1969- SCLC leaders join the Charleston hospital strike demonstration.

Credit

Cecil Williams

IMAGE 2



Caption

"Wondering, Waiting, Wanting" Anonymous boy captured at the Edwards v. SC demonstration at the SC State House.

Credit

Cecil Williams

IMAGE 3



Caption

Cecil in the sea of reporters covering Harvey Gantt's integration of Clemson University in 1963.

Credit

Clemson University

IMAGE 4



Caption

Williams receives award at the Columbia Convention Center.

Credit

Ztion Lawrence

IMAGE 5



Caption

Self-timed exposure at the Cecil Williams SC Civil Rights Museum.

Credit

Cecil Williams

IMAGE 6



Caption

Cecil Williams tests the white water fountain.

Credit

Rendall Harper

IMAGE 7



Caption

Cecil Williams presentation showing photo of demonstrators being led to arraignment (March 1960) at the Orangeburg County Courthouse.

Credit

Geoffery Henderson

IMAGE 8



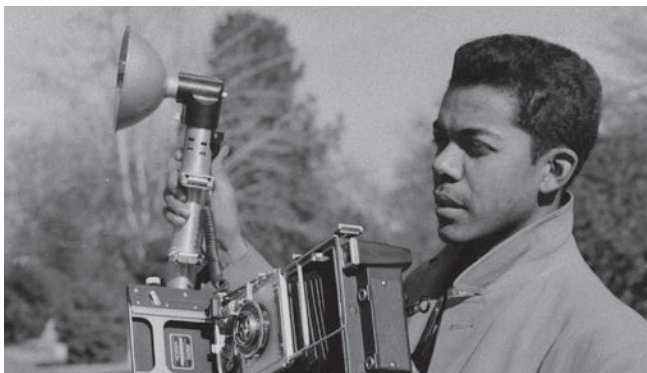
Caption

Cecil Williams attends Orangeburg Massacre remembrance event.

Credit

Geoffery Henderson

IMAGE 9



Caption

Cecil Williams with a camera in 1956.

Credit

Rendall Harper

IMAGE 10



Caption

Cecil Williams poses with an early Graflex camera.

Credit

Cecil Williams

IMAGE 11



Caption

Cecil Williams at a press event.

Credit

Anonymous, courtesy of Cecil Williams

IMAGE 12



Caption

Self-timed exposure of Cecil Williams.

Credit

Cecil Williams

IMAGE 13



Caption

Student demonstrators march past the Cecil Williams Colorama Studio.

Credit

Cecil Williams

IMAGE 14



Caption

Claflin students marching in 1960.

Credit

Cecil Williams

IMAGE 15



Caption

Edwards v. South Carolina march in 1961 at the SC State House.

Credit

Cecil Williams

IMAGE 16



Caption

Ethel Lillian Williams, Cecil's mother, photographed at the family home on Quick Street in Orangeburg, SC.

Credit

Cecil Williams

IMAGE 17



Caption

Harvey Gantt with attorneys Matthew Perry and Constance Baker Mottey.

Credit

Cecil Williams

IMAGE 18



Caption

Martin Luther King Jr. arrives for Clafflin University speech in 1960.

Credit

Cecil Williams

IMAGE 19



Caption

Charleston hospital workers demonstration in April 1969.

Credit

Cecil Williams

IMAGE 20



Caption

Coretta Scott King joins demonstrators in the Charleston hospital workers strike in 1969.

Credit

Cecil Williams

IMAGE 21



Caption

Self-timed exposure of Cecil Williams in 1968.

Credit

Cecil Williams

IMAGE 22



Caption

Cecil Williams stands with an airplane before going up for an assignment.

Credit

Cecil Williams

Production Photography

IMAGE 1



Caption

Beryl Dakers interviews former Charlotte Mayor Harvey Gantt.

Credit

South Carolina ETV

IMAGE 2



Caption

Clafin University President Emeritus Dr. Henry Tisdale is interviewed by Beryl Dakers.

Credit

South Carolina ETV

IMAGE 3



Caption

Jamelle and Lurma Rackley discuss the contributions of their mother, Civil Rights activist, Gloria Rackley.

Credit

South Carolina ETV

IMAGE 4



Caption

Dr. Henrie Monteith Treadwell recounts her experiences as one of three students who desegregated the University of South Carolina.

Credit

South Carolina ETV

IMAGE 5



Credit
South Carolina ETV

IMAGE 6



Caption
Field producer Lynn Cornfoot and videographer Malcolm Vanhannegeyn direct artist Leo Twiggs.

Credit
South Carolina ETV

IMAGE 7



Caption
Beryl Dakers and Leo Twiggs engage in a post-interview discussion.

Credit
South Carolina ETV

IMAGE 8



Caption
Videographer Shae Winston captures an exchange between Cecil Williams and Musembic Kiema, "Young Cecil," in the documentary.

Credit
South Carolina ETV

