

FOLIO—Friends of Libraries in Oklahoma

Newsletter Vol. XXX, No. 1—Fall 2008

Oliver Delaney, Editor

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A Message from the President

by Gerry Hendon



Exciting things are happening with FOLIO in 2008! In July, the Board voted to establish an endowment fund at the Oklahoma City Community Foundation. The endowment will provide a stable financial foundation for the future in order to fulfill the mission of FOLIO: to promote and support libraries in Oklahoma through Friends of Libraries and other support groups.

The Board will designate specifically how the proceeds from the endowment will be used each year. However, it is our goal to supplement the funding of scholarships for library support staff in order to continue to build a well-qualified staff of professional librarians for the state of Oklahoma. The fund may also be used to fund special projects such as the “Best Friends” awards and Literary Landmarks.

Tom Haines made a spirited presentation at the FOLIO Retreat held at the Noble Foundation in Ardmore in June about how FOLIO could greatly increase scholarship support for state library staff with the establishment of an endowment. FOLIO is proud to have been giving four scholarships per year, but the amount of the scholarships (\$250) does not provide adequate funding in these times of high tuition and expensive books.

FOLIO board members are excited about the endowment. Many members of FOLIO have already contributed to the Endowment Fund or have pledged to assist in raising the \$20,000 needed to establish the fund. And, of course, the larger the endowment fund, the more funds will be available each year for FOLIO’s good works. Application has been made for matching funds and additional matching funds will be sought.

We hope YOU will make an investment in the future of FOLIO by contributing to the endowment. Carol McReynolds, FOLIO Treasurer, is standing by to receive your checks - in any amount—\$5, \$10, \$50, \$100, or several thousand. Support Folio and support the libraries in the state with a gift to the Folio Endowment.



Carol’s address is 6709 Parkwood Lane, Oklahoma City 73132.

Don’t wait! Get your name on the donor list now!



FOLIO Officers elected for 2008-09

Carolyn Klepper, 1st Vice-President
Carol McReynolds, Treasurer
Tom Haines
Gerry Hendon, President,
Clare Delaney, Past President
Jeannine Spencer, Secretary.

Sharon Douthitt, 2nd Vice-President
is not pictured.

Mozart Sonatas Free to Public Libraries

Pianist and music educator Wayne McEville is offering to provide his recordings of the complete Mozart Sonatas to any interested public libraries in Oklahoma. All 17 sonatas on five CDs will be contributed for only the shipping cost. Simply send a check for \$6.00 to cover postage and handling. Make check payable to Wayne McEville and mail to P.O. Box 1403, OKC, OK 73101.

Mr. McEville's public library concerts are being well received in many Oklahoma communities, and his CDs have enjoyed good circulation in libraries that have taken him up on the offer. Watch for more information about Wayne McEville in the next issue of this newsletter.



DATES TO REMEMBER

January 30, 2009 - Next Meeting of the Board of Directors of FOLIO at the Okmulgee Public Library



February 17, 2009 - FOLIO/ OLA Legislative Committee Workshop, "Show us the Money: What Really Makes the Difference in Getting Dollars for Libraries"

March 1, 2009 - Deadline for submitting applications for FOLIO scholarships

March 10, 2009 - Legislative Day at the Capitol

March 17, 2009 - Deadline for submitting entries for FOLIO's Best Friends Awards

April 23, 2009 - FOLIO Annual Meeting, Reed Center, Midwest City

Save these dates—

Put them on your calendar **NOW!**

OKLAHOMA LIBRARY ASSOCIATION RECOGNIZES FOLIO GIANTS

The Oklahoma Library Association awarded **Michael Wallis** and **Julia Brady Ratliff** the OLA Special Project Award for their seven years of successful efforts in coordinating the Oklahoma Literary Landmarks, a FOLIO Centennial Project. Unfortunately, Michael was unable to attend the OLA Conference in April to receive his award.

On June 22, at the Hawk Writing Workshop in Tulsa, attended by over 100 writers from Oklahoma, New Mexico, Texas, Arizona, and Canada, Michael's wife Suzanne Fitzgerald Wallis accepted the award for Michael. Suzanne was at the conference to present a session titled, "After It's Written, the Real Work Begins: Book Publicity, Promotion, and Marketing."

We appreciate Mr. Bernhardt for providing this opportunity to publicly present the award in front of a large audience and thereby help demonstrate the activities and value of our organizations — the Oklahoma Library Association and FOLIO.

Congratulations

to Michael and Julia!

Thank You

to Bill Bernhardt and Hawk Publishing

“Show Us the Money”

Workshop: February 17, 2009

FOLIO and the Oklahoma Library Association Legislative Committee will co-sponsor a workshop of significance to the development and furtherance of libraries entitled: "Show Us the Money-What Really Makes the Difference in Getting the Dollars for Libraries." It will be held at the Moore Public Library, February 17, 2009.



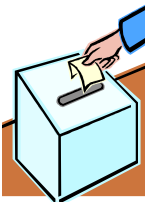
Keynote Speaker is George Needham, OCLC Vice President. What's the fuss!? Well, the Bill & Melinda Gates Foundation and OCLC share a common interest in the health and long-term sustainability of public libraries. To help librarians, trustees, and Friends of Libraries take a fresh look at their funding streams, the Gates Foundation and OCLC worked with Leo Burnett (one of the largest advertising and marketing companies in the USA) to produce FROM AWARENESS TO FUNDING; A Study of Library Support in America.

This report takes a detailed look at the hard work of passing a library funding issue today. How do we segment the electorate in creating effective messages? Where should we put the majority of emphasis in a campaign? Are the people who use libraries our natural supporters? The answers to these questions are not as obvious as they seem, and in many cases, the prevailing wisdom may be wrong.

The report also includes results of conversations and focus groups with elected officials, looking at how they make decisions on funding competing public interests. Again, their comments may surprise you and you may never approach your local, regional or state politicians the same way after reading this report!

George Needham, Vice President, Member Services at OCLC will discuss this report with special emphasis on the five transitions public libraries can make to improve their relevance....and their chances of success at today's ballot box.

This workshop is appropriate for Friends of Libraries, library administrators, library trustee, librarians, anyone planning a campaign to raise money for our favorite community resource—libraries. The cost is \$60 at attend.



PLAN to be in Moore on February 17
for this important workshop.

UNITY of ONE VOICE

Will ALTA and FOLUSA Unite?

Under consideration is a proposal to join and strengthen the "lay" voice for libraries in America. The Boards of Directors of the Association for Library Trustees and Advocates (ALTA) and Friends of Libraries U.S.A. (FOLUSA) are considering a combined division in the American Library Association (ALA) that will benefit both organizations' memberships and American libraries in general.

This new division will help Trustees, library boards and Friends work together at the local, state and national levels to effectively promote and advocate for libraries. Additionally, libraries benefit when Trustees and Friends have strong working relationships at the local level. Stay tuned for further developments.

Scholarship Money Needed for Oklahoma Support Staff



Oklahoma Department of Libraries reports the following interesting statistics about library staffing in Oklahoma:

- 1,733 total staff members employed in Oklahoma's public libraries.
- Only 241 of those staff members have earned the Master's degree in Library and Information Science which is held to be the standard for those who hold the title of "Librarian."
- 457 are designated "Librarian" but do not have the MLIS degree.

This means that there is a real need for providing scholarship assistance to staff in order to improve the educational qualifications of our library human resources. FOLIO offers four \$250 scholarships each year. Yet the cost of one class in the MLIS program is approximately \$1000 plus books and it takes 12 classes to complete the program.

Clearly, there is a need for more scholarships and for larger scholarships. That's why FOLIO has embarked upon a plan to establish an endowment fund that will be used for scholarships in the future.

You can help! Make a contribution to the FOLIO Endowment Fund now to invest in future librarians for the state of Oklahoma.

Send your check to:

Carol McReynolds
FOLIO Treasurer
6709 Parkwood Lane,
Oklahoma City, OK 73132

FOLIO Celebrates 30 Years of Impressive Accomplishments

Some states do not have a state-wide Friends of the Library group. Others are perhaps planning to develop one. Oklahoma's FOLIO was established some thirty years ago on September 5, 1978. The Governor's Conference on Libraries in 1978 called for the creation of a statewide Friends group. Those wise people who signed the incorporation papers were Harry L. Seay III, J. Barlow Nelson and Hilde Haden - all of Tulsa.

The first Board of Directors included Lillian Norberg and Pat Woodrum of Tulsa, Barbara L. Eskridge and Dean Door of Oklahoma City, Ted C. Rodarm of Moore and Anne Masters of Norman. Many of these insightful individuals continue to cross our paths from time to time. Whenever one does, be sure to thank him or her for their generosity.



For thirty years now FOLIO has been advocating for Oklahoma libraries and providing support that has resulted in stronger local Friends groups, the organization of new Friends groups and the revitalization of Friends groups. Much of this has been accomplished through the Seed Grants program. FOLIO has been making Seed Grants available to new Friends groups since 1993. A matching grant from the Charles and Lynn Schusterman Family Foundation in 2000 enabled FOLIO to expand the Seed Grants program so that a total of 49 Seed Grants have now been awarded.

The McCasland Foundation awarded FOLIO a grant in 2001 which resulted in the creation of three hard copy publications, including *Let's Be Friends*. All are most helpful to those new Friends who are getting organized and applying for tax exempt status. This grant also helped with the development of the web page www.okfriends.net.

The Anne and Henry Zarrow Foundation awarded funds for administrative costs such as the printing and mailing of newsletters.

FOLIO has awarded over 50 scholarships to library support staff. The scholarships are named for Mary Lu Atkinson and Lillian Norberg, two pioneer ladies who served on the FOLIO board and believed in furthering the quality of libraries in Oklahoma through the education of library staff. They were true visionaries who exemplified all that a library person – staff or volunteer – could and should be.

Seven Oklahoma sites have been named Literary Landmarks since 2001 and FOLIO Board Members are enthusiastic about continuing the program. The Cherokee Nation was extremely generous in helping to fund the Literary Landmarks. You can read all about the people and places honored on the FOLIO website www.okfriends.net.

FOLIO has a rich history and an impressive list of accomplishments. Our membership can be proud. We have much to celebrate. We continue to seek opportunities to advocate for Oklahoma Libraries and to assist local Friends groups to become better at what they do so well – supporting their local libraries with their treasure and their time.



2008 Scholarship winners Jeremy Nickel (l), Steven Shelton (c), Ruth Neal(r) are pictured with Karen Neurohr (center), Scholarship Chair. Kristal Sergent also attended the luncheon and received a scholarship but missed the photograph session.



Happy Anniversary, FOLIO!

Keep up the good work!

What is a 990-N ?? What is an e-Postcard ????

Small tax-exempt organizations whose gross receipts are normally \$25,000 or less are required to electronically submit Form 990-N, also known as the e-Postcard effective in 2008.

The Pension Protection Act of 2006 added this filing requirement to ensure that the IRS and potential donors have current information about your organization.

The first e-Postcards are due in 2008 for tax years ending on or after December 31, 2007. The e-Postcard is due every year by the 15th day of the 5th month after the close of your tax year. If your tax year ended on 12-31-2007, it was due ended May 15, 2008. If your tax year ended November on 6-30-2008, it will be due November 15, 2008.

Filing do. Type internet the e-Postcard is not difficult to do. Type the following address into your browser: <http://epostcard.form990.org> and follow the directions.



You will need the following information about your organization:

- Employer identification number (EIN), also known as Taxpayer Identification Number (TIN).
- Tax year
- Legal name and mailing address
- Any other names the organization uses
- Name and address of a principal officer
- Web site address if you have one
- Confirmation that the organization's annual gross receipts are normally \$25,000 or less
- If applicable, a statement that the organization has terminated or is terminating (going out of business)

If your organization has annual gross receipts that are normally greater than \$25,000, you must file Form 990 or Form 990-EZ.

There is not a penalty for late filing this year. However, an organization that fails to file required e-Postcards for three consecutive years will automatically lose its tax-exempt status.

For more information, see www.irs.gov/charities.

Invest in FOLIO's Future

Contribute to the FOLIO Endowment Fund. Your gift is tax-deductible and will help to fund scholarships, Best Friends Awards, Literary Landmarks and more. In the words of that great philosopher, Nike,

“DO IT NOW!”



Searching for Oklahoma's Best Friends

FOLIO hopes that your Friends group will participate in the competition this year for the Best Friends Award. Two awards will be made at the Annual Meeting on April 23 in Midwest City. The John Harkey Award will recognize a Friends group in a city with population less than 10,000. The Oklahoma Award will recognize a Friends group in a city with a population of more than 10,000.

Friends groups must have current paid membership in FOLIO to enter the competition. See the membership form elsewhere in this newsletter.

The committee will use the following criteria for selecting the Best Friends.

- A narrative summary which describes the year's activities and accomplishments.
- A calendar of events.
- A narrative describing the process used for increasing the involvement of patrons in the local library.
- Numbers which indicate (a) how the events increased the use of the library and (b) how many members of the local community were involved in each event.
- Materials included concerning events (pictures, newspaper or magazine articles, newsletters, posters, handouts, and flyers).
- Quality of the narrative.
- Organization of materials presented in support of the entry.

The Best Friends Awards are based on activities which occur from March 15, 2008 thru March 15, 2009. Applications are available on the webpage at www.okfriends.net.



Judy Dinsmore and Carolyn Klepper, Mustang Friends with their winning notebook and plaque at the 2008 annual meeting.

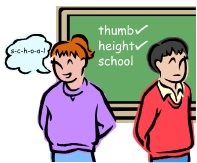
Join FOLUSA for Ideas, Information, and News

There are a plethora of benefits to being a member of FOLUSA. You'll gain access to ideas and information about libraries through the web page and through the bi-monthly newsletter. Membership is an opportunity to share ideas and best practices so that you don't have to "re-invent the wheel." FOLUSA can also connect you with fellow library supporters through a listserv and through the newsletter.

Membership dues for a Friends group or a library is \$40-\$100 depending upon how many members or how large a budget. Friends or library membership entitles the organization to four additional subscriptions to the newsletter for \$20 per subscription. Personal memberships are \$35. Check out their website for more information: www.folusa.org.

Here are some ideas for fundraising that are currently listed on the FOLUSA website.

- **Upland, CA**—The Upland Public Library Foundation sponsored a wildly successful chocolate tasting bash—"Simply Sinful Samples". About 250+ guests gained at least 5 pounds each! Such a variety of chocolate—from the giant chocolate-dipped strawberries to the chocolate enchiladas. You should have been there!
- **Allen, TX**—Friends held their second annual tea, a fund-raiser to support the purchase of children's books. This year's tea featured a three-course high tea of sandwiches, scones and pastries. The entertainment was a fashion show of vintage clothes. Door prizes were awarded and a raffle of an American Girls doll was held.
- **Indianola, MS**—"Do it! Buy the Book!" was the motto of a radio-thon organized to assist the book budget of the Sunflower County Library System. When cutting the book budget became necessary because of budget shortfalls, the station manager of a local radio station put together a proposal for a fund raiser. The radio-thon was held on a Sunday afternoon at the library, with a popular local radio personality making appeals three times an hour as the station interrupted their regular programming to ask for pledges.



- **Hoboken, NJ**—The Great Hoboken Spelling Challenge, sponsored by Friends of Hoboken Public Library, made its fifth annual appearance and has become a standing-room-only event. Three-person teams, many sponsored by local businesses, compete for donated prizes. A team can earn points in advance by collecting pledge money—each \$100 gives the team an extra point up to a maximum of ten.

Top Ten Reasons to Volunteer

1. When you stay home you get too many telemarketing calls.
2. Your family could use a break from you.
3. It's hard to win a game of solitaire.
4. Soap operas all sound alike.
5. If you don't go out each day, you get old.
6. Why let your boss (or your spouse) have all the fun in life?
7. The car needs a workout.
8. Your mom (or your children) will be proud of you.
9. Who cares about money?
10. You'll earn neat rewards—and maybe hugs.

What have you been up to?

Has your Friends group had an innovative, fun program or fundraising project lately? Why not write up a paragraph or so and tell us about it? We'll publicize your activities in this newsletter. Share your ideas. Share your successes.

Send your stories to Oliver Delaney at delaney3@cox.net or to ghendon@wings-n-things.com.

About Oklahoma Friends. . . .



Friends of the Stilwell Public Library received a grant from the Oklahoma Department of Agriculture to promote its new Farmers Market. Thousands turned out for the grant opening including Terry Peach, Secretary of Agriculture, John Auffet, State Representative, Jim Wilson, State Senator and Joe Grayson, Deputy Chief of the Cherokee

Nation. Special events included Family Safety Day, Local Author Day, Create a Salad, Pressure Cooking/Canning, music and a giant pumpkin contest. Hundreds visit the market weekly.

Stilwell Friends have held numerous story telling events, book sales and fundraisers for the summer reading program. They have sponsored a number of science programs at the zoo, arts and crafts fairs and are very determined to build a children's wing at the library.

The **Friends of the Metropolitan Library System** held its second Buy-the-Box Sale on September 13 at their sorting location in Oklahoma City. They already held an assortment of books of children's literature, fiction, mystery, religion, Readers Digests, paperbacks, romance, westerns, you name it and all in BOXES. Over 365 boxes of materials were sold providing much needed room, much valued cash, and less effort to move materials at their annual huge sale next February 20-22, 2009.

Hint! Mark your calendar now!



The **Friends of the Tulsa Public Library** showed their appreciation to 350 TCCL staff members on October 13 by serving lunch during the 12th annual Staff Development Day. Board members baked Brownies to top off the boxed Arby's lunches. It sounded like a "mutual admiration society" as staff said "Thank You" to Board members who were also saying "Thank You for all you do to serve the public."

Have You Paid Your Dues ???

Dues for the 2008-09 year are now due and payable. FOLIO depends upon your dues to meet the budget and provide the awards, scholarships, and newsletters that help to accomplish our mission.



New members are always welcome. We have worked to maintain dues at an affordable level.

Basic dues are as follows:

\$10	Individual Membership
\$15	Friends Organization
\$20	Library Membership
\$25	Corporate Membership

Contributions above the minimum dues further support FOLIO's mission, are greatly appreciated and tax deductible as a charitable contribution.

Please mail your check payable to FOLIO to:

Carol McReynolds, FOLIO Treasurer
6709 Parkwood Lane
Oklahoma City, Ok 73132

Name: _____
(Name of Individual, Friends group, Library or Business)

Address: _____

City/Zip: _____

Telephone: _____

E-mail Address: _____

THANK YOU!

FOLIO is a 501(c)3 organization.
Dues are deductible to the extent of the law.

Are you paid up?

Check your mailing label. The date above your name indicates the expiration date of your dues.

Anything other than 6-30-09 means that you have NOT paid for the current year.

If there is NO date, you have been receiving the newsletter with our compliments and we hope you have enjoyed it. We would like for YOU to be a supporting member of FOLIO!

This newsletter is the official bulletin of the Friends of Libraries in Oklahoma, Inc., a non-profit organization whose purpose is to provide information and assistance to promote and support libraries in Oklahoma through Friends of Libraries and other support groups. It is published quarterly and mailed to members, public libraries and Friends of Libraries groups.

FOLIO

Friends of Libraries in Oklahoma
400 Civic Center
Tulsa, OK 74103

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FOLIO dues support Oklahoma Libraries!

FOLIO Board Helps Feed Students At Information Matrix Camp 2008

FOLIO received a request for help from Sharon Saulmon, Dean, Learning Resources Center, Rose State College last June. It seems that she was expecting a number of students who were to participate in the second Information Matrix Camp and she needed some help with funding.

Rose State and OLA received a three year grant from the Institute of Museum and Library Services to implement an information/library camp for middle school students in Oklahoma. The first camp, held in July 2007, offered campers a variety of experiences including a library scavenger hunt, behind the scenes tours of several area libraries, and meeting not-so-stereotypical librarians. Everyone felt it was a huge success and a very effective way to recruit future librarians.

The grant included funds for everything except snacks—and perhaps you know how middle schoolers like to snack. FOLIO board members responded with a cash donation and received a nice note of appreciation.



*Dear Gerry,
I want to thank the
FOLIO Board so much for
the generous \$215 dona-
tion for the Information
Matrix Camp. I shouted,
“Hooray!” as I read the
e-mail. As the note said,
middle schoolers eat a lot.
This is such a rewarding
project. The kids learn so
much about libraries
and librarians. We also
tell them that they can be
great library advocates
and Friends’ members.
Thanks, again!*

*Sincerely,
Sharon Saulmon*