

Strengthening Libraries in Oklahoma through Friends of Libraries

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The Popularity of Public Libraries

A new Gallup Poll shows more Americans visited public libraries than movie theaters in 2019. This poll follows on the heels of a 2017 Pew Study that reported Millennials are the most likely generation to use public libraries.

In our ever-changing world, libraries retain their power to serve the informational, educational, and recreational needs of their communities. According to the Gallup Poll report, “visiting the library remains the most common cultural activity that Americans engage in.”

Oklahomans feel just as strongly about their public libraries: Oklahomans made 13 million visits to their local libraries in 2019. They borrowed print and electronic materials more than 25.5 million times, logged almost 2.8 million internet sessions on library computers, and used wireless access for 5.4 million internet sessions.

Our public libraries reported hosting 52,918 programs that attracted an attendance of more than 1.4 million, and they answered 1.6 million reference questions during the year.

That’s some powerful popularity!!



Q—Our Friends of the Library is becoming stagnant.

A— You are to be commended for being a faithful Friend of the Library. It sounds like your group needs some new members and some new ideas. Does your board have term limits? Planning leadership rotation will invigorate your group. Invite new people to be active in the Friends, then listen.

FOLIO Annual Meeting - April 24

Friends of Libraries members are invited to participate in the Friends of Libraries in Oklahoma (FOLIO) Annual Meeting on Friday, April 24, in conjunction with the Oklahoma Library Association Conference, April 22-24, at the Hyatt Regency, 100 E. 2nd Street, Tulsa.

Friends of Libraries members are welcome to register for any and all activities. Full-day FOLIO registration is \$60, which includes lunch. Pre-registration is required to attend the luncheon. (The last day to register online is about two weeks before conference. No luncheon reservations may be made at conference.)

(Registration and more info on p. 2)

Fundraising Ideas That Work

Friends are creative in raising monies for library projects and activities. During the FOLIO session at 2:45 p.m. on Friday, April 24, several Friends groups will relate their successful fundraisers. The Elgin Community Library Friends has raised money to remodel a building and support their ongoing programs. The Hennessey Public Library Friends have a pumpkin patch (with storytime for all the school children) and a chili cook-off (with local businesses being very competitive for the best chili). The Friends of the SOKC Library has some out-of-the-box passive fundraisers. Bring your ideas to share.

Be open to their new ideas and energy. Accept others’ opinions. They do not want to hear, “We’ve always done it this way.” Network with other Friends. Plan on coming to FOLIO’s Annual Meeting on April 24 and find out what other Friends are doing.

There are great Friends-applicable ideas for activities, programs and resources in past *FOLIO Newsletters* (<http://www.okfriends.net/newsletter.html>) and on the Facebook page. United for Libraries has some free resources available, as well – www.ala.org/united.

From the President. . .



FOLIO is strengthening Oklahoma libraries through Friends. Our programs, newsletter, ambassadors, awards, programs, conference programs, Literary Landmarks, and scholarships are all to help Friends make their libraries stronger: Libraries + Friends = Strong Communities.

We've had a great fall with Friends of Library Week activities. Congratulations to Tulsa and Elgin Friends for

winning the awards. See information about their great activities on p. 3.

Plan to attend the FOLIO Annual Meeting on Friday, April 24. Registration is now open at oklibs.org. The Author and Awards luncheon will be very special, recognizing several of the fabulous Friends groups who have done outstanding work last year. Our scholarship recipients will also be awarded. See the conference articles (pp.1-3) for more information.

Help keep FOLIO programs and awards flourishing. Join this great team of library Friends helping Friends across the state strengthen libraries. Membership information is available at <http://www.okfriends.net/membership.html>.

"Thank you" to those of you who completed FOLIO's survey. FOLIO Board Member Dr. Cecelia Brown reported the findings: Respondents want—

- to learn how to reach and attract members, especially younger ones;
- to find ways to raise monies;
- to sponsor programs, especially author visits;
- to receive hand-outs from FOLIO programs;
- to find out what other Friends are doing;
- to attend meetings both online and in-person.

FOLIO will use these findings in planning for the next two years.

The FOLIO Board met at the Oklahoma Department of Libraries on January 31, 2020. Major actions included:

- Celebrating the endowment contributions and meeting our challenge grant. *Your support provides money for FOLIO programs and activities. Thank you!*
- Fine-tuning our exhibit and programs for April 23-24 at the Hyatt Regency Hotel - Tulsa. (The FOLIO Annual Meeting will be on Friday, April 24.)
- Overseeing the great FOLIO activities during the fall. (Friends of Libraries Week, Ambassadors, Endowment Committee, Membership Committee, etc.).
- Planning our next Board meeting on April 24 at the Hyatt Regency in Tulsa. Local Friends representatives should plan to briefly share their projects.
- Approving Bylaws changes - eliminating the office of Second Vice President and adding a Laurel Wreath Award for outstanding service to FOLIO.

—Sharon Saulmon, FOLIO President

FOLIO Annual Meeting - April 24 (continued)

Friday's FOLIO activities include--

- Early Literacy Starts Today: Go, OK (great pre-kindergarten programs that are working) - 11:15 am
- FOLIO Awards Luncheon - featuring Oklahoma mystery writer Faith Phillips, author - 12:15 pm
- FOLIO Annual Meeting (Friends may share their local activities.) - 1:30 pm
- Fundraising Ideas That Work (Great money-raising successes.) - 2:45 pm

Other OLA Friday programs include--

Managing Your Digital Life, Exhibits, Creating an Inclusive Community, Programming, and Speaking with Legislators.

Great pre-conferences on Wednesday and other programs are planned on Thursday, if you cannot attend on Friday. Special functions are at regular price.

Follow these easy instructions for FOLIO registration.

- Go to oklibs.org.
- Select Register NOW!
- Complete your information. Even though you are only attending on Friday, you must select a Thursday lunch. (You will not be charged for it. It will be taken off at the OLA office.)
- Select NEXT.
- Select 03 FOLIO. You may select any other event in which you wish to participate at the price listed.
- Select SAVE AND FINALIZE REGISTRATION.
- On the Checkout (Step 1 of 2) page, include your personal and payment info.
- Go to PROCEED TO CONFIRMATION.

Hotel group rates are available with the code-- G-OL20. Call 918-234-1234 to make your reservation.

FOLIO Awards-Author Luncheon

Make advanced registration now for the FOLIO Luncheon. We will be awarding scholarships to our four recipients, announcing the Best Friends Award winners and honoring the Friends of the Library Week winners.



In addition, you will hear Oklahoma writer **Faith Phillips**. She is the author of fiction and nonfiction books, rock and roll reviews, and a variety of print and online essays. She self-published her first work of fiction at age eight.

Phillips worked as a corporate attorney until she left active law practice to write the debut fiction novel, *Ezekiel's Wheels*. Her second book, *It's Not That Hard To* is a collection of personal essays.

The 2019 true crime novel, *Now I Lay Me Down* chronicles the 2008 murders of three young women in Okfuskee County and the Oklahoma prosecutor who pursued their killer. Phillips now teaches British Literature, Creative Writing and World Literature to students in Adair County. Her fourth book, *Catfish Moon* is due for release this spring. Some of her books will be available after lunch, and she will be available for autographs.

Friends of Libraries Week Awards

Two Friends of Libraries groups will be honored at the FOLIO Awards-Author Luncheon on April 24. These fantastic groups worked tirelessly to have great events and encourage Friends membership during Friends of the Library (FOL) Week, October 20-26, 2019.

Friends of the Tulsa City-County Libraries won \$200 for their outstanding work during FOL Week. This year marked only the third time the Tulsa Friends have celebrated FOL Week. Noting that their mission is to serve, educate, and advocate for the library, they hosted two major events that saw at least 120 people attend.

- They hosted a book review of the nonfiction book *Bad Blood* by John Carreyrou (about a business launch that goes very badly) at Marshall's Brewery near downtown Tulsa. This event was designed to help attract newer members and featured a reviewer who guides local businesses and helps them network. The FOL board hired a food truck, paid for advertising, and supported the evening with their presence and enthusiasm.

- Then they held a noontime book review, featuring *The Library Book* by Susan Orlean. The reviewer was Kimberly Johnson, Chief Executive Officer of the Tulsa City-County Library System. She answered questions after the review about Tulsa libraries and discussed future plans. The event included cookies, coffee, balloon bouquets, brochures, newsletters and a membership table. Board members mingled with the audience and answered questions. The Board president and the treasurer spoke about financial support that all members provide to help the library in several ways. The Friends presented a \$3,000 check to fund the Local Authors Mini-Conference, and Take Your Child to the Library Day.

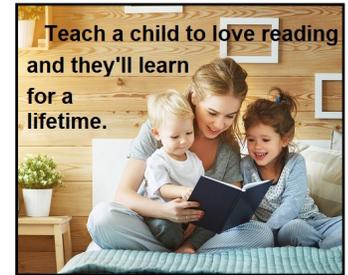
Friends of the Elgin Community Library received \$200 for their outstanding work during FOL Week. Elgin Mayor Larry Thoma signed a proclamation designating Library Week. In addition, the Elgin Friends learned that they had been awarded a Health Literacy Grant from the Oklahoma Department of Libraries. This grant will be used to sponsor health-related programs for the community. The Friends added a number of activities during October including:

- Installing and revealing a unique mosaic in the library.
- Outreach to provide library fact sheets to a number of groups, including school staff members, teen patrons, senior citizens, and city council members.
- Additional publicity included buttons identifying Library Friends, bookmarks, local radio interviews, and publicity in the Elgin and Lawton newspapers.
- The Elgin newspaper donated space for the Friends to recognize many local business supporters.
- Friends of the ECL held a reception in the library that included refreshments and a door prize.
- The FOL collected books from Elgin/Fletcher/Sterling schools, whose students held book drives to benefit the Friends.
- They hosted a Halloween Party for children.
- A fundraiser was held at a local restaurant.

—Lynne Murnane, Chair, FOLIO FOL Week

Early Literacy Starts Today: Go, OK

Reading aloud is the single most important thing that parents or caregivers can do to help prepare a child for reading and learning. Learn about working early literacy projects and find out how to implement an early childhood literacy program on Friday, April 24, at 11:15 a.m. during the OLA Conference.



Speakers include: Elizabeth Berry Murray, Children's Librarian at the Stillwater Public Library, will share about their successful 1000 Books before Kindergarten (1000B4K). Laura Raphael, Children's Services Coordinator at the Tulsa City-County Library, will highlight the Build a Reader program and the centers at some libraries. Ashley Welke, Branch Manager and Regional Coordinator at the SOKC Library of the Pioneer Library System, will discuss the Growing Like a Read (GLAR) program and their upcoming 1000B4K project. Adrienne Butler, Youth Consultant at the Oklahoma Department of Libraries (ODL), will share information on the importance of reading to children and the resources available at ODL. Moderator Sharon Saulmon will provide some background information and tell of FOLIO's plans to assist libraries with funding ideas.

SPLFS Reaches Out to Community

The members of the Stilwell Public Library Friends Society (SPLFS) invited Stilwell's new code enforcer, Shawn Noel, to speak at a community meeting about questions citizens have about Stilwell's ordinances or concerns they might have about their residence or neighborhood. Noel, a retired police captain from



Wisconsin, moved to Adair County a few years ago with his family. He has dealt with over 100 code issues since he took the job in October, and the majority of them have been resolved. His goal is to "make our community look better," which will lead to an improved community and property values.

Some of the concerns addressed included: a lack of citizen knowledge about zoning codes, the need for landlords to ensure that their rentals are safe, and ideas of how to deal with a large, feral cat population.

Community programs related to recycling, CPR training, and website design will be presented by SPLFS in the near future.

—Regina McLemore, SPLFS Secretary

Advocacy is an Important Role for Friends

You are needed to help leaders and elected officials know about libraries and their importance in your community.

Build relationships. Get to know your community influencers and elected local, state and federal elected officials. This election year is a great year to start. Effective advocacy is year-round to assist libraries in reaching decision makers.

Learn what officials care about

- Do your homework. What issues are important to your elected leader? What committees do they serve on? What was their profession before their political career? What are their personal interests? How do their interests intersect with your library's services? You can find some of this information directly on the leader's website.
- Sign up to receive regular email updates from your legislators to stay current on their messaging and activities.
- Attend regular local community events to show that libraries are important - and so that they can put a face with a name on all your communications with them.

Invite them to visit your library

Work with your library staff to show leaders the impact your library is making on your community. A personal visit also provides an opportunity for photos and positive media coverage as well as social media – for both the library and the legislator. Libraries sometimes hold town hall meetings or speed dating with elected officials.

Year-round advocacy

Advocacy is a year-round commitment. It's about cultivating relationships that earn the trust of lawmakers, step by step over time. Schedule a visit with your legislators' district staff. Make sure your legislators know how critical federal funds are and how your library uses them. The American Library Association offers information about current legislation and talking points. Your elected officials want to hear from you.

You may contact your Congressperson easily by going to www.ala.org/advocacy. Select "Contact Congress". You can also stay up-to-date by signing up for an electronic mailing list to receive action alerts and updates on federal policy issues related to libraries. You will be emailed about key legislative actions and how to take action. Sign up at <https://cgrcengage.com/ala/subscribe>.

Become familiar with library issues and what action is needed. The American Library Association monitors legislation and issues alerts for needed action. Current issues include important access issues, such as, library funding, broadband access (affordable, high-capacity broadband internet access), government information (no-fee public access to government information), copyright (balance between access and authorship rights).



Current priority – Contact Congress

The current priority is funding for the Institute of Museum and Library Services (IMLS), which funds the Library Services and Technology Act (LSTA). This affects your local library in providing resources and programming.

The President's proposed FY2021 Budget eliminates IMLS

funding, which would cause a total shutdown of the IMLS.

IMLS is the primary source of federal support for the nation's 123,000 libraries and 35,000 museums. IMLS provides grants to libraries in need to replace technology and infrastructure. Many rural and urban communities depend on these grants to continue operations and provide essential community services. In small towns and big cities, museums are vital to sharing the arts, extending our cultural memory, and connecting us with people we'd never otherwise have met. IMLS is a primary source of federal grant funding to extend state and local resources in order to educate students, preserve and digitize collections, and connect families with their communities.

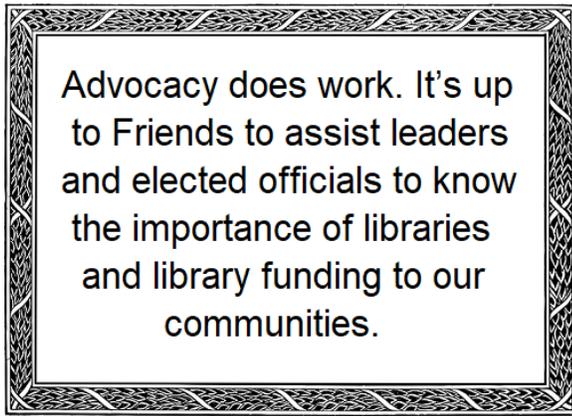
Libraries serve such an important roles in our communities. Every day, libraries provide no-fee access to computers and Wi-Fi, serve small businesses, help people find jobs, support literacy development for children, and help veterans transition to civilian life. The LSTA is the only source of dedicated federal funding for the more than 120,000 school, public, academic, government, and special libraries across the nation. LSTA Grants to States ensure that every state has access to needed resources and power to determine how to use them. LSTA funds support a range of services in your community:

- LSTA prepares students for today's job market by providing coding and STEM activities;
- LSTA funds business development assistance programs for entrepreneurs, provided by skilled business and technology outreach librarians;
- 95% of libraries offer online homework assistance;
- 98% of public libraries provide no-fee Wi-Fi; and
- 98% of libraries provide technology training.

To cut funding for libraries means to undercut opportunities libraries provide for **all** Americans. Congress-people are urged to continue to make full funding for our nation's libraries a priority for FY2021, providing resources for all. Contact your Senator or Representative today - www.ala.org/advocacy.

Good News

Advocacy does work!! Last year's presidential budget also recommended no IMLS funding; however, IMLS was funded with additional LSTA monies to assist libraries across the country.



More Good News

The Federal Communications Commission in late January established the new Rural Digital Opportunity Fund to efficiently fund the deployment of high-speed broadband networks in rural America. The FCC will direct up to \$20.4 billion over ten years to finance up to gigabit speed broadband networks in unserved rural areas, connecting millions more American homes and businesses to digital opportunity.

State Legislation

The Oklahoma Library Association (OLA) is also providing easy access to information about current Oklahoma legislative issues, just releasing the OLA Engage website. The purpose of the site is to educate and rally supporters with legislative resources and calls-to-action. It can be found via www.oklibs.org.

- OLA members should log in to their profile and then select *Legislative Engage* from the Advocate tab dropdown menu.
- Subscribe to mailing list on Engage – if there is a call to action, you will receive information, such as scripting for talking points, going in person or sharing on social media.
- Find your elected official: Type in your zip code, which takes you to federal, state and local representatives.
- Bills may be blank – this is a “placeholder” for bills that may be moving on, or not.
- Click on state – if any elections have happened recently, you may see the results.
- Key Federal Issues – gives resources and information about hot topics that may be of interest to your legislators.
- Oklahoma Legislature Links are available.



If you are not an OLA member, let your librarian know that you are willing to assist with local/state issues and attend local events and/or attend the OLA Legislative Day at the State Capitol to visit with your legislator. They love hearing from constituents, not just librarians. Watch the FOLIO Facebook posts for issues and dates.

U.S. Library Visits Outpaced Trips to Movies

Visiting the library remains the most common cultural activity Americans engage in, by far. The average 10.5 trips to the library U.S. adults report taking in 2019 exceeds their participation in eight other common leisure activities. Americans attend live music or theatrical events and visit national or historic parks roughly four times a year on average and visit museums and gambling casinos 2.5 times annually. Trips to amusement or theme parks (1.5) and zoos (.9) are the least common activities among this list.

These data -- collected in a Dec. 2-15, 2019 Gallup poll -- are an update from a December 2001 survey. Though the overall rankings at the beginning of the millennium remain the same today, a small decrease has occurred in reported trips to the movie theater (down 1.3 average visits). Meanwhile, small increases have taken place in average reports of visiting a museum (up 0.7 average visits), attending a live music or theatrical event (up 1.1 average visits) and visits to a national or historical park (up 1.3 average visits).

Women Visit Libraries More Than Men

Men and woman report doing most activities at about the same rate, but there are a few key differences:

- Women report visiting the library nearly twice as frequently as men do, 13.4 to 7.5 visits.
- Men are more likely than women to visit casinos, attend sporting events and visit national or historical parks.

The 30-49 Age Group Are Most Active

Across nearly all measures, the highest average activity rates are among the 30 to 49 age group, while the lowest are among those 65 and older.

- The 30 to 49 age group's higher activity may reflect their relative youth combined with mid-life financial stability. Middle-aged adults' activity is particularly above-par in terms of attending live sporting events.
- U.S. adults aged 18 to 29 visit the library much more than all older age groups.

High-Income Households Do More Activities

In general, Americans in high-income households report doing activities the most.

- The widest gaps between high- and low-income households are in reports of attending a live sporting event, a live music or theatrical event, a museum, and going to the movie theater.
- Conversely, the library -- which is free and offers a variety of services including WiFi -- is visited most by adults in low-income households.

Certain Activities Frequented With Children

Adults with children in their household attend live sporting events and go to the movies about two times or more than adults who do not have children.

Bottom Line

Despite the proliferation of digital-based activities over the past two decades -- libraries have endured as a place Americans visit nearly monthly on average.

—Justin McCarthy, Gallup.com

Meeker Christmas Bake Sale



The Meeker Friends of the Library hosted a Holiday Bake Sale during the Meeker Christmas Parade on December 7th. It was an evening to enjoy seeing old friends and making new friends. The goodies sold out before the parade was over! Great fundraiser for the Meeker Friends with the proceeds to be used for new computers.

—Nancy Weaver, President,
Meeker Friends of the Library



*I don't have to
look far to find treasures.
I discover them
every time I visit
a Library.
Michael Embry*



Look 4 A Book in Guthrie

The Friends of the Guthrie Public Library are sponsoring a unique community service project with the aim of getting books into the hands of children. Inspired by a similar project that began in the UK, Friends board member Holly Hall and her three children started Guthrie Look 4 A Book in the fall of 2019.

Gently used children's books (most donated by the Friends) are sealed inside plastic zipper bags and hidden in the city's parks, outside local businesses, and on downtown sidewalks. A note enclosed with the book encourages kids to read and re-hide the books, or to hide a book from their own collection for another lucky finder. A Facebook group allows families to share their finds or leave hints about where new books might be found.



The idea is to inspire a love of reading, and to connect children who may not have regular access to the library with books. The Friends of the Guthrie Public Library are always looking for ways to enrich our community and promote literacy, and this outreach project is off to a promising start.

—Holly Hall, Friends of Guthrie PL

Shawnee Friends Hold Special Board Meeting



More than 60 members of the Friends of the Shawnee Public Library met on January 9 to elect new members to the board, hear a report of activities, enjoy a good meal and hear band standards from the Lost And Found Orchestra.

Upcoming Dates

- Freedom of Information Day - March 16
- Money Smart Week - April 4-11
- D.R.O.P. Drop Everything and Read - April 12
- National Library Week - April 19-25, 2020
- National Library Workers Day - April 21
- National Bookmobile Day - April 22
- Take Action for Libraries Day - April 23
- Children's Book Day - April 30
- National Legislative Day - Virtual Library Legislative Day - May 4-5 - Washington, DC and Online
- American Library Association Conference - June 25-30 - Chicago

In Memoriam

Helen Cline, 87, managing editor for the American Library Association's Books and Publishing Services from 1968 until her 1991 retirement, died October 9. After retiring, she lived in Hennessey. Helen was a longtime FOLIO board member, and she suggested (and lobbied for) the Marquis James Literary Landmark at the Public Library of Enid and Garfield County.

Need Help?

Call your FOLIO Ambassador

FOLIO has Outreach Ambassadors who are ready and willing to talk or consult with your Friends' group or your officers. We want to help you be successful and strengthen your library. Let us know how we can assist you.

Ambassadors are available for each quadrant of the State.



Northeast

- Jon and Sharon Douthitt
douthittsharon60@gmail.com

Northwest

- Karen Neurohr
karen.neurohr@okstate.edu

Southeast

- Wayne Hanway
whanway8@gmail.com

Southwest

- Judy Haught
haughtjc@gmail.com
- Carla Garrison
cgarrison@cableone.net

Literary Landmarks

FOLIO proudly sponsors Literary Landmark dedications in Oklahoma. We currently have 13 Literary Landmark designations. Literary Landmarks™ are a national project of United for Libraries, a division of the American Library Association. Sites are dedicated to a deceased literary figure, author, or his or her work.

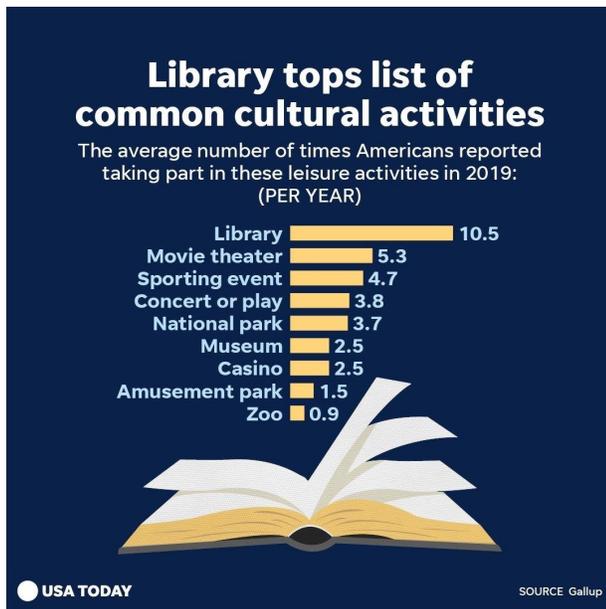
FOLIO has three Literary Landmarks planned for this year. Watch Facebook, newsletters and press releases for details.

- Robert Conley - Cushing
- Bill Wallace - Chickasha
- Melvin B. Tolson - Langston



P. O. Box 702585
Tulsa, OK 74170

Return Service Requested



See details on p.5.

FOLIO Offers Best Friends Awards, Staff Scholarships, and Friends Seed Grants

Friends of Libraries in Oklahoma is once again offering opportunities to honor your group, help educate library support staff, and start or revitalize a local friends organization. For more information, go to okfriends.net.

Best Friends Awards Honor the Work of Your Friends

Shine a light on the hard work and outstanding efforts of your library friends group. Not only can you receive recognition and a plaque, but you can add significant dollars to your treasury or to a special project. If your friends group's FOLIO dues are paid, your group may apply for one of two FOLIO Best Friends Awards:

The John Harkey Best Friends Award recognizes a friends group in a city or town with a population of less than 10,000 with \$500 for first place, and **The Oklahoma Best Friends Award** recognizes a friends group in a city or town with a population in excess of 10,000 with \$500 for first place. **Applications for the awards must be received by Friday, March 16, 2020.** The awards will be presented at the FOLIO Annual Luncheon and Meeting on Friday, April 24, during the Oklahoma Library Association Conference at the Hyatt Regency Hotel in Tulsa.

FOLIO Increases Support Staff Scholarships

FOLIO awards four \$600 scholarships for Library Support Staff wishing to further their education. **The deadline for application is Friday, March 16, 2020.**

Start a Friends Group! Boost a Friends Group!

FOLIO Seed Grants can be a great help getting a Friends group off the ground or helping a struggling group get back up and running. Currently, grants are awarded up to \$425. Applications to be considered at the next FOLIO board meeting must be received by March 16, 2020.

