

FOLIO

Friends of Libraries in Oklahoma

Newsletter Vol. XXXV No. 3—Winter 2014

www.okfriends.net

Strengthening libraries in Oklahoma through Friends of Libraries

Join Us at the Annual Conference

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Plan to attend the FOLIO Annual Meeting Day on Wednesday, April 2, held in conjunction with the Oklahoma Library Association Conference at the Tulsa Southern Hills Marriott, 1902 E. 71 Street.

The FOLIO Annual Meeting is a great time to network with other Friends, see exhibits, meet authors, and learn tips about Friends. Join us on April 2. The morning program will feature great ideas for marketing your Friends group, including speakers from two Friends groups. The luncheon speaker is Oklahoma author Kelly Kerr. His beautiful photographic book, *Oklahoma Revisited*, will be available. In the afternoon the annual business meeting will be held, finishing the day with a FOLIO Board meeting.

Of course, other Oklahoma Library Association events are available to you. Monday evening's banquet speaker is Nathan Brown, the 2013-2014 Oklahoma Poet Laureate. Full registration information is available at www.oklibs.org/conference.

Kelly Kerr to speak at FOLIO Luncheon

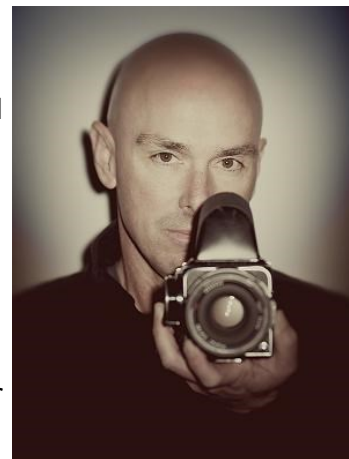
Kelly Kerr, an award-winning photographer, filmmaker and visual communications faculty member at the OSU Institute of Technology, will speak at the Friends of Libraries in Oklahoma (FOLIO) luncheon during the annual Oklahoma Library Association Conference. An engaging and creative speaker, Kelly will share stories about his book *Oklahoma Revisited: Out of the Way Faces and Places*.

Born and raised in Ada, Okla., Kelly discovered his passion for visual arts as an OSU student. Hired at the *Tulsa World* in 1994, Kelly covered breaking news, features, entertainment, sports and anything else his editor threw his way.

He has been named the Oklahoma Press Association's Photographer of the Year as well as two-time Associated Press Sweepstakes Award winner. For Oklahoma's Centennial the *Tulsa World* published *Oklahoma Revisited*, a 300-page book of his work.

Karen Neurohr, FOLIO Board vice-president said, "We are thrilled that Kelly will speak at the luncheon! He is a dynamic person and speaker. We will have a display of some of his works at the luncheon, too."

The FOLIO Luncheon will be Wednesday, April 2, during the conference. Ticket information is available on the conference registration form and at www.oklib.org.



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IT DOES TAKE A LIBRARY VILLAGE!

A Message from the President



Yes, it takes all of us working together to help our libraries stay in tip-top shape--library staff, Friends of Libraries, FOLIO, community supporters, and more. Friends groups across the state are showing great support for their libraries by advocating for funds, raising money for all kinds of needs, volunteering time and talent to help their library be the best it can be and making sure the library meets the community's needs.

New Friends groups continue to be formed because library lovers recognize the need for the kind of support that Friends can provide. And FOLIO is here to provide support as well, but we can't help unless we know of your need. Please call on us when you have questions, and please let us know when something great has happened so that we can share your great news across the state. Our newsletter goes to every library and to every Friends group in Oklahoma whether they belong to FOLIO or not, and we do this because we still want to get the word out to *everyone*. That doesn't mean we wouldn't welcome your membership and support!

There is still time for Friends groups to apply for the Best Friends Awards and for library staff members to apply for scholarship assistance. Information and application forms are available on the FOLIO website: www.okfriends.net

Plan Now to Join Us on Annual Meeting Day

Are you at a loss for affordable ways to draw attention to an event? Does managing social media intimidate you? Do you need effective ideas for "broadcasting" information with or without a community newspaper? **Our morning program, "Marketing on a Shoestring" from 11 am -12** will provide a great opportunity for you to pick up some pointers, to ask questions, and to share successes you have had with marketing your Friends activities and your library. Come ready to participate. Bring your ideas and questions and handouts to share.

Our FOLIO Luncheon, 12:15-1:30 offers a great speaker, **Kelly Kerr**, a renowned photographer, who will present a program about his marvelous book, **Oklahoma Revisited**. The book will be available for purchase for \$20 (a real bargain) and a book signing will follow his program. FOLIO's awards for Scholarships, Best Friends and Hall of Fame will also be presented at the luncheon.

The afternoon Annual Membership Meeting begins at 1:45 and will provide FOL groups in attendance an opportunity to report briefly on their year's activities. FOLIO board members will also report on their work for the past year.

It has been a pleasure serving you. I look forward to meeting you in Tulsa on Annual Meeting Day!

Sharon Douthitt, President

Planning a Library Vote

Larry Post recommends that Friends groups start planning 'vote yes' campaigns. A campaign plan is needed to outline the strategy to be used.

- What your compelling message will be.
- Who and where are the voters.
- How will you share the message.
- How will you track your supporters and get them to vote.
- How will you pay for the campaign.

Post gives ideas on how to develop a message that will encourage people to act. He recommends four pieces of direct mail over three to four weeks before the vote as well as using social media. The mailings should tell a story about the library.

Creating a database of library supporters is important. Several suggestions in tackling this task are given. "Yes" voters need to be reminded the day of the vote.

The campaigns that are most successful are the ones in which the Friends actively engage in reaching out to the community.

"Planning Your Library Vote." *The Voice of American's Libraries*, Jan./Feb. 2014, pp.1, 4-5

THE FOLIO ENDOWMENT

PROVIDING FUNDS FOR THE FUTURE

FOLIO established an endowment at the Oklahoma City Community Foundation in 2009. The purpose of the endowment is to provide funds to assist the organization to fulfill its mission to strengthen libraries across the state through Friends of Libraries. It is intended that funds will be used for scholarships, seed grants, the FOLIO Ambassadors Program, which offers assistance to libraries and Friends groups across the state, and Literary Landmarks.

We are especially grateful to the Kirkpatrick Family Fund for their generosity in matching our fund-raising efforts several times and to the Oklahoma City Community Foundation which matched fundraising efforts in 2011. With the help of KFF and OCCF and the many FOLIO members, our endowment fund has now grown to \$72,141. Thanks to all of our Friends who have made contributions to the endowment!

During the 2013 fund-raising challenge year, several gifts were received in honor of or in memory of specific people. We don't know the story behind all of these honors, but we make every effort to notify the honoree of the gift. A gift was made to honor **Elaine Wienhold**, former Assistant Library Director, Claremore Public Library, **Donna Morris**, Executive Director, Metropolitan Library System, **Karen Neurohr**, FOLIO's vice-president, and **Joe and Carol McReynolds**, who have served on the FOLIO board and the Metropolitan Library System Friends board for many years. **Fern Ward** was memorialized with a gift from her daughter, Karen Settle, who shared that her mother served on the Muskogee Library Board and on the Oklahoma State Library Board for many years.

A gift was received in honor of the Thomas Wilhite Memorial Library in Perkins. Gifts were received in memory of those listed in the box at the bottom of the page. What a wonderful way to honor those we want to remember!

Several Friends of Libraries made gifts to the FOLIO endowment in 2013:

- Friends of Rudisill Regional Library, Tulsa
- Friends of Enid Public Library
- Friends of Eufaula Memorial Library
- Friends of Elgin Community Library
- Friends of Alva Public Library
- Tecumseh Friends of the Library
- Friends of Locust Grove Library

Individuals too numerous to list made contributions to the endowment in order to meet the challenge in 2013. The Prudential Matching Gifts Program and the Kauffman Foundation matched the gifts of two FOLIO board members



to everyone who contributed to the FOLIO Endowment Fundraiser in 2013. With the help of so many, we reached our goal and received matching funds from the Kirkpatrick Family Fund. The growth of our endowment will ensure that FOLIO will have a strong future.

Memorial Gifts were received to honor these special Friends

- Eleanor Edmondson**, FOLIO board member
- Ed Wills**, husband of FOLIO board member Harlene Wills
- Pat Segal**, former FOLIO board member
- Tom Haines**, former FOLIO board member
- Ernestine Clark**, former FOLIO board member
- Greg Faull**, FOLIO board member Cindy Friedemann's brother

I want to help FOLIO make a difference in Oklahoma libraries!

Name _____

Address _____

City _____ State _____ Zip _____

Amount of contribution:

\$25 \$50 \$75 \$100 \$500 Other

Your entire contribution is tax deductible.

Please make check to FOLIO Endowment and mail to:
FOLIO Endowment, P. O. Box 702585, Tulsa, OK 74170.

NEWS FROM OUR STATE FRIENDS



Candy Store

Beaver County Pioneer Library had our Second Annual Candy Store during the December 11, 2013 downtown Christmas festivities. The Friends of the Library sold homemade candy: Fudge, Divinity, Peanut Brittle and much more for our fundraiser.

On display this year was a large and beautiful Gingerbread house. It took a lot of hard work to construct, but is 100% edible. It was a great addition to the many Christmas decorations. Chances to win the gingerbread house were sold until December 15, and the drawing was held December 16 at the Library's annual open house.

—Denise Janko, Director, Beaver County Pioneer Library

Red Carpet Movie Premiere

The Friends of the Chickasaw Regional (Public) Library System (CRLS) rolled out the **Red Carpet** for the premiere of the movie, **Angels Sing**, starring Harry Connick, Jr., Willie Nelson, Lyle Lovett, Kris Kristofferson and Connie Britton. Guests were able to meet and mingle with film executives and movie producers Shannon McIntosh and Elizabeth Avellan.

Making its Oklahoma debut November 30 to a couple hundred people in Ardmore, the proceeds and donations from the event will go toward a much needed renovation of CRLS headquarters. "We were excited to host this event which will benefit the renovation project," said Ann Kerr, member of the *Friends* group. "The library requires many updates to meet the needs of our growing community and we are happy to help," she added.

"The movie is based on the book *When Angels Sing* written by a dear friend of mine," said EYA Productions President Elizabeth Avellan. "It talks about community and faith between parents,

grandparents and children and it's just a really rich story about family and tradition during the holidays."

Shannon McIntosh, President of McIntosh Films LLC said, "We wanted to help the library continue to do what it does with outreach programs and to keep producing smart kids for our future." McIntosh also happens to be the daughter of CRLS Executive Director Lynn McIntosh.

Lynn saw the screening of the film at SXSW in Austin, TX and asked Shannon if they might consider having a special screening event in Ardmore. Both producers agreed to bring the film to Ardmore. "I was thrilled that they decided to share this fantastic movie with us. **Angels Sing** has such a great message," McIntosh said.

CRLS' Friends were excited about this unique opportunity to welcome Hollywood to Ardmore. Guests were able to get up close and personal with the two Hollywood producers during a reception and after the film with a question/answer session. Members of the Friends group volunteered their services by decorating the venue, working the reception area, greeting guests and planning the event.

"What a great opportunity we had visiting with Hollywood's elite," said Kerr. "Our community is very supportive of the library and getting to host and attend this event was an exceptional occasion."

"We were pleased to share the film with friends of the greater Ardmore area," said Shannon McIntosh. McIntosh is an independent film producer and was recognized by ShoWest as a "Digital Cinema Pioneer". Before starting McIntosh Films, LLC, she spent two decades with the Weinstein Company (TWC) and Miramax Films as Executive Vice President overseeing production, post production, marketing, publicity and home entertainment.

Avellan is co-owner and VP of Troublemaker Studios and president of EYA Productions and has produced movies that have grossed over a billion dollars.





Okeene receives Seed Grant

The newest Seed Grant recipient is **Okeene**, a small rural community in northwest Oklahoma.

Sandra Roever served as the leader of a group of interested citizens. They selected a slate of officers and had their first organizational meeting the week of November 11, 2013. Articles of Incorporation have been established and are ready for approval by the organization. Two local businesses, Northwest Measurement, an oil well testing and measurement service and Mike's Teez, a custom design t-shirt printing company, have offered to help with expenses until the group becomes fully functional.

FOLIO has been making Seed Grants available to help get Friends groups started or reinvigorated since 1993. The application and details are available on the FOLIO website –<http://www.okfriends.net>.

Seed Grants are awarded on the basis of need and available funds, and are accepted at any time. There is no specific deadline. The Grant was recently increased to \$425.

Library Advocates and Friends Needed

The Oklahoma Library Association's **Library Legislative Day is Tuesday, April 29.**



Mark your calendar and help the library story be heard at the State Capitol.

Find more information at www.oklibs.org.

Let's Talk about It, Oklahoma

Once again the Hobart Friends of the Library are sponsoring a "Let's Talk About It" program at Hobart Public Library January 23-March 6 with all programs at 7:00 p.m. We are fortunate to have received a grant which pays for the scholars that head each of the programs. The Oklahoma Humanities Council can sponsor the programs because of the generous support of the Kirkpatrick Family Fund and the Inasmuch Foundation.

The program is titled "Native American Writers of the Great Plains." The series of four novels describes the struggle of the Indians to maintain their ancient traditions despite the multi-cultured world around them.

- * *Fools Crow* by James Welch: James Welch is of Blackfeet, Irish and Gros Ventre descent and says he wrote the novel to explain the Blackfoot culture.

- * *Mean Spirit* by Linda Hogan: Linda Hogan is a Chickasaw from Oklahoma.
- * *The Bingo Palace* by Louise Erdrich: Louise Erdrich is of Chippewa descent.
- * *Medicine River* by Thomas King: Thomas King is a Canadian of Cherokee descent.

The program is for any and everyone in the community. The books are available at the Library. It is my belief that this year's selection of theme and our luck with a group of outstanding scholars promises to interesting series.

Books, services, and other materials for this series are provided by Let's Talk About It, Oklahoma, a project of the Oklahoma Humanities Council with support from the National Endowment for the Humanities.

— Brandy Tointigh, Director, Hobart Public Library

Fundraising and Fun in Locust Grove

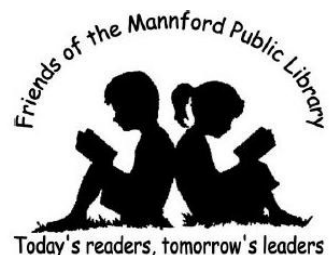
Though still establishing ourselves (we received a FOLIO seed grant in 2011) the Friends of the Library at Locust Grove Public Library began fundraising in June by participating in the first Locust Grove Watermelon Fest. In October, the Chamber of Commerce sponsored their first Cruise Night, and FOLGPL was invited to be a food vendor. We also chaired a Halloween event where children trick 'n treated at local businesses up and down Mainstreet and our library sponsored the first Halloween costume contest. That was fun for all participants!

We hosted a book signing by Amy Conkling, from Rose, Oklahoma, who did a reading from *Down the Dirt Road* in November. Our last event in 2013 was Santa Claus at the Library, a pajama party, where a Friends member volunteered to take photos of Santa with the children. The FOLGPL voted to join the Chamber and become more involved in the community!

—Sandy Collier, Treasurer, Locust Grove Friends

Remember Supporters

Friends of the Mannford Public Library honored their members, volunteers and library staff with an appreciation dinner on February 8. The Mannford Vision Clinic received a certificate of appreciation for their support of the Mannford Public Library.



Purcell's Daddy Daughter Dance



The Conga Line at the Daddy Daughter Dance.

The Purcell Friends hold two book sales each year, which are successful, raising about \$1,200-\$1,400 each. The Friends of the Library volunteer and help at library programs throughout the year.

The Purcell Friends are active volunteers and co-sponsors of the library's Daddy Daughter Dance. The second annual Daddy Daughter Dance was held Saturday, February 8, 2014. This instantly popular community program advertises the library's programs and services to a broad range of new users throughout the library's service area. In 2013 the first Dance was held with a sold-out crowd of 250 attending, enjoying the dance with the interactive and fun-loving family-friendly DJ, Byron Jackson.

Friends members helped in all phases of the event, helping prepare and serve the refreshments, decorating the Municipal gym before the dance, taking tickets at the door, helping with the "Fun Photos" booth, handing out library information bags to the girls, and staying until the kitchen was clean, all trash emptied into the dumpster, and all the glitter and confetti swept up and mopped away. Library staff members gave Purcell Friends President Barbara Lawson an award for her extra efforts to help make the first event a smashing success.

The Purcell Schools have signed on as a new co-sponsor for the Dance and have allowed the event to move to a larger facility in a local school building. Attendance will be capped this year at 300. The Friends of the Purcell Library want to help show participants that the library is a fun and welcoming family destination, and they will include invitations in the information packet inviting children to participate in this Summer's "Fizz, Boom, Read" Summer Reading Program.

— Peggy Cook, Branch Manager, Purcell Public Library

Literary Landmark Poetry Contest

FOLIO will again be sponsoring a poetry contest this spring honoring Wilma Elizabeth McDaniel. High school and homeschool students in grades 9-12 in Lincoln and Creek counties are invited to submit their original poems.

Murder Mystery Theatre

Friends of the Tecumseh Library, under the direction of President Cherie Trousdale and Vice-President Jane Fleming, have been hard at work this year volunteering at library events and raising funds to support library programs. Friends' support was a huge help during the summer reading programs and at the library's Old-Fashioned Christmas Gala in December.

In addition to traditional fundraising events, such as the Friends of the Library Book Sale and bake sales, the newest fund raiser, a murder mystery dinner theater, created a real buzz in the Tecumseh community.

The crowd enjoyed a barbecue dinner to start the evening and local celebrities recruited as cast members for "The Demise of the Down Home Dealers" impressed their friends and neighbors with great performances as the disgruntled members of a Country Western style band.

Profits from the event totaled more than \$2,000, and there have been many requests for this fund raiser to become an annual event.

— Beth Lyle, Branch Manager, Tecumseh Public Library



Cast members pictured from back left, Dr. Bob Evans, Rep. Josh Cockroft, Don Warden, Jack Hays, Randy Gilbert, Tami Lawson, Misty Smith, K.J. Clagg, and Cyndi Seeley.

FOLIO Scholarships

FOLIO offers scholarships annually for library staff furthering their library careers. There are four \$500 scholarships available this year. The application process is easy and requires only a short essay. All the information needed to apply can be found on the Folio web page at www.okfriends.net. The deadline for receiving applications is February 28, 2014. Don't miss this chance for financial aid.

Best Friends Awards

FOLIO will present awards to Friends groups who have demonstrated exemplary success in support of their local library in 2013-2014. The Oklahoma Best Friends Award recognizes Friends groups in cities with a population in excess of 10,000. The John Harkey Best Friends Award recognizes Friends groups in cities with a population of less than 10,000. The award for first place in both groups will be \$500.

- All competing Friends groups must have a paid membership in FOLIO. Membership forms are on the web page.
- Complete the entry form and submit it with your entry notebook or documentation before March 15, 2014.
- Check www.okfriends.net for details and the entry form for the Best Friends awards and the Scholarships.



Fundraising at Stilwell

The Stilwell Library Friends Society received a \$25,000 check from the Tom J. & Edna M. Carson Foundation. The group worked hard during the last two years to raise \$25,000 to meet the matching grant challenge.

This was accomplished through book sales, garage sale, Indian Taco Sale, pie auction, Quilt raffle, Krueig Coffee Maker raffle, 50/50 raffle, sale of cotton candy & strawberry cook books, parking cars at our local strawberry festival, an appeal letter, and a flyer to every household within the community. The Friends have raised over \$140,000 towards a children's wing addition to the Stilwell library.

—Grace Ferris, President, Stilwell Friends

Yes! I want to join FOLIO and be a Friend of Libraries in Okla.

Your membership dues and donations are the primary source of funds to support FOLIO's mission. New members are always welcome.

Basic dues are as follows:

\$10 Individual Membership

\$15 Friends Group Membership

\$20 Library Membership

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

Name: _____

(Name of Individual, Friends group, Library or Corporate Business)

Address: _____

City: _____

Zip: _____

Dues Enclosed: _____

Gift Donation enclosed: _____

Gift to Endowment: _____

***FOLIO—We are Friends
helping Friends!***

Fundraiser vs. Friend Raiser

The Tulsa Library Trust was featured in an article in *The Voice for America's Libraries* newsletter from United for Libraries this winter. Larry Bartley described the great success of the Peggy V. Helmerich Distinguished Author Award. The fundraiser sit-down dinner is actually held in the library. The dinner draws 400 to 500 faithful library friends and "as many as 900 attend the free, public programs given by the author."

He said that "events are not always the most efficient way to raise money...many hate the detail and planning that is required." But Tulsa has found that this event is worth it to "Friend Raise."

The program, established in 1985, has made many library friends and raised public awareness through publicity associated with the award and programming.

"The friends that we have made over the years contribute to the annual appeal...Unless your fundraiser is needed for current operations, consider a 'friend raiser.' You make a friend, you make an investment," Bartley stated.

The Voice of America's Libraries, Jan./Feb. 2014, pp.6-7



Friends of Libraries in Oklahoma

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Strengthening
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In
Oklahoma
through
Friends
of
Libraries
Since 1978

OLA 2014 Annual Conference
FOLIO Pre-Registration Form
Wednesday, April 2, 2014

Name _____

Address _____

City _____ Zip _____

Telephone _____

Email address _____

Registration, Meetings and Luncheon: \$50

Send to: Kay Boies
Oklahoma Library Association
P. O. Box 6550
Edmond, OK 73083

All Oklahoma Friends are Invited to the

FOLIO Annual Meeting

**Wednesday, April 2, 2014
Southern Hills Marriott
1902 E. 71 Street, Tulsa**

Friends from all over the state will be gathering to network and learn from each other. Plan to attend.

9:00 a.m. Registration and Visit Exhibits

11:00 a.m. "Marketing on a Shoestring"
Creative marketing techniques

12:15 p.m. FOLIO Awards Luncheon
Speaker: Kelly Kerr, award winning
photographer/author who will present a program about
his book ***Oklahoma Revisited***, published in 2007.

1:45 p.m. FOLIO Annual Membership Meeting and
Board meeting.

Other OLA programs and exhibits are on tap.

*Registration information at www.oklibs.org. or use
special FOLIO pre-registration form at left.*