

Strengthening Libraries in Oklahoma through Friends of Libraries

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Fiscally Fit @ Your Library

FOLIO has received a grant from FINRA Investor Education Foundation and the American Library Association to provide financial fitness programs around Oklahoma during the next two years. The project will expand a successful financial education model (developed by Pioneer Library System) to libraries across the state, giving primary attention to meeting the needs of military personnel and their families, senior citizens, young adults and low-income households. The financial fitness series prompts participants to make concrete changes to their personal finance practices and helps them gain control of their financial fundamentals while positioning them to begin investing for longer-term goals.

Libraries which will sponsor programming include Southeastern Oklahoma Public Library System, Rose State College, Lawton Public Library and Southern Prairie Library System. Programming will begin next February. Watch for more information.

National Friends of the Library Week October 16-22, 2016

Make plans now for a special celebration in your library during National FOL Week. The celebration, sponsored by United for Libraries, offers an opportunity to celebrate Friends. Use the time to creatively promote your group in the community, to raise awareness, and to promote membership.

This is also an excellent opportunity for your library and board to recognize and appreciate the Friends for their help and support of the library.

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Reading Roundup 2016

FOLIO is a co-sponsor for the Oklahoma Center for the Book's 2016 Reading Roundup Author/Illustrator Tour. Winners of the Oklahoma Book Awards in the children and young adult categories will visit several public libraries and schools.

Featured authors will be Roy Deering, author of *Finders Keepers*, and Hannah Harrison, author and illustrator of *Extraordinary Jane*.

Students and parents will have an opportunity to interact with the authors and gain insight into the realm of writing and publishing. The Double R Tour is being held in October. Their schedule is below.



Hannah Harrison:

- October 18 in Tishomingo
- October 20 in Antlers
- October 25 in Stratford
- October 26 in Duncan
- November 1 in Pauls Valley

Roy Deering:

- October 4 in Mustang
- October 6 in Antlers
- October 18 in Perkins
- October 24 in Enid
- November 4 in Yukon



A Message from the President

Dear Friends,

I feel blessed to begin my two-year term as President of FOLIO. I have been a member of the FOLIO Board of Directors for ten years but I knew about FOLIO and its good work for libraries and Friends of Libraries long before that. I feel like I am standing on the shoulders of giants, those visionaries who started FOLIO in 1978 and helped it grow into the fine organization it is today.

As President, my overarching goals include helping FOLIO to

- Grow the number of members and Friends' groups
- Advocate for Library Friends and Libraries
- Emphasize National Friends of Libraries Week
- Celebrate our successes and history



The FOLIO officers and board of directors held a planning retreat in August at the Noble Foundation Conference Center and Pavilion. Dr. Alan Neitzel, of The ARC Foundation, provided tips and strategies for writing grants. Ms. Janet Williams, Director of Media Relations for Cameron University, provided information about marketing and communications. We welcome Dr. Cecy Brown as a new member of the Board of Directors.

Join us **Saturday, September 17, 2:00 p.m. at the Enid Public Library** as we dedicate a National Literary Landmark honoring the late Marquis James (1891-1955), two-time Pulitzer prize winner from Enid.

Sept. 16 & 17 are Enid's annual Cherokee Strip Days celebration. Michael Wallis, FOLIO Advisory Board Member and Honorary Chair of Oklahoma's Literary Landmarks, will be the Grand Marshall of the morning parade at 10:30 a.m. and the Master of Ceremonies for the dedication. Michael is an award-winning historian, journalist, and voice actor who specializes in the American West. He and his lovely wife Suzanne live in Tulsa. See page 8 for the day's events.

Oct. 16-22 is National Friends of Libraries Week. Friends can promote their good work and conduct a membership drive, and Libraries can thank their Friends for their support. Find ideas and national contest information here: <http://www.ala.org/united/events/conferences/folweek> See pages 1 and 6 for more information.

FOLIO is a co-sponsor for the **Reading Roundup Author/Illustrator Tour** in October and November. See pages 1 and 3 of this newsletter for details.

FOLIO has regional **Outreach Ambassadors** who are willing to visit with your group, or provide advice or training. See page 7 for their contact information.

In closing, please remember to renew your annual membership in FOLIO. Your support helps us fulfill our mission of Strengthening Libraries through Friends of Libraries in so many ways!

Karen Neurohr, President

Tell Powerful Stories

People love stories. How do businesses connect with customers? They tell inspiring stories about their company and how they have made their passion their business. Then a business shares reviews and customer experiences, which are essentially stories about how customers have interacted with them.

What can libraries learn from this?

- Tell the story of the library itself and the people who work there. Your community created a library for many reasons: preservation, public education, and establishing a community center. Share the "why" stories of your library.
- Tell the stories of patrons. How have their lives been changed? What have they been inspired to do?
- Tell the story of "now." What is happening at your library?

Libraries have really stepped up to take on roles that are needed in a community.

Successful libraries enable patrons to create their own stories with classes, job counseling, and community events. Various clubs allow them to share their stories with others and create new friendships. Libraries have become community centers, gathering places, and learning centers. They provide access to technology and information like no other institution can.

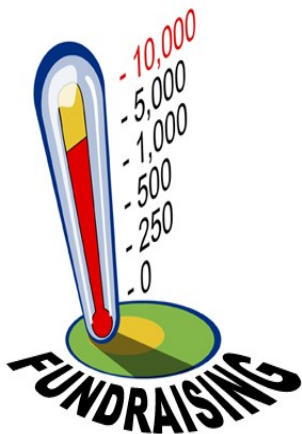
Most of all, though, libraries are still all about stories. The stories that library customers have created. Friends of Libraries should help tell the library stories.

Lambert, Troy. "Beyond Book Borrows: What's Your Story?" *Public Libraries Online*. Public Library Association, 25 July 2016. Web. 30 July 2016.



Since 2004 Opus & Olives (Fine Print and Fine Food) has become the premier literary evening of the Twin Cities. Publishers and authors call it “the best book party in the country!” Attendance at the event has grown to more than 1,100 community leaders.

The evening begins with a reception during which the emcee and authors are available to sign books, which can be purchased at the event. There’s a fun martini bar, as well as cocktails and wine.



A wonderful, chef-prepared sit down dinner is served after which each author speaks about their book, the writing process, and their inspiration. After the author’s presentations, a representative from Delta Air Lines draws the winning ticket for two first class travel tickets.

The evening ends with another opportunity to visit with authors and purchase

books. Ticket prices begin at \$150.

“Fundraising.” *The Voice* 17.3 (June, 2016): 17.

Marketing Tools for Nonprofit Events

To make nonprofit events successful without spending much money, these marketing tools make it a lot easier.

- **Use social media**

Promote your event free with Tweets using TweetMy-Events and TweetVite tools. Update your Facebook status regularly with posts about the event.

- **Word-of-mouth marketing**

One of the best ways to get the word out about an event is to tell people. The more people you tell, the more they will tell, etc. People tend to trust recommendations they get from family and friends. So if they are telling others that they know how great your event is going to be, it is sure to be a huge success.

- **Create merchandise**

There are many ways you can use merchandise to promote your event, without having to spend a lot of money. For instance, you can create promotional buttons for pennies apiece, and then get people to wear them all over town to promote the event. Other low price items include fridge magnets, zipper pulls, and clothing magnets.

- **Use local promotions sites**

If you are able to offer an incentive to people for attending your event, some good tools to use are Groupon, LivingSocial, and Gilt.

- **Create an event page**

When using social media, go all the way and create an event page. You can invite people to the event and will get some idea on how many are attending.

- **Use traditional media**

Even though most people tend to use social media, don’t forget about traditional media. Television, newspapers, and radio can promote your event. Send your event notice to community cable channels.

- **Create a calendar invitation**

You have an email list, so you should take advantage of it. Once you have all of the details about the event, you can send out email invitations to everyone on your email list. Then, you can send out periodic reminders leading up to the event.

Olson, Kathleen. “Top Seven Marketing Tools To Promote Your Nonprofit Event.” *The Voice* 17.3 (June, 2016): 14.

News from Around the State

Catoosa Friends win Award

The Friends of the Catoosa Library were selected by the Catoosa Chamber Ambassadors along with the Board Members to receive the Community Service Award for June, 2016. The banner for the Community Service Award is given to Chamber members that are faithful and generous to step up and serve the community.

The Friends of the Catoosa Public Library were instrumental in obtaining a \$3,000 Dollar General Grant. The Early Literacy Grant funds were used to update the children's collection, provide awards for the summer reading program and purchase craft supplies for preschool story time.

The Friends of the Catoosa Public Library host an event each month in the Catoosa Community Center. Past events included Route 66 History, Basket Weaving, Grant Writing, and Bunco for Books. Upcoming events will include Whale of a Tale Artisan Sale, Bunco for Books and Breakfast with Santa. Proceeds from events are used to finance the Summer Reading Program.

—Carol Anderson, Director
Catoosa Public Library

Yale Friends Celebrate 30th Anniversary



The Friends of Yale Public Library celebrated their 30th anniversary on May 26, 2016. The Friends held a membership drive the entire month and a gift picnic basket of smoked ribs, baked beans, pecan pie, and matching tablecloth and napkins was given away to a new Friends member.

There was an open house at the library with many visitors helping to celebrate the anniversary. The day ended with much excitement when the sirens sounded and a tornado was sighted just outside of Yale.

The Friends have had a wonderful relationship with the library, sponsoring numerous programs, providing funding for special projects, and many volunteer hours over the years. We look forward to new ideas and ways to support our public library in the years ahead.

—Mary Reece, Co-President FOL
Yale Public Library



McAlester Friend Wins OLA Citizen's Recognition Award

Carolyn "Carrie" Wright, is a retired school librarian, but she has kept active as a McAlester Public Library Friend/Volunteer. She won the Oklahoma Library Association's Citizen's Recognition Award this spring. The nomination said, "If all library friends groups had clones of Carrie, they would be unstoppable,"

In her professional career she has inspired students and co-workers to become librarians. Wright also reorganized many school libraries. So she was a natural to be active with the McAlester Public Library Friends of the Library group and has headed up the annual book sale for 20 years.

—Kathy McGilberry, Head Librarian
McAlester Public Library

"Libraries are the only institution that brings together the old and young, rich and poor, the educated and the striving-to-learn. A library card opens the doors of the mind."

—Marylee MacDonald,
Bonds of Love and Blood, 2015

McAlester Friends Set Folk Music Concert

The McAlester Friends of the Library is inviting the public to attend a free one-night-only folk music concert on Tuesday, September 13, at 6:30 p.m., as their gift to the public, and to introduce everyone to the benefits of becoming a member of Friends.



Adam Miller, one of the premier auto-harpists in the world, will perform at the library, 401 N. 2nd, with a special focus on songs about Orphan Trains, the theme of the library's Southeast Reads program. Libraries of the Southeastern Public Library System of Oklahoma (SEPLSO) will read the book *Orphan Train* by Christina Baker Kline in January, 2017.

Copies of *Orphan Train* will be available to check out the night of the performance. Miller will be selling CDs of his music. Friends of the Library promotional materials will also be available. Regular Friends meetings resume the following Tuesday, September 20, and will continue each third Tuesday at noon.

Fall Friends meetings will feature:

- September—Frauds and Scams, with McAlester Community Police Officer Jeremy Busby;
- October—Tale of the Tower: A Northumbrian Story, with Heather Para;
- November—The Book That Changed My Life, with author/editor Glenn Puit; and
- December—Christmas Humor: Readings with Richard Askew.

But first, the September 13 show will entertain and inform with folk music from Miller, a renowned American folksinger and natural-born storyteller. An accomplished folklorist, historian, musicologist, and song-collector, he has amassed a remarkable repertoire of over 5,000 songs. Miller accompanies his rich, resonant baritone voice with lively finger-picking acoustic guitar and stunningly beautiful autoharp melodies. A masterful entertainer who never fails to get his audience singing along, he has distinguished himself as one of the great interpreters of American folktales and folksongs, and as a performer who appeals to audiences of all ages.

In a contemporary musical landscape peopled with singer-songwriters and their often short-lived offerings, Miller's time-honored traditional folksongs and ballads are a breath of fresh air. His songs evoke a by-gone time when entertainment was homemade. Spellbinding his audience with his mastery of the art of storytelling, he skillfully interweaves folksongs and the stories behind them with the elegance of a documentary filmmaker.

—Kathy McGilberry, Head Librarian,
McAlester Public Library, SEPLSO

Library Heroes Make Health Happen

Webjunction is beginning a health initiative to partner with libraries. Public libraries are powerful contributors to the health and vitality of the community they serve. Friends of Libraries and Libraries are perfect partners to address local health priorities. You and your library can champion health for all.

Libraries have the information literacy expertise and community partnership potential that are critical to foster local cultures of health, and community health stakeholders are increasingly aware of this.

- 40% of health outcomes are influenced by socio-economic factors.
- Libraries are in a unique position to bring together people, programs, and partners necessary to make health services and information services available to everyone.
- 42% of those who have gone online at a library have done so for health-related searches.
- When community members don't have access to health information, services, and technology, they use fewer preventative services, know less about chronic disease management, are hospitalized more often, and report poorer health statuses.
- Libraries advance equal access to health information.

You and your library can champion health for all. Reach out to your public health agency or other potential partners to let them know what the library has to offer and invite them to share their resources and expertise with your customers. All public organizations have a role to play in building a healthy community.

Visit <https://webjunction.org/explore-topics/ehealth.html> and learn how you can make your library the health hero your community needs.

Scholarship Winners 2016



Pictured from left to right are—Joey Shelton, Jade Champion, Robin Miller, and Shana Lancaster.

FOLIO gave four scholarships this spring to OU SLIS students. The scholarships were awarded to:

Robin Miller is a circulation clerk at the Edmond Library of the Metropolitan Library System (MLS). Miller taught English for several years and decided to pursue the MLIS degree. It's always nice to get thank you notes... Miller said, "Please relay my sincere appreciation to the selection committee and to the membership of FOLIO for the generous scholarship I received...! I recognize that there are a great many ways in which you can support the library, and I am thankful that you have chosen to fund the next generation of librarians who will carry on the torch. I will continue to dedicate my very best efforts to promoting reading and learning for all people."

Jade Champion, former library director at the Enid Public Library is working on her Master's degree. She wrote that she "feels as though it will give me additional perspectives to gauge perspective." She said that she "was not prepared for the passion that was set within the first day I started working at a library...I want our library to be innovative, creative, interesting, and a lead library in the State."

Shana Lancaster is the extension specialist at the Harrah Library of the MLS. Shana studied to become an ecological researcher, but she started working at the library and "saw the wondrous opportunity that librarianship could give me." She has been studying information retrieval and database creation which gives her "many useful abilities." She works "with the community to provide resources and show them how to access information" and understands "the cohesive nature of libraries." Lancaster states, "So far I learned many techniques and plan on learning more so I can better serve people while working toward a career that not only fuels my interest and applies my knowledge in a way that helps others."

Joey Shelton is the adult services associate librarian at the Ralph Ellison Library of the MLS. He is working on his MLIS degree for a "broader set of skills I can use to better assist customers...I am committed to help people and feel like a real public servant." Shelton continues, "There is purpose and meaning behind everything we do...Ours is a career with seemingly infinite possibilities to empower individuals and to enrich lives, limited only by our imaginations (and budgets)...Working in libraries, there are myriad ways to help and myriad challenges along the way. We make a difference in people's lives every day and I love being part of it."

What a great group of up and coming librarians!
Congratulations on your scholarships!

National Friends of the Library Week

(continued from p. 1)

Create a display with FOL brochures and schedule volunteers to staff the table during busy times. A sample proclamation that can be tailored to your community may be signed by the mayor or library board and a sample press release is available with lots of other ideas at http://www.ala.org/united/events_conferences/folweek/friends.

Ideas from other Friends groups for FOL Week:

- The Queens (NY) Friends launched the week with a breast cancer walk. The Friends also initiated a "Buy a shelf of books to support our library" campaign and recruited new members.
- The Allen (TX) Friends held a "Chocolate Friendly" celebration to thank their members for supporting the Friends. Admission is free to all members, and any nonmember who wants to attend simply joins. The main event of the evening is the chocolate goodies competition. Members sign up to bring chocolate goodies, which are judged.
- The College Friends in Petersburg (VA) hosted a "Fabulous Flea Market Auction" during National Friends of Libraries Week. In addition to the auction, the Friends also hosted a Longaberger basket and baking dish raffle.
- The Library Friends of Conroe (TX) had an open house, "Make Friends with a Good Book." The Friends donated books to the library on behalf of Boy Scout Troop 292 for their help with book sales, several library staff members for their outstanding support of the Friends, and a charter Friends member.

Let us know what you do for National FOL Week.

Take a photo and send it to ssaulmon@yahoo.com.

Have you paid your FOLIO dues yet?

Membership in FOLIO is inexpensive and your gifts further support FOLIO's mission—to strengthen libraries in Oklahoma through Friends of Libraries.

The dividends are extensive and include: Seed Grants for new Friends groups, Scholarships for library support staff preparing for a career in librarianship, Best Friends awards to recognize extraordinary Friends groups, programs such as those touted in this newsletter, advice from FOLIO board members, opportunities to network with other library Friends, and a quarterly newsletter.

Membership dues cover the period from July 1 to June 30 each year. Dues for the 2016-2017 are now due.

Your membership dues and donations are the primary source of funds to support FOLIO's mission. **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. Those donations are greatly appreciated, and are tax deductible as a charitable contribution.

New members are always welcome.

Name: _____
(Name of Individual, Friends group, Library or Corporate Business)
Address: _____
City: _____
Zip: _____
Email: _____

Dues Enclosed: _____

Gift Donation enclosed: _____

Gift to Endowment: _____

FOLIO—We are Friends helping Friends!

***Mail to Gerry Hendon, FOLIO Treasurer
P.O. Box 702585, Tulsa, OK 74170***



This newsletter is mailed to all paid members of FOLIO, to all Friends of the Library groups, and to all public libraries.

Please share your newsletter with others in your Friends group, with other library employees and with your friends.

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
sdouthitt@prodigy.net

Northwest

- Joe and Carol McReynolds
joemcreynolds@yahoo.com
- Karen Neurohr
karen.neurohr@okstate.com

Southeast

- Wayne Hanway
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Southwest

- Judy Haught
judyhaught@swosu.edu
- Carla Garrison
cgarrison@cableone.net
- Judy Neale
judyn@cameron.edu



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- Simply go to smile.amazon.com when you want to begin shopping.
- Select FOLIO as your charitable organization.
- Shop as you would normally.

P. O. Box 702585

Tulsa, OK 74170

FOLIO:
Strengthening
Libraries
In
Oklahoma
through
Friends
of
Libraries
Since 1978

**Oklahoma Honors Pulitzer Prize Winner Marquis James
with Literary Landmarks Dedication**



The Enid Public Library will be designated as a national Literary Landmark in honor of Marquis James (1891—1955), whose formative years were spent in Enid. The dedication will be at 2:00 p.m. on Saturday, September 17 at the Enid Public Library, 120 W. Maine. A reception will follow the dedication. This event is free and open to the public.

Michael Wallis, award-winning author, historian and biographer of the American West, will serve as Master of Ceremonies. Dr. Paul Vickery, history professor at Oral Roberts University will perform as Marquis James.

Marquis James' books include *The Cherokee Strip*, about his boyhood in Enid; *The Raven: A Biography of Sam Houston*, winner of the Pulitzer Prize for biography in 1930; and *The Life of Andrew Jackson*, 2 volumes, winner of the Pulitzer Prize for biography in 1938. His papers, manuscripts, and correspondence are in the Library of Congress.

Literary Landmarks honor deceased literary figures, authors, or their works. Partners for this dedication include United for Libraries, Friends of Libraries in Oklahoma, Friends of Enid Public Library, Enid Public Library, Enid Chamber of Commerce, Visit Enid, Cherokee Strip Regional Heritage Center, Family of Marquis James, Ms. Helen Cline, Friends of Oklahoma Center for the Book, and Oklahoma State University Library.

This event occurs during Enid's annual Cherokee Strip Celebration with community events on Friday, Saturday, and Sunday, September 16-18. The Cherokee Strip Parade is Saturday at 10:30 a.m.

Mark your calendar and join us in honoring this Oklahoma author.

—Karen Neurohr, Community Outreach and Assessment Librarian, OSU, and FOLIO President