



OFF THE SHELF

OCTOBER EDITION - 2010

GRANTS TO THE OAKLAND PUBLIC LIBRARY FOR FISCAL YEAR 2010-11

The Friends of the Oakland Public Library Board of Directors approved grants totaling approximately \$156,000 during the past year. Thank you to our members and Bookmark Bookstore customers, volunteers and book donors for making these grants possible.

OPL Website Development Project – \$22,000

OPL is transitioning to a Drupal database-level website, in order to allow for easier content management & updating by library staff.

Branch Library Grants – \$12,000

Grants in support of the following 11 library programs and projects:

<u>AAMLO:</u>	Missing volumes of Contemporary Black Biography
<u>Asian:</u>	Multimedia Tabletop Display Unit
<u>Brookfield:</u>	Literature Display Unit
<u>Chavez:</u>	Teen Area Furniture
<u>Dimond:</u>	Adult Wooden Library Chairs
<u>Eastmont:</u>	Teen Area Furniture
<u>Elmhurst:</u>	Children-sized Furniture
<u>Golden Gate:</u>	Scarves, Lighting for Diwali, Annual Festival of Lights
<u>Lakeview:</u>	Computer Table and Chair
<u>Piedmont Ave:</u>	Adult Foreign Language DVD's
<u>Rockridge:</u>	Wii Gaming Equipment (Systemwide Use)

Main Library Magazine/Newspaper Makeover – \$12,000

Grant to improve access and visibility of the Magazine and Newspaper collection.

Oakland History Room: Cabinet – \$2,550

Grant to improve storage conditions of rare and fragile glass negatives donated to the collection.

Main West Auditorium: New Lectern w/Microphone – \$1,500

Grant to replace old/semi-functioning equipment used for library programs.

Director's Discretionary Fund – \$2,000

Grant to library director for discretionary purposes.

Hospitality – \$3,000

Grant for food, beverages for meetings & events (Oakland has very limited funds for this type of spending).

East Oakland Community Library Campaign Gifts – \$88,000

Thanks to hundreds of donors, the Friends helped the Library raise over \$3 million for the new library.

Children's Services – \$13,785

Major support for Children's Services is provided by the Herman Auerbach Memorial Trust.

ANNUAL MEETING

November 15th, 5:15pm

The meeting will be held in the West Auditorium of the Main Library:

125 14th Street

The slate of board members up for re-election is:

Genevieve Katz
Michael Dalton



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THE BOOKMARK BOOKSTORE'S FALL 2010 SALE

Mark Your Calendar for the Fall 2010 Bookmark Bookstore and the Friends of the Oakland Public Library Book Sale:

October 14-17

50% OFF for FOPL members only on Members' Preview Day – Thursday, Oct. 14th. This makes it a great opportunity for non-members to sign up and take advantage of the reduced prices!

And for all book lovers:

30% OFF - Friday, Oct. 15th

40% OFF - Saturday, Oct. 16th

50% OFF - Sunday, Oct. 17th



Most of the store's 17,000 books are priced at \$6-\$7.

Hours: 10:30 am – 5:30 pm each day during the sale.

Address: 721 Washington Street Oakland, CA 94607



Visit us online @
www.FOPL.ORG

**BOOKSTORE'S NEW WEBSITE**

The Bookmark Bookstore is launching a new website! You can find all the information you need about the bookstore and the Friends of the Oakland Public Library:

www.thebookmarkbookstore.org

Here you can find store hours, contact information and directions. You can also find out how to make donations, become a member or how to volunteer.

Besides being an informational site, we're also starting a blog, which will cover store news (sales, special collections, staff picks, volunteer needs) and updates about the Friends of the Oakland Public Library (special fundraisers, events, grants to the library, announcements for members). You can look here for stories about the Oakland Public Library, Bay-Area book events and news about local authors. The Bookmark Bookstore has been a proud resident of Old Oakland since 1992, so we'll also share stories about what's going on in and around our neighborhood and Oakland in general.

UPDATE ON THE NEW EAST OAKLAND LIBRARY

Dear Friends,

Thanks to hundreds of donors – individuals, foundations, businesses and organizations – the Oakland Public Library completed the fundraising campaign for the new East Oakland Community Library at 81st Avenue on June 30, 2010. With help from the Friends of the Oakland Public Library, we raised just over \$3 million for furnishings, fixtures, equipment and books for the new library. I am grateful for your interest and support, and for your patience as we await the opening of the new library.

In July, as the new branch neared completion, the construction firm contracted to build the library filed for bankruptcy. Unfortunately, this action stopped all work on the project for almost 3 months while the construction firm's insurance company and the City of Oakland took the necessary steps to arrange for a new general contractor to complete the project.

The new general contractor is working at the site as of the beginning of October and is expected to complete construction by early December 2010. The schedule calls for library staff to move into the building in December and open to the public approximately 4-5 weeks later. We can't wait! Watch for announcements of events to celebrate the opening of the East Oakland/81st Avenue Branch.

To learn more about Oakland's first joint public/school library, visit the East Oakland Library News pages at www.fopl.org. And if you have any questions, please feel free to contact Winifred Walters, Manager of Grants and Development, at (510) 238-6932.

Kind regards,

Carmen Martínez
Library Director

CATCHING UP WITH DEBORAH SHERMAN, CREATOR OF “OAKTOWN ART”

By Kathleen Hirooka

Deborah Sherman’s blog, “Oaktown Art,” caught the eye of FOPL thanks to a fantastic profile of The Bookmark Bookstore that was posted on June 1, 2010 as part of an ongoing series on independent bookstores in Oakland. If you haven’t seen her blog, which showcases the cultural side of Oakland and the talented artists who work here, you should check it out at <http://oaktownart.com>.

In the meantime, I caught up with Deborah at Peet’s in Montclair on September 3. A brief interview follows:

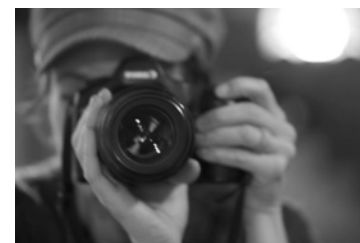


Photo Courtesy of Kathleen Hirooka

KH: Can you tell our readers a little about yourself and the purpose of your blog?

DS: I moved to Oaktown about 15 years ago from Berkeley because it was cheaper and closer to San Francisco, where I worked at the time as a commercial photographer in the advertising industry. My first home was in the Temescal District, long before it was christened the new gourmet ghetto! I later moved to West Oakland where I could set up my own studio. Currently, I reside in the Fruitvale neighborhood of East Oakland.

I began the “Oaktown Art” blog a year ago (it just passed its first year anniversary in August!) as a way for me to reengage in photography and writing in a fun, creative way. I see the purpose as promoting Oakland and the astounding number of artists who make this their home.

KH: As someone who also works in a “regular” job, how many hours does it take to maintain your blog?

DS: My original intention was to try to post something every day. However, reality set in and my current goal now is to post entries four to five days per week. I typically spend about 2 hours per day (or 10-15 hours) a week working on the blog. Though I no longer post on weekends, I’m often still working – out with my camera or writing on the computer, documenting ideas for future posts.

KH: “Oaktown Art” came to our attention after you wrote the article about the Friends’ bookstore. Why are you doing a series on bookstores?

DS: When the last chain bookstore in Oakland, Barnes & Noble-Jack London Square, closed last winter, I began thinking about what bookstores still exist here and how such stores support the cultural life of this community. Despite the fact that the Barnes & Noble did not get enough business for the parent company to continue it, I found that a surprising number of independent bookstores survive in Oakland. Maybe this is because there tends to be a highly literate audience in the East Bay, or perhaps, as I mentioned in my blog, Oakland residents prefer to shop in their local neighborhoods where the shops display more character than the chains or Amazon.

KH: In doing this series, what discoveries did you make about indie-bookstores in our city?

DS: First, how different every bookstore has been. So far, I’ve written about 5 bookstores, and each one has been unique, with each store striving to differentiate itself and develop its own niche in order to attract customers.

Second, the difficulties some of these stores are having to survive. For example, both the Book Zoo and the Bookmark Bookstore use volunteers to staff their operations in order to trim costs. The Friends’ store, The Bookmark, is the only non-profit store and, because it receives all of its titles from donations, it can move a higher volume of items swiftly because of being able to offer low prices. I think these neighborhood stores continue to survive because the indie-stores have focused their efforts on their special audiences. In addition, Oakland neighbors share a strong sense of community and loyalty to local businesses.

My hope with the series was to really encourage Oakland residents to support these independent businesses during trying times, because I do believe they provide a vital service to our community.

KH: Are you planning to continue your series on bookstores and what else do you see for “Oaktown Art’s” future?

DS: I recently moved to a new home, which has taken some of my time away from blogging. However, I received a warm response to the bookstore series and plan to continue it. There are a number of other stores I’d like to visit, including Laurel Bookstore – my new neighborhood locale; Marcus Books – the only store devoted exclusively to African American authors and issues; A Great Good Place for Books; and others.

Some of my goals for the blog’s future include building a larger audience; utilizing additional social media tools, such as Twitter; promoting a greater dialogue with readers because when readers actually participate, it becomes a richer, more interesting experience for all involved; and, hopefully, eventually monetizing the blog, either through commercial means or non-profit funding.

In the meantime, as I walk around this city, I am constantly discovering new art and cultural resources I’d like to showcase. For me, producing the blog is an adventure that I hope to continue sharing with my readers.

Bookstores profiled in “Oaktown Art” as of 9/4/10:

- May 25, 2010: Walden Pond Books
- May 27, 2010: The Book Zoo
- May 28, 2010: Spectator Books
- June 1, 2010: The Bookmark Bookstore
- June 2, 2010: Diesel Bookstore



Photo Courtesy of Kathleen Hirooka



**FRIENDS
of the
OAKLAND
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LIBRARY**

721 Washington Street
Oakland, CA 94607-3924

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www.FOPL.ORG

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- ◆ Julie Waldman, Treasurer
- ◆ Winifred Walters, Assistant Treasurer

Newsletter Staff:

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- ◆ Sophie Souroujon
- ◆ Julie Waldman
- ◆ Winifred Walters
- ◆ Evan Zubritsky

If your membership has expired,
PLEASE RENEW NOW!

More ways to support the Friends...

- Share this newsletter. Ask a friend to join a growing organization - 800 strong - dedicated to supporting the Oakland Public Library.
- Donate your gently-used books and DVDs to the Bookmark Bookstore. Call (510)444-0473 for more information.
- Do you have a few hours per month? Visit www.fopl.org or call (510)444-0473 to learn more about volunteering.
- Donate your Vehicle. Charity Connection, a service of Volunteers of America, will sell your vehicle, and contribute a portion of the proceeds to FOPL. Call (800)559-5458 and be sure to mention that your tax-deductible gift is for the Friends.

JOIN US

Yes, I want to show my support for the Friends of the Oakland Public Library!

Enclosed is my check payable to FOPL for \$ _____

___ New (1 year membership) ___ Renewal (1 year membership)

___ Donation (\$ _____ in addition to my membership dues)

Supporting Membership Levels:

___ \$1000 Book Angel Name(s) _____

___ \$500 Bibliophile _____

___ \$250 Book Conservator Address _____

___ \$100 Book Worm City/Zip _____

___ \$50 Book Friend Gift in Honor/Memory of _____

Basic Membership Levels:

___ \$35 Family/Household

___ \$25 Individual

___ \$15 Senior (65+)/Student

Email _____
(Sign me up for **email** notices of Bookmark Bookstore news)

Contributions are tax deductible (Tax ID #94-2553734)
Make your Credit Card donation online at www.fopl.org
Call (510) 238-6932 for membership information.