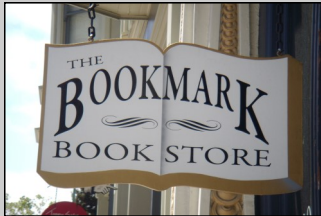




**FRIENDS
of the
OAKLAND
PUBLIC
LIBRARY**

OFF THE SHELF

January 2016



Spring Sale

Mark your calendar for The Bookmark Bookstore's semi-annual sale from

April 7-10

(Thursday-Sunday).

And remember, FOPL members receive 20% off of their purchases, every day.

721 Washington Street
Oakland, CA — 510-444-0473
Mon to Fri: 10:30 a.m. to 5:30 p.m.
Sat: 10:30 a.m. to 3:30 p.m.
Sun: 10:30 a.m. to 2 p.m.

FOPL MEMBERS

Report on the 2015 Membership Survey

by Suzanne Fischer, FOPL Membership Committee Chair

First of all, I'd like to thank you all for answering the survey. We designed the survey to learn a little more about why you support FOPL, how you'd like us to communicate with you, and how you might want to get further involved. FOPL is a growing organization, inching up on 1000 members, and we want to make sure we're listening and acting wisely as we grow. We had an unprecedent-

edly large response rate for the survey, a testament to your dedication to this organization and to the library we support.

We learned a lot of actionable information from the survey. The majority of you (95%!) are FOPL members because you want to support OPL. The Bookmark discounts are icing on the cake for all but 15% of you. Many of you (27%) are also deeply invested in supporting your branch libraries. You'd also like to hear more about what specific projects your donated funds are supporting at the library. You like getting your printed newsletter in the mail (75%) but wouldn't mind email too (49%). You feel like we are communicating with you just the right amount (96%).

Over the next year, look for more information about how your donations directly support library programs and projects — and look out for more member events too. Thanks again for being a Friend!

FREE TRAINING

Get Hands-on eBook Help at the Library



The Oakland Public Library is offering a new service to help patrons learn how to get and use library eBooks, magazines, and, music on digital devices.

Sign up at oaklandlibrary.org/ebookhelp for a half-hour eBook Help appointment with a know-

ledgeable member of our staff (drop-ins are OK, as time permits). Currently, help is offered at four library locations:

Eastmont Branch
7200 Bancroft, Suite 211
510-615-5726
Mondays, 5–6:30 p.m.

Rockridge Branch
5366 College Avenue
510-597-5017
Tuesdays, 6–7:30 p.m.

Main Library
125 14th Street
510-238-3134
Wednesdays, 5–6:30 p.m.

Piedmont Avenue Branch
80 Echo Avenue
510-597-5011
Saturdays, 10:30 a.m.–12 p.m.

For more information, please contact Tamar Kirschner, Senior Collection Development Librarian, at tkirschner@oaklandlibrary.org or 510-238-4704.

EXHIBITS

Oakland History Room Exhibit on Jack London

The exhibit "Jack London: from Oakland to the World" celebrates the life and career of author Jack London (1876-1916), in honor of the centennial of his death, at age 40. Raised in Oakland, London went on to become an intrepid journalist,

(Continued on page 2)

(*Jack London continued from page 1*) celebrated novelist, political activist, and adventurer. During his lifetime he was one of the country's most popular authors. The exhibit will feature biographies, personal letters, photographs, first editions of his fiction, commemoratives, and other ephemera illustrating his literary legacy.

The exhibit will be open to the public on the second floor of the Main Library, 125 14th Street, from January 6 - March 31. For more information, call the Oakland History Room at 510-238-3222.

AAMLO Exhibit— The Sentence Unseen: Celebrating Resilience

Through January 25, the African American Museum and Library (AAMLO) is hosting an exhibit from Community Works. From the Community Works website: “[*The Sentence Unseen*] bears witness to the unrecognized impacts of the U.S. criminal justice system — the collateral consequences of arrest and incarceration on all of us and our community — through stories, photographs, video diaries, and multimedia artwork.”

This is the second installation of the exhibit, featuring new pieces, after a three-month run on Alcatraz Island.

AAMLO is located at 659 14th Street. Call 510-637-0200 for more information.



BRANCH FRIENDS An Invitation from the Friends of the 81st Avenue Library

You're Invited —



The **81st Avenue Library** is turning 5 years old!

Join us for cupcakes, children's activities, and more!

**Saturday, January 30
1 to 4 p.m.**

**1021 81st Avenue
(at Rudsdale)**

**For more information call:
510-615-5812**

Photo: Doug Oakley

OPL CONTEST How well do you know the Oakland Public Library?

by OPL Community Relations

The Oakland Public Library released its Annual Report for 2014-2015. This year's cover features the work of Oakland artist Robert Trujillo. To celebrate the report's publication, OPL is having a contest. Correctly answer the seven questions found at oaklandlibrary.org/ARcontest and be entered into weekly drawings for a \$20 gift certificate to The Book

mark Bookstore in Old Oakland. Do you need a hint or two? All answers may be found in the 2014-15 Annual Report at oaklandlibrary.org/annualreport2015. Thanks to FOPL for a grant to support the design and publication of this year's report.

The fine print: drawings will take place at noon on January 8, 15, and 22. All entries with 100% correct responses will be entered into each of the drawings — there is no need to resubmit each week. Please note: current library employees and their immediate family members are not eligible to win, although they are welcome to take the quiz! Winners will be notified immediately and all winners will be announced at the conclusion of the contest.

CPLA AWARD Council Member Dan Kalb



Oakland City Council Member Dan Kalb was recently recognized by the California Public Library Association (CPLA) as the top elected library advocate in our state.

Pictured: Dan Kalb, OPL Director Gerry Garzon, and Oakland Library Advisory Commission Chair Kathryn Sterbenc.

Photo: Greg Lucas

BOOK REVIEW

A NEW BOOK WORTHY OF YOUR ATTENTION

by Bill Moore, FOPL Member

PART OF OUR LIVES: A PEOPLE'S HISTORY OF THE AMERICAN PUBLIC LIBRARY by Wayne A. Wiegand. Oxford University Press/US, 2015

This history, from Benjamin Franklin's founding of the Library Company of Philadelphia in 1732, to the role public libraries play in contemporary American life, covers many of the topics found in most library histories, certainly ones expected in a study of this length and scope. But, as boldly announced by its title and subtitle, the author has crafted a thoroughly unconventional, perhaps even provocative, review of the subject.

Part of Our Lives is a portrait of the public library's key function of providing common place reading material and public space. It demonstrates exhaustively, both statistically and in narrative chronology, that the public library — particularly from the close of the nineteenth century and with growing momentum until now — is a place that has both constructed and supported the communities surrounding it, initiated and accepted diversity among its many publics, and often, as essential to its mission, welcomed newcomers. In this regard, and perhaps even exemplary of it, Wiegand mentions the impressive number of young American writers in the late nineteenth century who got their first exposure to “best reading” in libraries and their significant encouragement as beginning writers from librarians. He cites the OPL as a case in point, an iconic story familiar to Oakland library and literary devotees, but I repeat it here for those who would like to bask in the sun of Oakland's place in library history.

“On the West Coast a teenaged wharf rat named Jack London started visiting the Oakland (California) Public Library, where he discovered a world beyond the wharves. For him the library became a refuge, and the librarian — poet Ina Coolbrith — a mentor who took an interest in the waif and became the first person to praise his reading choices.” (p 58)

American library history has its share of downers, however. From a poor to at best mixed record in the nineteenth century until now, libraries have evolved from exercising censorship and denying materials to persons deemed unworthy or ill-qualified to read them, to the clear and unambiguous policies curtailing and limiting the extent of censorship-oriented practices sometimes still encountered. How libraries defend intellectual freedom varies significantly from community to community, Wiegand reports from his research.

From the earliest years, library patrons have sought periodicals and popular fiction more than works of non-fiction and reference — “study” and “serious” materials — and cultural authorities, and sometimes librarians, have seen to it that such materials stock the shelves. Wiegand's study of users, readers, and their reading provides exhaustive evidence that what people demand and read — what they choose to read — has often been transformative in their lives and why so many of them describe the public library as “part of our lives.” Wiegand argues that this populist function of the public library, as declaimed by the large majority of its users and supporters, confirms the library not only as a civic institution essential to democracy, but perhaps more importantly, as a place for accessing information that helps patrons understand the world about them, and as social spaces promoting and maintaining community.

Chapter 8 “An Individual Meaning for Each User, 1964-1980” and Chapter 9 “Library Paste Is a Precious Part of Social Glue, 1980-2000,” clinch these arguments, for what public libraries and their communities are now. The “Epilogue, 2000-Present” summarizes the impact of the technological revolution and of the many and diverse psycho-social and cultural changes transforming how libraries respond to these challenges. It is an excellent synopsis of where the library and its communities are now and the challenges remaining for now and the future. I suggest

(Continued on page 4)

(Book Review continued from page 3)

FOPL Activities

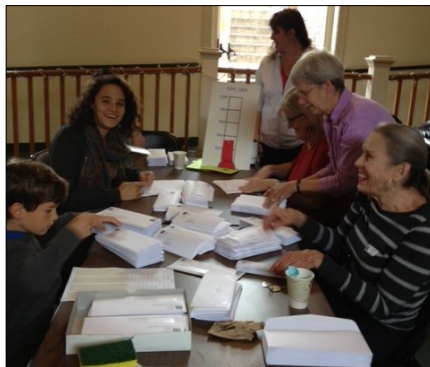
reading the Epilogue and the Introduction before taking on the whole nine yards.

Wiegand's book is scholarly but reader-friendly. It features an ample, helpful bibliography, extensive notes citing his sources, and a splendid index. The reader can go directly to what she is searching for or for what she may want to skim or skip. FOPL readers, library advocates, volunteers, and librarians themselves will find the book as a whole, and these chapters in particular, a valuable guide in researching information, both quantitative and qualitative, useful for advocacy and promotion.

Besides all this, Wiegand is a fluent and persuasive writer. He tells varied stories of his main themes, laugh-aloud library jokes, and is always at the ready with a fine sense of humor. Pictures abound. The book is a great read — and a first-rate piece of propaganda for the cause of the public library. **It is in the OPL catalog. Take the hint. Go for it.** A documentary, “Free for All”, based in part on *Part of Our Lives*, is being produced by Serendipity Films, San Francisco, with release planned for 2016.

Wayne Wiegand, often referred to as the “Dean of American library historians,” has been a professor and dean at many Schools of library and information studies at Universities in the Midwest and South. At Florida State University, his last posting before retirement, he was President of the Friends of the FSU Libraries. He lives in Walnut Creek, CA.

October Mailing Party



In October, several FOPL members met at the Golden Gate Branch to send out renewal letters to FOPL members. Membership is currently at 942 and we're pushing for 1000 in 2016!

Photo: Suzanne Fischer

LAC/FOPL 3rd Annual Mixer at AAMLO



On November 15, the Library Advisory Commission and FOPL co-hosted this event which featured 2015 Youth Poet Laureate Tova Ricardo and an inspiring presentation by OPL librarians — Nina Lindsay and Helen Bloch, Children's Services; Lana Adlawan, Teen Services; Peter Villasenor, Adult Services; and Amy Sonnie, Second Start Adult Literacy Program — who spoke about the programs and services that inspire them the most. Thanks to all

who made the mixer such a success. Best crowd, best program, and tastiest spread!

Photo: Rebekah Randle

2015 Oakland Youth Poet Laureate



Sixteen year old Tova Ricardo, a junior at Bentley High School, beat 52 competitors to become Oakland's 2015 Youth Poet Laureate.

As Poet Laureate, Tova will receive a \$5,000 scholarship provided by the John diTargiani Fund at Youth Speaks and the Friends of the Oakland Public Library and will have opportunities to publish her work and make public appearances.

For more information about the Poet Laureate program go to:

- oaklandlibrary.org/teens/events-programs/youth-poet-laureate-program
- follow on Facebook: [facebook.com/YouthPoetLaureate](https://www.facebook.com/YouthPoetLaureate)

“I am bonded in eternal marriage to my notebooks and pens.”

Tova Ricardo

Photo: Mike Moya, Moya Fotografx

12/11 OPL Employee Appreciation Breakfast



FOPL underwrites this annual event which honors all OPL employees.
Photo: Winifred Walters

FOPL Thanks Bookmark Volunteers on 12/12



The Bookmark Bookstore could not exist without its 50+ volunteers. This year the annual “thank you” brunch was held at the Dimond Branch
Photo: Sheila McCormick



Something New!

Show your love for OPL — wear our tee-shirt! The tee-shirt, modeled by William Hsu, was designed by OPL Librarian Amy Martin, produced by Oaklandish, and underwritten by FOPL. It’s available at the Piedmont Avenue and Lakeview branches, Children’s Room at the Main, and The Bookmark Bookstore for a \$15.00 donation.
Photo: Rebekah Randle

TREASURES Found at The Bookmark

by Sheila McCormick, FOPL Board Member



I bought this 1952 magazine in 2004, for \$2.80 (with member discount). The cover touts “The Hidden Flower” as Pearl S. Buck’s

finest novel, even though she wrote “The Good Earth” in 1931 and won the Nobel Prize in 1938. “How to Eat Well on Busy Cleaning Days”, a photo feature “Polio Child Gets Well”. Fashions, and hairdos quite different, food photos largely unappetizing, advertisements surprisingly current.

GIVING —

In honor of **Mac, Percy and Zeke** from Trevor Z. Hallstein

In memory of **David Joseph Johnston** from Megan Caygill, Leah Braverman, Annette Bernhardt, Laurel Lucia, Joanne Martin, and Joel and Laura and friends at COWS

In honor of **Kathy Hull** (12/2/1976-10/26/2003) from Jean Hull

In memory of **Richard Higgins** from Brian Fisher

In memory of **Manny Rodriguez** from David Welsh

In honor of **Sue Pon** from Lawrence Joe

In memory of **Marlys Alatorre** from Sydney Rocklin

FOPL is grateful to **Gertrude Snider Schiffman**, a teacher and Dimond patron, for a gift from her estate to benefit the Oakland Public Library

Matching Gifts

Many companies support and encourage charitable giving among their employees with matching gifts. Many thanks to all who do! We are honored to have your support for our favorite library system.

FOPL received matching and other gifts from the following employers in 2015:

- Apple
- AT&T
- Bank of America
- City of Oakland
- Chevron
- Chubb & Son Inc.
- Clorox
- Google
- Intuit
- Kaiser Permanente
- Oracle Corporation
- PG&E
- Prudential Foundation
- Starbucks
- Wells Fargo



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FOPL BOARD MEMBERS:

- Michael Dalton
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- Suzanne Fischer
- Tamra Hege
- Genevieve Katz
- Susana Morales Konishi
- Ronile Lahti, Secretary
- Sheila McCormick, Newsletter Editor
- Ellen Moyer, President
- Sophie Souroujon
- Judy Toll
- Julie Waldman, Treasurer
- Winifred Walters, Assistant Treasurer
- Carl Alexander, Honorary Member

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 – **942** strong – dedicated to supporting the Oakland Public Library!
- Leave a legacy by naming FOPL in your estate plan.
- Donate your gently-used books, CDs, DVDs, sheet music, and song books to The Bookmark Bookstore. Call **510-444-0473** for more information.
- Volunteer! To learn about volunteering at The Bookmark Bookstore and many other opportunities, please visit oaklandlibrary.org/volunteer.
- Shop online at Amazon Smile. Amazon will donate 0.5% of your eligible purchases when you select Friends of the Oakland Public Library. To sign up go to smile.amazon.com.

Join Us!

Yes, I want to support 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)

Name(s) _____

Membership Levels:

Book Angel \$1,000 or more

Bibliophile \$500 – \$999

Book Conservator \$250 – \$499

Book Worm \$100 – \$249

Book Friend \$50 – \$99

Family/Household \$35 – \$49

Individual \$25 – \$34

Senior (65+)/Student \$15 – \$24

Address _____

City/Zip _____

Gift in honor/memory of _____

Email _____

Go to fopl.org to sign up for book sale announcements

Contributions are tax-deductible (tax ID 94-2553734).
Make your Credit Card donation at www.fopl.org.
Mail to: FOPL, 721 Washington St., Oakland, CA 94607.