What’s Happening on CPL’s Fourth Floor?

Find Out April 26 at Annual Meeting in Chattanooga Public Library

What’s at the top of the stairs leading to the fourth floor of the public library in Chattanooga?

It may be the future.

You will find out about how the Chattanooga Public Library (CPL) is rethinking the use of its space at the Friends of Tennessee Libraries’ annual meeting on Saturday, April 26. Corinne Hill, CPL’s director, will update the audience on new developments in the system, and Nate Hill, CPL assistant director, will reveal what’s happening on The 4th Floor.

Members of Friends of the Chattanooga Public Library will also be featured on the program as they examine the process behind strategic planning. In addition Chattanooga Friends will treat attendees to breakfast.

You’ll get a preview of how the Chattanooga system is preparing for the future in this issue of FOTL’s Newsletter. On page 3 Justin Hoenke, teen librarian, reveals how CPL is preparing teenagers to be the future patrons of the library.

More details will appear in FOTL’s January-February issue. In 2014 Friends will be able to register online through PayPal as well as by check sent through the postal service.

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Starting 2014 Off Right: Renewing with FOTL

Before we know it, 2014 will be here. Start the new year off right by renewing your affiliation with Friends of Tennessee Libraries. And for the very first time, you can make that move online via PayPal. That convenience is just one of many ways in which FOTL is keeping up with the times as it offers its members direct support, recognition of their achievements, and frequent communication through the following:

- Our new website
  <www.friendstnlibraries.org>
- Daily postings on Facebook
- Six issues of this newsletter
- Three new $200 grants directly to Friends’ groups to strengthen their projects in advocacy, fundraising, or membership

The Friend of the Year Award, given jointly by FOTL and the Tennessee Library Association (TLA)

The 2014 Annual Meeting, to be hosted April 26 by the Chattanooga Public Library

Support of Library Day on the Hill in cooperation with TLA, TENN-SHARE, the Tennessee Association of School Librarians, and the Nashville Public Library

FOTL remains an organization of volunteers, supported solely by membership dues and the occasional donation. The urgent need for the support of our public libraries continues to grow, and we intend to reinforce your efforts on the front lines.

Please renew your ties with us.

Head of Books from Birth Foundation Visits FOTL

Theresa Carl, president of the Governor’s Books from Birth Foundation (GBBF), spoke to the Friends of Tennessee Libraries’ board at its quarterly meeting at the Mt. Juliet Public Library on September 27. Founded in 2004 to make books available to Tennessee’s children from birth to age five through Dolly Parton’s Imagination Library, the foundation has funding support from the Tennessee General Assembly, various foundations, individual donors, small businesses, and a host of private corporate partners. The GBBF matches all funds raised by each Imagination Library program in the state. Mrs. Carl explained that the foundation assists program affiliates with public relations and communications, fundraising, and the establishment of program partnerships.

More than 19,200,000 books have been delivered to the state’s children since 2004; an estimated 53 per cent of youngsters under the age of five are recipients of a book a month through the Imagination Library.

The foundation’s website is a valuable resource: http://www.governorsfoundation.org/.

When the Friends of Tennessee Libraries Board met for its quarterly session in September, Theresa Carl, head of the Governor’s Books from Birth Foundation, spoke about the foundation’s support of Dolly Parton’s Imagination Library. Attending were Larry Price, Nashville representative; William Sundquist, Chattanooga; Dottie Childs, East Tennessee; Martha Gill, past president; Laura Sweets, Tennessee State Library and Archives liaison; Susie Ries, president; Mrs. Carl; Sally Smith, Memphis; Dwight Shepherd, secretary; and Gene Harris, Chattanooga.
By Justin Hoenke  
**Teen Librarian, Chattanooga Public Library**

On The 2nd Floor of the Downtown Chattanooga Public Library, the only constant is change. In April 2013 the Teen Stack, formerly on the 1st Floor of the Downtown Chattanooga Public Library, moved up to the 2nd Floor to join the Children’s Department. It was clear after only a few weeks of living on the 2nd Floor that the focus of the children’s and teens’ department had to switch. Enter The 2nd Floor, a 14,000-square-foot area dedicated to kids, tweens, and teens ages 0-18.

Over the past six months, the focus of The 2nd Floor has shifted toward providing library services to kids, tweens, and teens based on interest rather than age. It doesn’t matter if you’re three or thirteen . . . if you’re into 3D printing, you can use the 3D printer on The 2nd Floor. Want to make buttons, find a cozy spot to read comic books, or play some video games? We have all of that. You choose your own adventure.

The 2nd Floor of the Downtown Chattanooga Public Library is driven by the interests of the community. When our community urges us to try new things, we do and see if they stick. If they do, we repeat our success. If they don’t, we go back to the drawing board and try again. The only constant is change.

If you’re curious about The 2nd Floor and how we’re moving along, feel free to email Justin Hoenke at <justinthelibrarian@gmail.com>. Follow our adventure at  
<http://chattlibrary.org/kids>  
<http://teens.chattlibrary.org>  
<https://www.facebook.com/CPLTeenLibrary>

**Reaching Youth In Tennessee**

Other library systems also believe in tapping into the interests of their young patrons. For example, Johnson City, “The Place for Teens,” has scheduled a book club (**Ender’s Game**), a Comic Club, and a movie (**Prometheus**) for November. See <http://www.jcpl.net/events/category/event-teen/>.

Tell FOTL how YOUR library is cultivating future Friends.

Please email details and digital photographs to <marthagill491@gmail.com> or mail to Martha Gill, 4109 Forest Glen Dr., Knoxville, TN 37919.
Friends of the Humboldt Public Library gathered at the library on October 28 for their annual membership drive and a fun-filled evening, the Fall into Fall gala. Lieutenant Colonel Tom McKenney, author of Jack Henson’s One-Man War, captivated the audience with stories and historical explanations from his book and then signed copies of his book. Many had additional questions for the author, who gladly answered them.

Friends enjoyed bidding on the numerous silent auction items while feasting on the array of delectable hors d’oeuvres and waiting for names to be drawn for door prizes. The evening was a great opportunity for old Friends and new Friends to hear about current, past, and future activities of the group and to determine how best to get involved with library and Friends’ projects.

While this is not a large fundraiser for the Friends, it is a wonderful night of relationship building with our friends and neighbors in Humboldt and Gibson counties.

Sequatchie Records

Eventful September

September was one of the busiest months of 2013 for the Sequatchie County Friends of the Library (FOTL). On September 5 Terry Earnest, a Friends member, provided an interesting presentation on the Battle of Chickamauga. His enlightening analysis of the campaign and battle was attended by more than 40 local citizens. Terry’s talk allowed the audience to better appreciate the personalities and events that shaped this critical battle in 1863. Earnest’s presentation was timed in advance of the 150th Anniversary Commemorations at the Chickamauga National Park and Battlefield.

The semi-annual book sale, which is not only a major fundraiser but also a great recruiting event for the Sequatchie Friends, brought September to a close. Dozens of FOTL members volunteered time and energy to set up the sale items, assist customers in their purchases, and pack up unsold materials at the end of the sale. The very popular silent auction was an additional and very profitable enterprise, and the event also enabled the Friends to sign up several children for Dolly Parton’s Imagination Library.

In September, Sequatchie Friends also hosted writer Susan Gregg Gilmore. See page 6 for details.

Humboldt Friends

Enjoy Fall Gala

By Pat Barnett, Chair of Humboldt Friends

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Donors Keep Library Open on Saturdays

The E. G. Fisher Library in Athens has begun its second year of the Saturday Campaign to which individuals and groups make contributions that keep the library open on Saturday in spite of shrinking library funding.

According to Friends Forum, the McMinn County Friends of the Library newsletter, “Due to the generosity of our community, the first year of the Fisher Saturday Campaign helped contribute to a 197% increase in donations to the library in fiscal year 2012-13.”

The Fisher Saturday Poster at the entrance to the library, depicted above, helps to “keep the memory of those dear to us and those dedicated to the library alive in our conversations.” The newsletter adds that the gifts keeping the library open on Saturday are a “living example of the interconnectedness of our community and E. G. Fisher.” According to Julie Forkner, head librarian, many groups like friends, families and Sunday School classes have teamed up to become Fisher Saturday Sponsors.

Follow

Friends of Tennessee Libraries
On Facebook every day
On the web: <friendstnlibraries.org>
By Rhonda Tippitt  
*Director, Sevier County Public Library System*

The Sevier County Public Library System, like many other libraries in Tennessee, is undertaking a new public relations campaign to increase awareness of the library system, encourage support from library users as well as non-users, and change the way we think about public library service.

The word *Geek*, in the context of *Geek the Library*, refers to whatever it is that people are passionate about. And the connection to libraries is that whatever they Geek, their public library supports that passion.

This campaign provides libraries with tools and resources to create a personalized public relations marketing plan. It’s simple but eye-catching and focuses on educating the community about the resources libraries offer to everyone. While several libraries in the state have already started a Geek the Library advocacy campaign independently, the State Library is helping to initiate this campaign by all state public libraries.

Our Geek the Library campaign, which was launched in early September at our county fair, is taking shape in a variety of ways throughout the county. At our Geek-decorated booth at the fair, a book character met and greeted fair visitors with the Geek message. The response was extremely positive. Everyone recognized that the book character was from the library, and thousands of people made the connection in a setting far from the library.

Other activities that we have undertaken or are on our upcoming calendar include the following: a Geek table at our annual visits to the local schools’ open houses; a Geek table with guest book characters at local community events including Whoadeo (Dixie Stampede) and WinterFest (Christmas season kick-off by City of Sevierville); and Geek swag bags and personal visits to each vendor at the annual Sevierville Business Showcase, where we secured business leaders who want to create and display Geek posters in their businesses. We are also doing a Geek Library float in the Christmas parade, putting a celebrity Geek on a local billboard, and presenting the Geek message to all our Friends of the Library groups, our Foundation, our Board, and civic and community groups like Rotary. Some of our Friends’ groups are working to gear their advocacy and marketing plans to include the Geek message this year. In the library we are creating videos and other PR materials with patrons and local celebrity Geeks that will be posted on our library YouTube channel or used in the library and around town.

All of our events include the free Geek marketing materials (posters, bookmarks, bumper stickers, postcards), a Geek board (all Geek boards are being posted in the library after each event), and extra materials like balloons, custom-made M&M’s, a banner, and car magnets to be used throughout our Geek campaign in various ways. The cost can be minimal, or libraries can invest funds in the campaign.

Of course, we have Geek materials in use all over the library. Staff members have Geek tee shirts that they can wear the first Friday of each month for casual dress day. We have special Geek prize bags with Geek materials and other library goodies to give away as door prizes at special programs throughout the year, too. We have added the Geek message to all our existing PR and special events, including our social media and eNewsletter, and new events will continue our reach into the community.

Our Geek the Library campaign will seek to show everyone in our community how we are relevant and can be of service to support patrons in whatever it is, serious or not-so-serious, that they Geek. I Geek elephants and I definitely Geek libraries! What do YOU Geek?!
Telling Legislators
The Library Story

The new year offers two opportunities for advocates to tell the library story to lawmakers.

Library Day on the Hill is slated for March 5 in Nashville, where advocates can schedule appointments with their state legislators.

National Library Legislative Day in Washington, DC, is scheduled for May 5-6. For details, contact Vivian Wynn, Tennessee delegation coordinator, at <vwynn91@bellsouth.net>.

3,000 Children’s Books Shipped From Sevier County to Caribbean

By Anna Garber and Lucy Henighan
Friends of Sevier County Libraries

More than 3,000 used books for children have found their way from Sevier County to a Caribbean island school library, thanks to a conversation between a mother and her daughter.

The transfer will benefit three Sevier County libraries as well as young readers on Tortola in the British Virgin Islands (BVI).

As a member of the Friends of Sevier County Libraries, Lucy Henighan of Seymour knew that more used books for children were stored at the King Family Library in Sevierville than were ever likely to be sold in the sales that the Friends group runs each year. These are volumes that have been taken off the shelves or donated by patrons at the King Family, Seymour, and Kodak libraries.

Meanwhile, Henighan’s daughter, Susanna Henighan Porter, was working for Harneys, a BVI law firm. As part of its social responsibility program, the firm adopted the Francis Lettsome Primary School on Tortola and had already provided some books for it. The second-largest primary school in the BVI enrolls about 200 students from age 5 to age 12.

Last year, a new wing was built onto the school. "The school’s small collection of books was moved over into the new, large library room,” Porter said in an e-mail. “There was a lot of empty shelf space, so much that the books were placed flat rather than spine out just so they would take up more room.”

Henighan wanted to sell books on behalf of the library system; Porter wanted to buy books on behalf of Harneys. Mother and daughter started to plan. Harneys was prepared to buy the books for $1,500 and to pay for the shipping. “This was a win-win opportunity,” Henighan said. “The school in the BVI has 3,000 good children’s books for its library and the Friends of the Sevier County Library System has $1,500 to improve the libraries here.”

The Friends agreed to the sale, and Henighan set to work choosing the books. She rejected most of the books about horses and snow which would have limited appeal in the Caribbean but included classics in both fiction and non-fiction.

Friends’ members packed about 65 boxes, which went by truck to Miami and then on to the BVI by container ship.

Every year Harneys organizes a reading program that rewards children for reading 10 or more books over a six-week period. This year the youngsters will have many more books to choose from. "I feel good about the project not just because the books are needed in the BVI but also because the project supports libraries in Sevier County,” said Porter, who grew up in Seymour. "I couldn’t imagine my childhood without libraries, and it is important that libraries have the resources they need to serve the community—especially children."
Friends Bring Readers and Authors Together

As they promote their libraries and reading, Friends find that bringing a writer to town serves that dual purpose well. Whether the event is a fundraiser through ticket sales or a celebration of the pleasures of reading that is free and open to the public, the book-and-author event is usually one of the highlights of the Friends’ year.

Knox County Friends, in partnership with the Union Avenue Bookstore and the Knox County Public Library, brought Elizabeth Gilbert back to Knoxville on November 2 to talk about her new novel, *The Signature of All Things* (Penguin Group, 2013). Earlier she had lived in Knoxville as she was putting the finishing touches on her best-selling memoir *Eat, Pray, Love* while teaching at the University of Tennessee as a visiting writer.

The evening at the Tennessee Theater drew a crowd of over 600 enthusiastic followers of Gilbert’s work. The price of admission ($30 for students, Friends, and seniors; $35 for everyone else) included a copy of the new novel.

Janie Dempsey Watts, whose first novel *Moon Over Taylor’s Ridge* (Little Creek Books, 2012) was nominated for a Georgia Author of the Year Award, was featured speaker at the Cleveland Bradley County Friends’ annual author’s luncheon on October 24. A native of Chattanooga, Watts has published short stories in literary magazines and anthologies. Tickets to the event cost $35.

Megan Whalen Turner

Award-winning author Megan Whalen Turner, whose book *The Thief* (Greenwillow Books, Reissue 2005) was a Newbery Honor Book for 1997, was the keynote speaker at the annual meeting of the Friends of the Chattanooga Public Library on October 24. Turner spoke on the importance of teaching kids how to judge books so that by the time they are teens they can be trusted to choose their own reading material.

Attendance at the annual meeting and author reception from 5-6:30 p.m. cost $10. The author’s speech beginning after 6:30 was free and open to the public.

Dunlap, TN, home of the Sequatchie County Public Library, turned out in force on September 19 to greet the nationally recognized novelist Susan Gregg Gilmore, who says that the setting for her latest historical fiction *The Funeral Dress* is patterned after Dunlap. Friends of the Sequatchie County Library set the stage for the book signing with a hearse, funeral wreaths, hosts and hostesses dressed in black, and an abandoned factory, the former Spartan Industries plant.

Among the 300 attending the event were former workers at Spartan Industries with mementos from their work at the factory.
The Friends of Tennessee Libraries is a volunteer organization of individuals and groups dedicated to supporting Tennessee libraries and local Friends of Library groups through:

- Establishing and helping Friends of Library groups succeed
- Communicating with libraries and trustees about the value of Friends
- Serving members as a communication network and clearinghouse for information
- Advocating for library funding and legislative support on a local, state, and national basis

Membership Application

Become a Friend of Tennessee Libraries
(Membership year is January to December.)

INDIVIDUAL or FAMILY
- Individual $15/yr
- Family $25/yr
- Silver $50/yr
- Gold $100/yr
- Platinum $500/yr

ORGANIZATION
- 1-49 Members $25/yr
- 50-99 Members $55/yr
- 100-499 Members $75/yr
- 500 Members $100/yr

Name_____________________________________Phone__________________
Address_________________________________________________________________
City/State/Zip_________________________________________________________________
TN County_________________________________________________________________
E-Mail________________________________________________

Check here if you want to receive your newsletter electronically.

Make checks payable to Friends of Tennessee Libraries. Send to FOTL Membership Chair Connie Albrecht, 1560 Country Club Place, Cookeville, TN 38501-2062.