

Friends of the Ridgecrest Branch Library

131 E. Las Flores Avenue Ridgecrest, California 93555
Home Page: www.ridgecrestfriends.org



In U.S., Library Visits Outpaced Trips to Movies in 2019

BY JUSTIN MCCARTHY JANUARY 24, 2020

STORY HIGHLIGHTS

- Library most frequented by young adults, women and low-income households
- Average U.S. adult attended five movies and five live sporting events
- Age and income among key factors in frequency of activities

SURVEY METHODS

Results for this Gallup poll are based on telephone interviews conducted Dec. 2-15, 2019, with a random sample of 1,025 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia. For results based on the total sample of national adults, the margin of sampling error is ± 4 percentage points at the 95% confidence level. All reported margins of sampling error include computed design effects for weighting.

Each sample of national adults includes a minimum quota of 70% cellphone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cellular telephone numbers are selected using random-digit-dial methods.

Gallup <https://news.gallup.com/poll/284009/library-visits-outpaced-trips-movies-2019.aspx>

Gallup World Headquarters, 901 F Street, Washington, D.C., 20001, U.S.A +1 202.715.3030

WASHINGTON, D.C. -- Visiting the library remains the most common cultural activity Americans engage in, by far. The average 10.5 trips to the library U.S. adults report taking in 2019 exceeds their participation in eight other common leisure activities. Americans attend live music or theatrical events and visit national or historic parks roughly four times a year on average and visit museums and gambling casinos 2.5 times annually. Trips to amusement or theme parks (1.5) and zoos (.9) are the least common activities. . .

These data -- collected in a Dec. 2-15, 2019 Gallup poll -- are an update from a December 2001 survey.

Though the overall rankings at the beginning of the millennium remain the same today, a small decrease has occurred in reported trips to the movie theater (down 1.3 average visits). Meanwhile, small increases have taken place in average reports of visiting a museum (up 0.7 average visits), attending a live music or theatrical event (up 1.1 average visits) and visits to a national or historical park (up 1.3 average visits).

Women Visit Libraries Nearly Twice as Frequently as Men

Men and woman report doing most activities at about the same rate, but there are a few key differences:

- Women report visiting the library nearly twice as frequently as men do, 13.4 to 7.5 visits. Men are more likely than women to visit casinos, attend sporting events and visit national or historical parks.

The 30-49 Age Group Most Active Across Most Activities

Across nearly all measures, the highest average activity rates are among the 30 to 49 age group, while the lowest are among those 65 and older.

The two exceptions to the pattern of middle-aged adults being the most active are visits to libraries and casinos. U.S. adults aged 18 to 29 visit the library much more than all older age groups -- possibly reflecting college-going adults, who visit the library for studies. . . .

Friends of the Ridgecrest Branch Library is a 501 (c) 3 not-for-profit organization affiliated with the Friends of Kern County Library since 1986. Visit the County Library web site at www.kerncountylibrary.org

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Board Meeting Calendar
February 19, 2020
March 18, 2020
April 15, 2020
No meetings in June, July,
or December

Meetings are held in the Library's Community Room at 10:00 a.m. on the third Wednesday of each month. YOU ARE ALWAYS WELCOME! Use the Community Room entrance on the west side of the Library

Library Hours
Mon. Closed
Tues. 11:00 a.m.-7:00 p.m.
Wed. 11:00 a.m.-7:00 p.m.
Thurs. 11:00 a.m.-7:00 p.m.
Fri. 9:00 a.m.-5:00 p.m.
Sat. 9:00 a.m.-5:00 p.m.
Sun. Closed
Phone: (760) 384-5870

•Conversely, the library -- which is free and offers a variety of services including WiFi -- is visited most by adults in low-income households and least by adults in high-income households....

Bottom Line

Despite the proliferation of digital-based activities over the past two decades -- including digital books, podcasts, streaming entertainment services and advanced gaming -- libraries have endured as a place Americans visit nearly monthly on average. Whether because they offer services like free Wi-Fi, movie rentals, or activities for children, libraries are most utilized by young adults, women and residents of low-income households....

[edited for space considerations]

President's Message February 2020

by Brent Clark Palmer

2020 marks the beginning of a new decade, and it's going to be the best decade yet for libraries as we are enjoying a rise in popularity throughout the culture, and also at our local branch!

According to a Gallup Report released in January, Americans spent more of their leisure time inside libraries last year than they did going to movie theaters, sporting events, museums, concerts or casinos.

The Gallup organization report states that "[v]isiting the library remains the most common cultural activity Americans engage in, by far. The average 10.5 trips to the library U.S. adults report taking in 2019 exceeds their participation in eight other common leisure activities. Americans attend live music or theatrical events and visit national or historic parks roughly four times a year on average and visit museums and gambling casinos 2.5 times annually. Trips to amusement or theme parks (1.5) and zoos (.9) are the least common activities among this list."

Books themselves are enjoying a resurgence over other forms of media, such as ebooks. Americans still 65% prefer paper books to any other way of reading. Even among toddlers, it is 50/50 whether they are on a pad or read a traditional book.

As the popularity of libraries continues to trend up, on the local level, we have many new projects to make our local branch even more effective at serving our community.

2019 was a banner year for Friends of the Ridgecrest Branch Library as an organization as well. We enjoyed more book donations and more monetary donations than any other year since our founding.

This year, we will be moving into a new (for us) storefront, and reintroducing our book sale presence in the community. Our book sale team has done an amazing job keeping that effort rolling, collecting and sorting the tsunami of donations after the earthquake with heroic effort, and soon they will have a roof over their heads again. We're exploring a couple of possibilities. Thanks to

everyone for your overall patience. There are some other key groups displaced since the quakes too, and, with the aftershocks continuing, a repaired building can become unexpectedly non-viable over and over. This will be a challenge for everyone in our community for years to come as damage continues to be assessed and re-assessed.

Coming this year, the library will see the installation of a makerspace, where borrowers can learn some 21st century vocational skills; a teen lounge to fulfill the desperate community need for more dedicated teen spaces, and the grand opening of the Veteran's Resource Center.

All of these new efforts require volunteers and participation, so don't be shy to express an interest!

We have many other goals and hopes for the coming decade as we continue to assert that the library is a strong and vibrant community partner, one of the most trafficked venues in the region, and that libraries are, in fact, not dying as so many predicted.

Also in 2019, vinyl outsold CDs for the first time, and if you have a relative or friend who collects vinyl, you have seen that not all older mediums go away, many return stronger than ever. And books, bookstores, and libraries are enjoying a similar renaissance among the newer generations. People love their library!

As happens in our personal lives, and the lifecycles of organizations and institutions, sometimes that for which we are valued wanes in relevance, but then we come back stronger than ever. Such is what we are now witnessing with our beloved library.

Librarian's Corner

Charissa Wagner, Branch Supervisor

2020 started with new services and stuff! We offer text notifications, but only for holds (when items you requested have arrived) and overdues (after an item is 10 days late). We are unable to text pre-overdue notices (3 days before an item is due) as those are only available via email. We also got a new copier that makes color copies! In the future, people will be able to scan documents and release their own print jobs.

The Veterans Connect Center offers relevant info to local veterans and their families. We are trying to establish office hours for volunteers to help connect veterans and their families to resources. If you or anyone you know is interested in volunteering, let us know! We are working with Carol Coy of the Ridgecrest Veterans Advisory Council, who has been a tremendous help.

This winter saw the first official Kern County Library Winter Reading Challenge! It was similar to the Summer Reading Challenge (with fewer prizes). Our branch awarded hot drink packets for each set of completed reading/listening requirements. It ended on January 31, so there should be some numbers reported in the next newsletter.

For this decade's census, the library is a partner organization of the Kern Complete Count Committee, with the goal to ensure that EVERYONE is counted, including babies and those without a permanent residence. All branches will have a designated computer to self-report online and are providing related activities through April to inform people about the census and its importance. Numbers are used to determine federal funds for local schools, roads, hospitals, child care, senior centers, and more. Each person not counted is a loss to the state of almost \$2,000 per year for 10 years. Census numbers are also used to draw congressional and state districts. Citizenship is not asked and ALL identifiable data is locked for 72 years.

This year's Summer Reading Challenge theme is "Dig Deeper: Read, Investigate, Discover" and we will have another fun-filled summer! We hope to have more adults participate by reading or listening to books! We're looking for people who want to read a few stories during Lunch at the Library and share their knowledge at one of our How-To Mini Festivals (we want to offer mini lessons in things like yoga, origami, basic greetings in another language and anything in between). Last, if you or someone you know wants to donate a prize for one of the age categories or help get prizes, please let us know. (Two summers ago, the Taft branch got a refrigerator from Home Depot because of a spouse who worked there!)

Home delivery is something we are asked about (and used to offer before). We are working on this in partnership with FRBL and getting some guidelines set up since we could be providing the framework for other branches with a Friends group. If you are interested in helping select or deliver materials on probably a 3 week schedule, please let us know.

There is a fundraiser for FRBL to donate games to the branch to be used during open hours. If you are interested, please look for the ad in the newsletter with how you can either buy a game for yourself or as a gift or buy something from the Wish List to donate directly to the library.



SimplyFun
PLAY CHANGES EVERYTHING

Friends of the Ridgecrest Branch Library

Game fundraiser for the library until 2/20/20!

Show and Tell in the Community Room Sat 2/8/20. 10 am-12 pm

Get a game for yourself or a gift OR buy from the Wish List to help earn more games!

Contact Jessica Hall at 760.608.1485 or
j_rafalski@yahoo.com

Membership News

By Carol Pearson, Vice President-Memberships

As we begin 2020, we would like to acknowledge generous members who contributed \$50 (Sponsor level) or more as they renewed their membership during 2019.

Marge & Linda Anderson

Vincent Avalos

Elizabeth Babcock

Jeanne Backman

Donald Baldwin

Ken & Nani Banks

Sandra Bradley

Dan & Brenda Burnett

Richard Carmer

Thomas Cooper

Mike Delaney

Rod & Judy Ditzler

Irene Dodson

Kathy Donahue

Catherine Douglas

Tom & Barbara Frisbee

Ike Fujiwara

Karen Haden

Peggy Johnson

Sharon Juarez

Mary Kus

Bobbie LeCornu

Ann Lenz

Mica Mawhirter

Elaine Miller

Linda Minsheu

Charles & Clarice Moody

Naomi Norris

Roger Peck

Kenneth Pritchard

Linda Rolfs

Vicky Schauf

Sylvia Sotomayor

Michael Steinmetz

Janet Warner

Please note your renewal date that appears on your mailing address of this newsletter. I will send renewal notices via postcard or e-mail to remind you, but it helps a lot when you notice and respond. **When you do renew, please include "Friends" on your envelope address so that library staff can quickly route it to us.**

Book Donation News

We currently have 3 C-Van pods that we are using to store our book inventory. Over the last 3 months, we have been able to get them arranged and labeled. Pod 1 is for new donations. Pod 2 is for sorted and priced fiction. Pod 3 is for sorted and priced non-fiction. We have quite a bit of inventory sorted and priced to support the sale room at the library. There were some holes in the roof tops and as a result of the rains in Nov/Dec, we had to take several boxes of books that were totally soaked to the recycle bins.

Sorting and Pricing: Working in the pods obviously presents challenges. A couple times we have set up a table and a few chairs in front of them and did some pricing. Then the books are stored in Pods 2 and 3 as appropriate. Due to the weather, (rain, cold, wind), and the holidays, we have not done a lot of pricing of late.

Library Sales Room: We meet at the Library Sales Room on Monday from 0900 to 1100 or 1200 to restock the shelves and to process any donations that come in through the library. We are culling every other week, and we haul the culled books to DART. Craig concentrates on keeping the back stock room supplied with books from the Pods and he often arranges to pick up donations which he takes to the pods for storage.

[Sharon Smith reporting for Brian Wall. Vice-President, Book Sales]

Membership Application for Friends of the Ridgecrest Branch Library

Date: _____ *Memberships are renewable annually*

Miss Ms. Mrs. Mr.

Individual name: _____

Organization/Business Name (Business memberships start at \$50.): _____

Mailing address: _____

Phone: _____

Email: _____

Type of Membership (check one):

- | | | |
|---|---|-------------------------------------|
| <input type="checkbox"/> Individual - \$10 | <input type="checkbox"/> Family - \$15 | <input type="checkbox"/> New Member |
| <input type="checkbox"/> Sustaining - \$25 | <input type="checkbox"/> Sponsoring - \$50 | <input type="checkbox"/> Renewal |
| <input type="checkbox"/> Benefactor - \$100 | <input type="checkbox"/> Other Contribution - \$_____ | |

*Please make check payable to: **Friends of the Ridgecrest Branch Library***

Please mail or bring to: Ridgecrest Branch Library 131 E. Las Flores Ridgecrest, CA 93555

I'd like to volunteer!! I am especially interested in (check all that apply):

- | | |
|--|--|
| <input type="checkbox"/> Annual Book Sales | <input type="checkbox"/> Internet Book Sales |
| <input type="checkbox"/> Ongoing Book Sale in the Library | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Ongoing Magazine Sale in the Library | <input type="checkbox"/> Answering E-mail |
| <input type="checkbox"/> Pricing Books for Sale | <input type="checkbox"/> Becoming a Board Member |
| <input type="checkbox"/> Writing for the Newsletter | |
| <input type="checkbox"/> I don't know what I'm interested in, please call me | |

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Please let these generous contributors know that you appreciate their support of our Library.

BOOK STORE HOURS

MONDAY—CLOSED
 TUESDAY—11:00 a.m. to 5:00 p.m.
 WEDNESDAY—11:00 a.m. to 5:00 p.m.
 THURSDAY—1:00 p.m. to 5:00 p.m.
 FRIDAY—CLOSED
 SATURDAY— 9:00 a.m. to 12:00 noon
 SUNDAY — CLOSED



Check the date on your mailing label! Is it time to renew your membership?
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 side. Not time to renew yet? Pass the application on to a friend!

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