

**A Survey of Select Oklahoma Libraries to Determine
the Usefulness of an Index to Oklahoma Periodicals**

**Amigos Fellowship Final Report
Fall 2000**

Submitted by

**JaNae Kinikin, Principle Investigator
Oklahoma State University**

Oklahoma State University Library

A Survey of Select Oklahoma Libraries to Determine the Usefulness of an Index to Oklahoma Periodicals

Project Report, Fall 2000

Overview

In May 2000, the Amigos Bibliographic Council awarded the Oklahoma State University Library a \$300 grant to survey select Oklahoma Libraries to determine the usefulness of an index to selected Oklahoma publications. The OSU Library successfully completed the survey project in October 2000.

The project began in December 1999 when librarians at the Oklahoma State University Library met to discuss various projects that might improve access to library materials. After some deliberation and with input from a number of different sources, the group decided to conduct a feasibility survey of Oklahoma libraries to determine whether or not compiling an index of Oklahoma publications would be useful for Oklahoma library users. A previous index, the *Red River Index*, was produced in the early 1980s edited by Andrew Peters. After talking with, the OSU Library's Director of Library Development and Outreach, Jennifer Paustenbaugh, the group decided to apply for an Amigos Fellowship Program grant.

Proposal Highlights

Abstract

The proposal abstract outlined the distribution of a survey to select Oklahoma libraries to determine whether or not a need existed for an index to selected Oklahoma publications. If the survey results showed that an index proved feasible, the actual creation of such an index would be explored.

Objectives

The three objectives in the proposal included:

- 1) To determine which periodicals are published in and include information about the state of Oklahoma
- 2) To determine which of the above periodicals are most widely used by Oklahoma libraries
- 3) To attract additional funding for the creation of a Web-based index to Oklahoma periodicals, which may be accessed through the Oklahoma State University Library Web page

Strategy

The Strategy outlined the steps the group would take to prepare the survey including gathering information on what publications to include in the survey and determining to which Oklahoma libraries the survey would be sent.

Schedule and Report

Work on the project was to begin in June 2000 and conclude during the early spring of 2001. The final report was to be completed in March 2001.

Project

The following pages describe how the project was accomplished.

May 2000

After Amigos awarded the grant, the project group met in May 2000. During this meeting an initial plan of action was discussed outlining who would work on various aspects of the project.

The group for this project was composed of four library faculty members. The group leader determined which libraries would be surveyed using the *American Library Directory*, 52nd edition (1999-2000). A Microsoft Access database (available upon request) was created and contains the name and address of the library, the contact person (usually the library director), phone and fax numbers, population served (public libraries only), and any additional notes. The criteria for inclusion were public libraries with user populations of 15,000 or more, libraries located at two-year, four-year, and graduate institutions of higher education, and other special libraries throughout the state of Oklahoma.

All four group members reviewed and selected the publications that would be included in the survey using the *Gale Directory of Publications and Broadcast Media* and *Ulrich's International Periodicals Directory*. Using this information, a Microsoft Access database (available upon request) was created containing general information about the publications including title, sponsoring organization, address of publication, frequency of publication, and general notes about the publication's subject matter. The group met several times to discuss various aspects of the grant proposal. Issues that were raised included deciding which format of publications to include in the survey such as newsletters, brochures, pamphlets, and university and college magazines. We also discussed whether or not each publication fit our criteria that it be published in and about the state of Oklahoma.

June-July 2000

The Catalog librarian assisted the group leader in preparing the cover letter to accompany the survey, while the Documents librarians wrote the survey questions. In preparing the survey and the cover letter, the group met several times to determine which questions to ask on the survey, the survey format, and the contents and wording of the cover letter. The survey and cover letter were then given to several other library employees to examine to determine whether the wording and intent of both the letter and survey were clear. Comments and suggestions by this test group were then incorporated into the final survey and cover letter. A copy of the final survey and cover letter are attached as Appendix A and B, respectively.

August-September 2000

The first round of surveys was sent to the selected Oklahoma libraries during the middle of August with a request that the survey be placed in the mail by September 1, 2000. Seventy-seven letters were sent and 48 were returned (a 62 percent return rate). A follow-up mailing was sent during September containing the original survey and cover letter with an additional cover letter (Appendix C) explaining that this is "a friendly reminder that we have yet to receive your completed form." This letter contained a request that the survey be mailed by October 1. Thirty-one letters were sent and 15 were returned (a 48 percent return rate).

October 2000

In the middle of October, after a majority of the surveys were returned, the results were compiled, as shown in Appendix D and E. Appendix D is a copy of the original survey containing the number of libraries that responded indicating marks in the various categories. Appendix E contains those publications suggested for inclusion in an index to Oklahoma publications by the survey participants. As stated in the original cover letter, a summary of the results was e-mailed to those participants requesting them. This e-mail is attached as Appendix F.

Discussion

Success of the proposal required a 75 percent return rate. With both of the mailings, the return rate was 81 percent. The survey showed that many Oklahoma libraries have current subscriptions to four publications -- The Chronicles of Oklahoma {53}, The Oklahoma Observer {37}, Oklahoma Today Magazine {48}, and Outdoor Oklahoma {52} and that these publications are used regularly by Oklahoma library users. Persimmon Hill also proved to be a popular publication with 23 libraries, having a subscription. The results also showed that many people are interested in the indexing of a select few Oklahoma publications, most notably the Chronicles of Oklahoma. Seventy-one percent of the returned surveys indicated that a publication that indexed periodical articles about Oklahoma would be useful. Seventy-three percent indicated that if such an index existed, these periodicals would be used more frequently (Appendix F). Finally, many libraries indicated that these publications are indexed both by in-house publications and commercial indexes (Appendix D).

Evaluation

Objectives

The first objective was *to determine which periodicals are published in and include information about the state of Oklahoma*. This objective was successfully met using the *Gale Directory of Publications and Broadcast Media* and *Ulrich's International Periodicals Directory*. Although the *Red River Index*, the OCLC WorldCat database, and the Oklahoma Statewide catalog were mentioned in the original grant, *Ulrich's* and *Gale* were the primary sources consulted.

The second objective was *to determine which of the above periodicals are most widely used by Oklahoma libraries*. The survey results clearly demonstrated that the four most frequently consulted publications in Oklahoma libraries are *The Chronicles of Oklahoma*, *The Oklahoma Observer*, *Oklahoma Today Magazine*, and *Outdoor Oklahoma*.

The third objective was *to attract additional funding for the creation of a Web-based index to Oklahoma periodicals, which may be accessed through the Oklahoma State University Library Web page*. The project group will submit a proposal in February of 2001 to the Amigos Fellowship program requesting funding to begin the indexing of the four most frequently consulted Oklahoma publications listed above.

Strategy

The strategy outlined in the grant proposal was followed, although the timeline for the project was shortened.

Future Approaches

Contingent on funding, the group would like to produce an index of the four most frequently consulted Oklahoma publications determined by the survey. This index would be Web-based and searchable from any computer with Internet access.

Conclusions/Recommendations

Overall, the project was a success. The first two objectives outlined in the original grant proposal were met and the group will prepare and submit a proposal to Amigos in the spring of 2000 to obtain additional funding to continue the project. We determined which publications are published in and include information about Oklahoma (Objective 1), and through the survey, we ascertained which publications Oklahoma library users (Objective 2) most frequently consult. The group plans to seek additional funding in the spring to begin the actual indexing of the top four Oklahoma publications determined by this survey (Objective 3).

In reflecting on the way in which the survey was administered, the group recommends libraries and their corresponding surveys be numbered before being sent out so a more accurate account of the returned surveys can be made before a second mailing is sent. The group would also ask the Library's Administrative Office to track the cost of postage for the returned surveys. Finally, the group would test the survey and cover letter on a group of people outside of the library to clarify the terminology used.

The OSU Library and the project group would like to thank Amigos for their generosity and support for this feasibility survey.

J. Kinikin/Principle Investigator
11/2000

Oklahoma Periodicals Survey

1. Please look through the following list of general Oklahoma periodicals and place an 'x' in the *Current Subscription* column next to the titles to which your library currently subscribes.
2. In the *Frequency of Use* column, place an 'x' next to those items that are used regularly by your users?
3. In the *Indexed* column, place an 'x' next to those titles that you know are indexed, either by a commercial index/database or an in-house publication.
4. Write in any titles that we may have inadvertently left out in the extra spaces on page 2 (*remember to list only titles published in and about Oklahoma*).
5. For any of the titles listed, would a publication that indexed periodical articles about Oklahoma be useful in your library? yes no
 If such an index existed, would these periodicals be used more frequently? yes no

Additional comments:

6. Your name and e-mail address: _____

Title	Current Subscription	Frequency of Use	Indexed
AAPG Bulletin			
AAPG Explorer			
American Indian Law Review			
Baptist Messenger			
Bassin'			
Black Chronicle, The			
Bulletin of the Oklahoma Ornithological Society			
Byline			
Central Oklahoma Home Builder			
Chronicles of Oklahoma, The			
Cimarron Review			
Crappie			
Eastern Oklahoma Catholic			
Emu Today & Tomorrow			
Farm News & Views			
Field Artillery			
Focus on Members			
Geophysics			
Gilcrease Journal			
Hunter's Frontier Times			

(Continued on back)

Title	Current Subscription	Frequency of Use	Indexed
Journal of the Oklahoma State Medical Association			
Journal Record, The			
Leading Edge (Tulsa), The			
Limousin World			
Marketer, The			
Midsouthwest Restaurant			
Oklahoma Banker			
Oklahoma Bar Journal			
Oklahoma Beverage News			
Oklahoma Business Bulletin			
Oklahoma COWMAN			
Oklahoma Farm Bureau Journal			
Oklahoma Farmer-Stockman			
Oklahoma Gazette			
Oklahoma Geology Notes			
Oklahoma Grocers Journal			
Oklahoma Living Magazine			
Oklahoma Mason, The			
Oklahoma Motor Carrier			
Oklahoma Observer, The			
Oklahoma Pharmacist			
Oklahoma Professional Engineer			
Oklahoma Publisher			
Oklahoma Today Magazine			
Old West			
Original Entertainer			
Outdoor Oklahoma			
Palomino Horses			
Persimmon Hill			
Point!, The			
Sooner LPG Times			
Southern Economic Journal			
Southern Lights			
Southwest Journal on Aging			
Speedhorse-Racing Report			
Stock Exchange, The			
Texas Farmer-Stockman			
Tree Tracers			
True West			
Tulsa Daily Commerce & Legal News			
Tulsa Medicine			
Please list additional titles:			

Appendix B

August 8, 2000

«Prefix» «FirstName» «LastName», «Title»
«LibraryName»
«Address»
«Address2»
«City», «State» «PostalCode»

Dear «Prefix» «LastNarne»:

We are conducting a survey to determine the value of creating an index to general Oklahoma periodicals. The survey will provide information on which periodical titles published in Oklahoma and dealing with the state are most frequently consulted by Oklahoma library users. Sixty-three titles were identified for the survey using the Gale Directory of Publications and Broadcast Media and Ulrich 's International Periodicals Directory. The Amigos Library Services Fellowship program is providing financial support for this project.

Approximately 76 Oklahoma libraries have been selected to participate. These libraries include public libraries serving user populations of 15,000 or more, libraries located at two-year, four- year, and graduate institutions of higher education, and selected special libraries. The success of the project is dependent on your participation and the information you provide will be kept confidential. The results will determine whether or not we should pursue additional funding to begin the indexing of the publications.

After completing the survey, please mail it in the enclosed envelope by September 1, 2000. If you would like to receive a copy of results of the survey, please provide your e-mail address on the appropriate space at the end of the survey.

We sincerely thank you for your participation and cooperation in completing the survey. If you have any questions, please contact JaNae Kinikin by phone at (405) 744-9743 or by e-mail at kinikin@okstate.edu.

Sincerely,

JaNae Kinikin, Assistant Professor, Science and Engineering Division, Principle Investigator
Suzanne Holcombe, Assistant Professor, Government Documents
Tanya Finchum, Assistant Professor, Government Documents
Janet H. Ahrberg, Assistant Professor, Cataloging

Appendix B

August 8, 2000

«Prefix» «FirstName» «LastName», «Title»
«LibraryName»
«Address»
«Address2»
«City», «State» «PostalCode»

Dear «Prefix» «LastNarne»:

We are conducting a survey to determine the value of creating an index to general Oklahoma periodicals. The survey will provide information on which periodical titles published in Oklahoma and dealing with the state are most frequently consulted by Oklahoma library users. Sixty-three titles were identified for the survey using the Gale Directory of Publications and Broadcast Media and Ulrich 's International Periodicals Directory. The Amigos Library Services Fellowship program is providing financial support for this project.

Approximately 76 Oklahoma libraries have been selected to participate. These libraries include public libraries serving user populations of 15,000 or more, libraries located at two-year, four- year, and graduate institutions of higher education, and selected special libraries. The success of the project is dependent on your participation and the information you provide will be kept confidential. The results will determine whether or not we should pursue additional funding to begin the indexing of the publications.

After completing the survey, please mail it in the enclosed envelope by September 1,2000. If you would like to receive a copy of results of the survey, please provide your e-mail address on the appropriate space at the end of the survey.

We sincerely thank you for your participation and cooperation in completing the survey. If you have any questions, please contact JaNae Kinikin by phone at (405) 744-9743 or by e-mail at kinikin@okstate.edu.

Sincerely,

JaNae Kinikin, Assistant Professor, Science and Engineering Division, Principle Investigator
Suzanne Holcombe, Assistant Professor, Government Documents
Tanya Finchum, Assistant Professor, Government Documents
Janet H. Ahrberg, Assistant Professor, Cataloging

Appendix C

September 18, 2000

«Prefix» «FirstName» «LastName», «Title»
«LibraryName»
«Address»
«Address2»
«City», «State» «PostalCode»

Dear «Prefix» «LastNarne»:

In early August a survey regarding the value of creating an index to general Oklahoma periodicals was mailed to your attention. This is a friendly reminder that we have yet to receive your completed form. For your convenience we are enclosing a second copy of the original cover letter and survey. We would appreciate your time and attention to this request.

After completing the survey, please mail it in the enclosed envelope by October 1, 2000. If you would like to receive a copy of results of the survey, please provide your e-mail address on the appropriate space at the end of the survey.

Thank you for your assistance. If you have any questions, please contact JaNae Kinikin by phone at (405) 744-9743 or by e-mail at kinikin@okstate.edu.

Sincerely,

JaNae Kinikin, Assistant Professor, Science and Engineering Division, Principle Investigator
Suzanne Holcombe, Assistant Professor, Government Documents
Tanya Finchum, Assistant Professor, Government Documents
Janet H. Ahrberg, Assistant Professor, Cataloging

Appendix D

Oklahoma Periodicals Survey

1. Please look through the following list of general Oklahoma periodicals and place an 'x' in the *Current Subscription* column next to the titles to which your library currently subscribes.
 2. In the *Frequency of Use* column, place an 'x' next to those items that are used regularly by your users?
 3. In the *Indexed* column, place an 'x' next to those titles that you know are indexed, either by a commercial index/database or an in-house publication.
 4. Write in any titles that we may have inadvertently left out in the extra spaces on page 2 (*remember to list only titles published in and about Oklahoma*).
 5. For any of the titles listed, would a publication that indexed periodical articles about Oklahoma be useful in your library? yes (45) no (12) **Other (No response)** (6)
- If such an index existed, would these periodicals be used more frequently? yes (46) no (9)
 Other (No response) (8)

Additional comments:

6. Your name and e-mail address: _____

Title	Current Subscription	Frequency of Use	Indexed
AAPG Bulletin	3	1	1
AAPG Explorer	2	1	1
American Indian Law Review	3	3	2
Baptist Messenger	2		
Bassin'			
Black Chronicle, The	8	3	
Bulletin of the Oklahoma Ornithological Society	11	6	3
Byline	3	1	
Central Oklahoma Home Builder			1
Chronicles of Oklahoma, The	53	40	23
Cimarron Review	9	2	4
Crappie			
Eastern Oklahoma Catholic			
Emu Today & Tomorrow			
Farm News & Views	9	3	
Field Artillery	4	2	2
Focus on Members	2		
Geophysics	1	1	1
Gilcrease Journal	16	6	3
Hunter's Frontier Times	1		

(Continued on back)

Title	Current Subscription	Frequency of Use	Indexed
Journal of the Oklahoma State Medical Association	3	3	2
Journal Record, The	11	6	1
Leading Edge (Tulsa), The	1	1	1
Limousin World	2	2	
Marketer, The	1		
Midsouthwest Restaurant			
Oklahoma Banker	9	1	1
Oklahoma Bar Journal	12	7	3
Oklahoma Beverage News			
Oklahoma Business Bulletin	15	5	3
Oklahoma COWMAN	4	2	
Oklahoma Farm Bureau Journal	3	2	
Oklahoma Farmer-Stockman	17	8	
Oklahoma Gazette	11	6	
Oklahoma Geology Notes	17	3	4
Oklahoma Grocers Journal	1		
Oklahoma Living Magazine	5	2	
Oklahoma Mason, The			
Oklahoma Motor Carrier	2		
Oklahoma Observer, The	37	24	3
Oklahoma Pharmacist			
Oklahoma Professional Engineer	3		
Oklahoma Publisher	2	1	
Oklahoma Retailer	3	1	
Oklahoma Today Magazine	48	39	3
Old West	5	4	
Original Entertainer			
Outdoor Oklahoma	52	35	6
Palomino Horses	1		
Persimmon Hill	23	11	2
Point!, The	1	1	
Sooner LPG Times			
Southern Economic Journal	5	2	3
Southern Lights			
Southwest Journal on Aging			
Speedhorse-Racing Report	1		
Stock Exchange, The	2	1	
Texas Farmer-Stockman	2	1	
Tree Tracers	6	3	1
True West	7	4	
Tulsa Daily Commerce & Legal News	2	1	
Tulsa Medicine	1		
Please list additional titles:			

Title	Current Subscription	Frequency of Use	Indexed
Journal of the Oklahoma Criminal Justice Research Consortium	1	1	
Ketchpen	1		
Mistletoe Leaves	1		
Nimrod	1		1
Oil & Gas Journal	1	1	
Oklahoma (Oklahoma Heritage Association)	2	1	1
Oklahoma Anthropological Journal (newsletter)	1	1	
Oklahoma Aviator (not published in Oklahoma)	1	1	1
Oklahoma Business	1		
Oklahoma Business Monthly (same as above?)	3	1	
Oklahoma Child Care	1	1	
Oklahoma D.O.	1	1	
Oklahoma Eagle (African-American newspaper)	1	1	1
Oklahoma Economic News	1		
Oklahoma Game & Fish*	2	1	
Oklahoma Genealogical Society Bulletin*	1		
Oklahoma Genealogical Society Quarterly			
Oklahoma Geology Notes	1	1	
Oklahoma Heritage Association	1		
Oklahoma Indian Times*	1		
Oklahoma International Trade Bulletin*	1		
Oklahoma Labor Force Data*			
Oklahoma Law Review*	1	1	
Oklahoma Leaflet*			
Oklahoma Librarian*	1		
Oklahoma Living	1		
Oklahoma Nurse	4	1	
Oklahoma PTA Today	2		
Oklahoma Runner	1		
Oklahoma School Board Journal	1		
Oklahoma State Trooper	1	1	
Oklahoma Underground	1		
Prairie Lore	1		
Publication for S.W. Historical Society (quarterly) (Lawton?)	1	1	
Sooner Catholic (?) (newspaper)*	1	1	
Sooner Rockologist*	1		
SWOSU Magazine (literary stuff)	1	1	
Tulsa Business Journal	1	1	1
Tulsa Law Journal	1	1	
Tulsa Magazine*			
Tulsa Studies in Women's Literature			1
US	1	1	1
US News & World Report	1	1	1
Vogue	1	1	1
Westview – Journal of Western Oklahoma	1		
Woman's Day	1	1	1
COEDD Area Agency on Aging (Shawnee)	1		
AgriVentures* (published in Blackwell, OK)			
Oklahoma Business Bulletin*			

Appendix E

Suggested Additions By Survey Participants

*written in, but no indication was given of current subscription, frequency, or indexing

Title	Current Subscription	Frequency of Use	Indexed
Journal of the Oklahoma Criminal Justice Research Consortium	1	1	
Ketchpen	1		
Mistletoe Leaves	1		
Nimrod	1		1
Oil & Gas Journal	1	1	
Oklahoma (Oklahoma Heritage Association)	2	1	1
Oklahoma Anthropological Journal (newsletter)	1	1	
Oklahoma Aviator (not published in Oklahoma)	1	1	1
Oklahoma Business	1		
Oklahoma Business Monthly (same as above?)	3	1	
Oklahoma Child Care	1	1	
Oklahoma D.O.	1	1	
Oklahoma Eagle (African-American newspaper)	1	1	1
Oklahoma Economic News	1		
Oklahoma Game & Fish*	2	1	
Oklahoma Genealogical Society Bulletin*	1		
Oklahoma Genealogical Society Quarterly			
Oklahoma Geology Notes	1	1	
Oklahoma Heritage Association	1		
Oklahoma Indian Times*	1		
Oklahoma International Trade Bulletin*	1		
Oklahoma Labor Force Data*			
Oklahoma Law Review*	1	1	
Oklahoma Leaflet*			
Oklahoma Librarian*	1		
Oklahoma Living	1		
Oklahoma Nurse	4	1	
Oklahoma PTA Today	2		
Oklahoma Runner	1		
Oklahoma School Board Journal	1		
Oklahoma State Trooper	1	1	
Oklahoma Underground	1		
Prairie Lore	1		
Publication for S.W. Historical Society (quarterly) (Lawton?)	1	1	
Sooner Catholic (?) (newspaper)*	1	1	
Sooner Rockologist*	1		
SWOSU Magazine (literary stuff)	1	1	
Tulsa Business Journal	1	1	1
Tulsa Law Journal	1	1	
Tulsa Magazine*			
Tulsa Studies in Women's Literature			1
US	1	1	1
US News & World Report	1	1	1
Vogue	1	1	1
Westview – Journal of Western Oklahoma	1		
Woman's Day	1	1	1
COEDD Area Agency on Aging (Shawnee)	1		
AgriVentures* (published in Blackwell, OK)			
Oklahoma Business Bulletin*			

E-Mail Summary of Results

Thank you to all who participated in the survey requesting information about the usefulness of producing an index to selected Oklahoma publications. Seventy-eight surveys were sent and 63 were returned, a very high response rate. We greatly appreciate your taking the time to complete the questionnaire.

The results are summarized below.

To the question, "Would a publication that indexed periodical articles about Oklahoma be useful in your library?"

71% Yes
19% No
10% Other

To the question, "If such an index existed, would these periodicals be used more frequently?"

73% Yes
14% No
13% Other

The top five titles under the heading Current Subscription (those titles to which your library currently subscribes) were

Chronicles of Oklahoma, The
Oklahoma Observer, The
Oklahoma Today Magazine
Outdoor Oklahoma
Persimmon Hill