The Oklahoma Museums Association invites you to attend a Thought Leadership Webinar, Does Your Organization Stack Up? on Monday, July 23 at 2:00pm. This webinar is being offered free through a partnership with the Oklahoma Museums Association and Blackbaud.

Come learn about industry benchmarking stats around membership, admissions, fundraising and marketing relevant to your museum size and type as well as examples of what you can do to improve. Blackbaud also will share best case practices and how you can leverage these critical organizational strategies effectively through technology, including Altru.

Presenters will include Courtney Grainger (Blackbaud), Anthony Tomaino (Blackbaud) and Brenda Granger (Oklahoma Museums Association).

The webinar is free, but registration is required. Register online at https://blackbaud.webex.com/blackbaud/onstage/g.php?p=377&t=m. Register today!

continued on page 12

Plan to join us for the OMA Annual Fall Conference in Shawnee September 26-28

Museums are at the very heart of a community. With this come tremendous responsibility for the museum staff (paid or volunteer) and the board of directors to have proper training and a support network. Training, professional development and networking are needed to help the staff and board excel for the museum and in turn, engage the citizens and better their community. The 2012 OMA conference is just the opportunity for museum staff and board members to be inspired and empowered to do their work! The OMA Conference is planned in Shawnee, Oklahoma, from September 26-28, 2012, with the theme, Creative Community: From Fundraising to Artifacts.

The information, insight and networking at the conference will allow museum staff
Accessibility – Museums are for everyone!

How accessible is your museum? I hope this information will be useful in making all Oklahoma museums even more accessible.

Last spring, at the invitation of the Oklahoma Arts Council and Mid-America Arts Alliance with support from the National Endowment for the Arts, I had the pleasure to attend the Accessibility in the Arts workshop at the National Archives of Kansas City. It was a great program! I wanted to share a few resources with our Oklahoma museums.

From VSA arts of Texas - Best Practices to Achieve Barrier-Free Cultural Arts
Before implementing a marketing campaign to attract patrons with disabilities to your cultural arts venue, your organization must clearly define what it hopes to accomplish with access services and how these services will benefit both your organization and its patrons.

From Nebraska Arts Council - How to Improve your Accessibility for Under $100
Remove unsecured rugs, Provide an accessible resource table if counters are too high for those in wheelchairs, Ensure adequate signage, Make larger print options available, Use low glare finish paint and Be aware that many people have multiple chemical sensitivities which include scented soaps

From VSA Missouri – Access Tips
Provide both pdf and text only versions of all materials on CD, Use fonts that are sans serif, Remind staff not to turn their backs on people who have hearing loss, Borrow a wheelchair and travel routes yourself, Join disability list serves, Host an open house for disability organization members, Invite service animal training schools to do training at your facility, Entry door should provide at least 32” clearance, For visitors who are blind, audio description is ideal, Consider dietary restrictions when planning refreshment, Provide rest areas, Install light switches in colors that contrast with walls, Use fabric and furniture to deaden echo

There is so much information available. Here are a few links to explore Accessibility in the Arts further:
www.kennedy-center.org/accessibility/education/lead/conference.html
www.nebraskaartscouncil.org/news_resources/resources/accessibility.html
www.nea.gov/resources/Accessibility/index.html

I encourage you to share your tips on the OMA facebook page!
Much of the confusion about board responsibilities is confusion between what the board does (as a body) and what individual board members should do. Most of the prescriptions for boards confuse the two, saying “The board should _____” without making the distinction. This straightforward model for boards has been embraced by thousands of boards across the United States:

There are two fundamentally different types of nonprofit board responsibility: governance and support. Depending on the responsibility, three types of switches occur:

1. **Who’s the boss**
2. **Whether the board is acting as a body or as individual board members**
3. **Who the board is representing**

Let’s look at both types of responsibility, and the three types of switches.

### The governing role

On one hand, the board, acting as the representative of the public interest, governs the organization. In this role the board has several key responsibilities, including financial oversight, hiring/evaluating the executive director, and making the big decisions:

- **Governance**
  - **Big Decisions**: Determine mission and purpose. Decisions such as whether to close down or merge, to move to another state, and so forth
  - **Legal**: Ensure compliance with federal, state, and local regulations and fulfillment of contractual obligations
  - **Financial Oversight**: Safeguard assets from misuse, waste, and embezzlement. See that money is used as directed
  - **CEO**: Select the chief executive officer (usually called the executive director); assess performance
  - **Planning**: Scrutinize and approve plans, including a plan for how the organization will obtain funds
  - **Efficiency and Impact**: Monitor and revise budgets and plans to maximize use of resources

### The support role

On the other hand, board members also act to help — to support — the organization:

- **Support**
  - **Advice**
  - **Supporting the Revenue Strategy**, perhaps by fundraising, perhaps by assisting with earned income, perhaps by working with funders, and so forth
  - **Ambassadors**: Represent the organization to the community

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**The governance/support model for nonprofit boards**

by Jan Masaoka

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- **Volunteering**: Help with senior clients, accounting, painting the building, and so forth.

### The first switch: the board as a body vs. board members as individuals

At first, these roles — and the distinction between governance and support — may appear obvious. What makes the distinction both profound and practical is that it reflects the switch between the board as a body compared with board members as individuals.

In its governance role, the board acts as a body. Example: the board chair doesn’t hire the executive director. Instead, only the board as a whole can hire the executive director.

But on the other hand, the board doesn’t make connections with donors; board members as individuals do. Think of it this way: the board doesn’t raise money; board members raise money.

Looking again at the governance and support roles, they are the same split as between what the board can do as a whole, and what board members do as individuals. This simple distinction clarifies the role confusion by providing a useful framework:

#### Governance

- **The board acts as body**
  - **Big Decisions**
  - **Legal Oversight**
  - **Financial Oversight**
  - **CEO**
  - **Planning**
  - **Efficiency and Impact**

#### Support

- **Board members act as individuals**
  - **Advice**
  - **Supporting the Revenue Strategy**
  - **Ambassadors**
  - **Volunteering**

To use another example, although the board as a whole is responsible for evaluating the executive director, the board chair as an individual doesn’t have the authority that a supervisor has with a subordinate. The board chair is not a supervisor, but instead acts as a convener and leader for the board, which as a group provides feedback and direction to the executive director.

In revenue, the board as a whole approves a strategy for funding, one that probably includes a mix of earned income and donations. Board members as individuals help with one or more of those vehicles (or take on other individual roles).
One of the things that I think about a lot when I’m pondering our volunteer program is *why* do people choose our museum to volunteer? One of the questions I always ask a volunteer in their interview is why they want to volunteer at our museum. As you can imagine, I get a variety of answers. They’re “history nerds” and want to be submerged in the history of our state. They’ve heard good things about our program. They like the building. They want to work some of the special events they’ve heard about. They want to get out of the house. They want to continue learning. Every answer is unique to each volunteer. I’ve heard just about everything. Honestly, it’s a lot of pressure if I think about it too hard; trying to fulfill the needs and expectations of each volunteer. I’ve tried to meet their needs by the design of the program. I’ve built in flexibility, a variety of service opportunities, training that provides educational opportunities and social outlets. And even though I’ve tried the best I can to provide all of these things for our volunteers they still leave the program. Because I view each one of them as a valuable member of our museum team it’s hard to see them go. There are a myriad of reasons why a volunteer exits the program; most often than not they leave because of personal or family issue. I respect the decision of every volunteer that officially leaves the program. It’s the ones that just quietly disappear that I worry about. Are we not providing them enough attention? Are we not providing them enough training or variety in their service opportunities? I can’t help but feel like I’ve failed each volunteer that goes MIA. I worry about them. I worry about what I could have done better. I worry that they just didn’t feel at home. And it bothers me. Even now I’m concerned that we seem to be losing more than we’re gaining. I’m perplexed about what to do. I’m hoping to gain new insight by introducing new energy to the program and perhaps to myself as well.

I found this article recently and thought it was interesting. It is written from the volunteer’s point of view but when you read it think about it from the museum’s point of view. Is the museum providing these things for the volunteers? Food for thought.

www.wikhow.com/Know-when-Not-to-Volunteer

My colleague Connie Pirtle and I will be hosting a pre-conference workshop at the annual OMA conference in Shawnee in September. The workshop will explore the important roles volunteers play in museums of all types. You will learn how trustees, docents and volunteers are the same and yet unique in terms of responsibilities, in recruiting, training, coaching and evaluation. This workshop will provide skills to engage all types of volunteers more effectively. We look forward to seeing you there!

*Robbin Davis is Director of Visitor Services for the Oklahoma History Center and serves as the American Association for Museum Volunteers Mountain Plains Regional Director. Questions regarding museum volunteer programs or volunteerism in general, can be sent to info@okmuseums.org and Robbin will do her best to answer them.***
If a tree falls in the woods...
by Tony Vann, President Vann & Associates

I think most of us know the traditional parable about a tree falling in the woods. Of course, the rest of the saying is the most important...If no one is there to hear it, does it still make a sound? For most of our clients, the same is true for their efforts to extend their public awareness in the surrounding communities.

Too often I am witness to some amazing, unique events, with grand volunteer coordination and wonderful exhibits or displays of art, but attendance is low or it is the same museum “groupies” who are at every event or exhibit opening offered.

So what was the mistake? It goes back to the tree. If the event occurs and no one knows about it, it’s like it never happened at all. I used to always joke the tree needed a good “PR Pro.” If someone was there telling others about the tree’s intention to fall, how it may fall and when or where it is going to fall, then there might be more people gathered around to watch it happen. Without that type of communication strategy, the tree is just left wondering if anyone heard it at all...and that is a terrible feeling.

The next time you are in the planning stages developing a new event, re-evaluating a past or recurring event or hosting a new exhibit, understand the importance of media relations, social media, marketing and advertising. Don’t rely so heavily on the last two. Many times, tight budgets can be augmented by effective media and public relations “getting the word out” through many different sources rather than spending time and your budget on advertising alone.

Finally, make it easy to promote. Oklahoma is host to a vast variety of local and regional events, traditions and culture. Highlight the uniqueness of your community. Avoid the stop, stand and stare – rather, create an interactive environment which will entice your visitors to return on multiple occasions while providing a great angle for reporters of all different mediums to frame and tell your story.

Tony Vann is the President of Vann & Associates, a full-service public relations and marketing firm based in Oklahoma City. Vann has served in high-profile capacities including the Oklahoma House of Representatives, the Oklahoma City National Memorial Foundation, the Office of Lt. Governor Mary Fallin and Frontier Country Marketing Association.

Marketing roundtable August 2

The annual Museum Marketing Directors roundtable will be held on Thursday, August 2 at 11:30am at Sportsman’s Country Club. The club is located at 4001 NW 39th Street in Oklahoma City.

All museum marketing professionals are invited to attend the roundtable. A buffet lunch will be served at a cost of $16. Payments of check and cash will be accepted at the meeting.

Interested individuals should rsvp to Stacy O’Daniel by July 26 at sodaniel@okmuseums.org or 405.424.7757.

Are you experienced? by Stephen Koranda

My Achilles Heel is ice cream. And when I HAVE to drive by a Braum's Ice Cream and Dairy Story to get to our office, that’s a problem. Every once in a while I cave and drive through.

The young gal the other day handed me my peanut butter cup mix and said, “Wow! That looks good!” I retorted, “What? You’ve never had one?” She responded, “No.” And I drove off thinking ‘how in the world can she adequately sell their products if she’s never eaten them!?'

Then I quickly turned the thought on myself and wondered if I’ve ever “eaten all of my destination’s products?” Sure, I can tell about the Smithsonian caliper displays at our natural history museum or the art museum or the lake or the live music but can I emotionally convey the experience?

Am I experienced?

Attractions... I believe I’ve been to every attraction although one I just went to within the last six months – three years after I arrived. We have a large casino just across the river / city limits. I’ve yet to play Blackjack or a slot and I certainly haven’t experienced any of their live music in the lounge. On our website we list the “Must Dos”. I’m embarrassed to share I’ve only done 4 of the 11!

Festivals / Events... I’ve yet to go to our Jazz Festival (although that will change this summer when David Sandborn plays!) Norman boasts a Second Friday Circuit of Art. Haven’t been to one. Summer and winter concerts. Nope. I haven’t even been to our County Fair! Gasp!

Restaurants... This I’ve done well! I actually attempted to eat at every restaurant in the diners guide in the first year I was here. I came close but as you do, you get your favorites and don’t get back into a place for quite a while to see if the burger or omelet is still serve-able let alone if the concept has completely changed!

Hotels / Bed and Breakfasts... Really... is a Hampton Inn a Hampton Inn a Hampton Inn? Well yes, but what truly makes your Hampton Inn a unique experience from the other Hampton Inn down the road? (Okay. Hampton Inns aren’t unique but you get what I mean...) Helen Hunt and Al Gore slept in one of our B&Bs. It’s continued on page 11
The Basics of Archives: A practical, hands-on, two-day workshop for those who work with records but are not trained archivists

The Basics of Archives workshop will help you manage your

- Boxes of disorganized papers
- Preserving paper items
- Old yearbooks and newspapers
- Photographs
- Scrapbooks
- Other documents that you just don’t know what to do with

Thursday & Friday, August 16 - 17, 2012
9:00 am — 4:30 pm
Cost $ 80.00
Space is limited—Register by August 1
Registration is available online only at
https://okmuseums.ejoinme.org/MyPages/OMASeminarRegistration/tabid/283883/Default.aspx

Workshop location:
Oklahoma Department of Libraries
200 N.E. 18th
Oklahoma City, OK 73105

Instructors:
Kate Blalack, C.A.
Visiting Professor, Special Collections & University Archives
Oklahoma State University

Jennifer Day, C.A.
Manuscript Archivist
Oklahoma Historical Society

Jan Davis, C.A.
Administrative Archivist
Oklahoma Department of Libraries

Jeanne Prince, C.A.
Archivist
Oklahoma Higher Education Heritage Society

Gerrianne Schaad, C.A.
Director — Dickinson Research Center
National Cowboy & Western Heritage Museum

Deadline for Registration is August 1, 2012
For more information, contact Gerrianne Schaad, CA
gschaad@nationalcowboymuseum.org

Lunch on your own

Registration limited to 25 participants

Sponsored by the Oklahoma Museums Association, Oklahoma Department of Libraries, Oklahoma Higher Education Heritage Society, and the Oklahoma Historical Society
Who’s the “boss”? Who’s the boss now?
This model also elegantly answers the question: who’s the boss? When the board is acting as a body — in its governance role — it’s the boss. But when board members are acting as individuals, they act at the direction of staff.

For example, if a board member tells the executive director to paint her office a different color, the board member is acting as an individual, and the executive can take or ignore the advice. But if the board were to vote that the executive must paint her office, she must.

As another example of how we instinctively understand that as individuals board members work at the direction of staff: if as a board member, you show up a street fair to help with the organization’s booth, you instinctively ask the staffperson there: “What’s my assignment?”

When board members volunteer as hospice workers, as cooks, as docents, as ushers, as classroom speakers . . . they will typically be trained by staff, assigned by staff, and have their work monitored and evaluated by staff.

Governance
The board acts as body
The board is the boss
• Big Decisions
• Legal Oversight
• Financial Oversight
• CEO
• Planning
• Efficiency and Impact

Support
Board members act as individuals
Board members act with and under the direction of staff
Board members represent the organization’s interests to the community
• Advice
• Supporting the Revenue Strategy
• Ambassadors
• Volunteering

But when the board acts as a body, it acts to provide direction and oversight for staff.

In other words, the “boss” changes, and this model reflects the “role switching” that board members do. For example, an individual board member may meet with the organization’s accountant to lend expertise in formats for cash flow statements. In this role, the person can make suggestions, but the accountant reports to the executive director who can choose not to take that advice.

In contrast, if the board were to vote on a particular format for cash flow statements, the staff would be required to go along.

The third switch
On the outside looking in—or, on the inside looking out?

When acting in its governing role, the board represents the interests of the community. It asks: Is this organization using public and private resources to benefit the community and the public? In a sense, the board stands in the community, looking at and speaking to the organization. It represents the community and speaks to the organization in the community’s voice.

But at the same time, board members represent the organization’s interests to the community. Board members individually act as ambassadors from the organization to the community. Board members promote the organization’s work in the community and build support for the organization.

Governance
The board acts as body
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• Volunteering

So when we act as a body in our governing role, the board seeks to hold the organization accountable to its constituency and to the public. It asks the question: “Who is our constituency, and what do they need our organization to be doing right now?”

In contrast, when acting in our support roles as individuals, we ask the question: “What help from the community does this organization need right now?”

In short
Because so much of the technical assistance field literature is about how to help the organization and its executive succeed, the role the board plays in governance has been overshadowed. The professionalization of nonprofit work has elevated the respect and authority of staff. Taken together these developments have left board members wondering if they’re just supposed to raise money, be directed by the executive, and be “engaged” (an abstract term difficult to understand tangibly).

By clarifying the distinction between governance and support, the framework is laid for boards and staff to understand the roles that the board plays as an entity, and the roles that board members play as individuals. This framework helps keep authority and responsibilities clear, thereby freeing up both board members and staff member to tackle the particular strategies and questions for their organizations and communities.

Jan Masaoka is editor-in-chief of Blue Avocado, and a national thinker and writer on nonprofit boards. This article is adapted from a chapter in The Best of the Board Cafe, Second Edition, published by Fieldstone Press, and available on amazon.com.
Grant deadlines, training and other news

Small Museums Online Community
There is help for small museums in the form of a recently launched social networking site: the Small Museums Online Community, www.smallmuseumcommunity.org. The American Association for State and Local History’s Small Museums Committee developed this extraordinary and ambitious project to address small museum needs. There is something here for everyone. And it is all free!

New Oklahoma Diary recently published
An Oklahoma Diary by Jeanne Prince, the Archivist for the Oklahoma Higher Education Heritage Society, is a day-by-day history of the events, people, places, and things that were instrumental in making Oklahoma into a great state. It contains facts, trivia, quotations, and photographs that document Oklahoma’s development from pre-territorial days into the twenty-first century. To order, contact jeanne.prince01@yahoo.com or Gregath Publishing Company at books@gregathcompany.com or by phone 1.800.955.5232.

Arts & Economic Prosperity IV™ Study
According to the Americans for the Arts’ Arts & Economic Prosperity IV™ Study which was released in June, the nonprofit arts and culture industry generated $135.2 billion dollars of economic activity—$61.1 billion in spending by nonprofit arts and culture organizations, plus an additional $74.1 billion in spending by their audiences. This economic activity had a significant impact on the nation’s economy, supporting 4.1 million full-time equivalent jobs, and generating $22.3 billion in revenue to local, state and federal governments—a yield well beyond their collective $4 billion in arts appropriations.

IMLS Calls for 2013 National Medal for Museum and Library Services
The Institute of Museum and Library Services (IMLS) is accepting nominations for the 2013 National Medal for Museum and Library Service, the nation’s highest honor for exemplary service by these institutions. Museums and libraries that would like to be considered for the National Medal should complete the nomination form by October 15, 2012. The winners are honored at a National Medal award ceremony held in Washington, D.C. For more information and the nomination form, please visit www.imls.gov/applicants/detail.aspx?GrantId=13.

Job announcements and resume review
Visit the OMA website to view job announcements for positions in Oklahoma museums. It is free to post a position on the website. Read more at www.okmuseums.org/job-announcements

Attention job seekers - resume review available! OMA members may submit resumes to the staff at the Oklahoma Museums Association for an informal evaluation. For more information, or to submit a resume, contact bgranger@okmuseums.org

OMA calendar of events
July 23 • Thought Leadership Webinar, Does Your Organization Stack Up?
July 31 • Oklahoma Museum Educators - Oklahoma Education Standards Workshop, Oklahoma History Center
August 2 • Museum Marketing Directors Lunch and Learn, Sportsman’s Country Club
August 10 • Oklahoma Museums Association annual conference early-bird rate deadline
August 16-17 • The Basics of Archives, Oklahoma Department of Libraries
September 8 • Septemberfest at Governor’s Mansion, Oklahoma City
September 26-28 • Oklahoma Museums Association annual conference, Oklahoma Baptist University, Shawnee, consisting of educational sessions, pre-conference tours and workshops, evening social events and exhibit hall.
September 28 • Oklahoma Museums Association Awards Luncheon, Oklahoma Baptist University, Shawnee

Ongoing professional development
Sarkeys Foundation training www.sarkeys.org
Campbell Center courses www.campbellcenter.org

Center for Nonprofits seminars in Oklahoma City and Tulsa www.centerfornonprofits.us
Northern States Conservation Center online museum classes www.museumclasses.org
For a listing of American Association of Museums workshops and seminars visit www.aam-us.org.
For a listing of American Association for State and Local History workshops and seminars visit www.aaslh.org.
For a listing of National Preservation Institute seminars in historic preservation and cultural resource management visit www.npi.org.

Ongoing grant opportunities
Oklahoma Arts Council 405.521.2931 www.arts.ok.gov
Oklahoma Humanities Council 405.235.0280 www.okhumanitiescouncil.org
Heritage Preservation www.heritagepreservation.org
Institute of Museum and Library Services www.imls.gov
National Endowment for the Arts www.arts.endow.gov
National Endowment for the Humanities www.neh.fed.us
National Historical Publications and Records Commission www.archives.gov/nhprc

Reach Potential Visitors
Over 380 Locations in Oklahoma

For more information, call: (405) 833-7113
www.certifiedfolder.com
Blue Star Museums in Oklahoma

The Blue Star Museums initiative is a partnership among Blue Star Families, the National Endowment for the Arts, and more than 1,800 museums across America. First launched in the summer of 2010, Blue Star Museums once again are offering free admission to active duty military personnel and their families from Memorial Day through Labor Day, September 3, 2012.

The Oklahoma Museums Association thanks the following Oklahoma museums for participating and salutes our fine military.

American Banjo Museum, OKC
Broken Arrow Historical Society Museum, Broken Arrow
Cherokee National Historical Society, Inc., Tahlequah
Chisholm Trail Heritage Center, Duncan
Elsing Museum, Tulsa
Fred Jones Jr. Museum of Art, Norman
General Tommy Franks Leadership Institute and Museum, Hobart
Gilcrease Museum, Tulsa
Guthrie Museum Complex, Guthrie
J.M. Davis Arms & Historical Museum, Claremore
Mabee-Gerrer Museum of Art, Shawnee
National Cowboy & Western Heritage Museum, OKC
Oklahoma History Center, OKC
Oklahoma City Museum of Art, OKC
Oklahoma Museum of Telephone History, OKC
Old Greer County Museum & Hall of Fame, Inc., Mangum
Osage County Historical Society Museum, Pawhuska
Pawnee Bill Ranch and Museum, Pawnee
Philbrook Museum of Art, Tulsa
Plains Indians & Pioneers Museum, Woodward
Sam Noble Oklahoma Museum of Natural History, Norman
Sheerar Museum of Stillwater History, Stillwater
Sherwin Miller Museum of Jewish Art, Tulsa
Stafford Air & Space Museum, Weatherford
The (W.T. Foreman) Prairie House Foundation, Duncan
Toy & Action Figure Museum, Pauls Valley
Tulsa Historical Society and Museum, Tulsa
Will Rogers Memorial Museum & Birthplace Ranch, Claremore

Visit the Web site for a full list of participating museums around the country www.nea.gov/national/bluestarmuseums/index2012.php.
Museum Assessment Program (MAP)
Oklahoma museums encouraged to apply!

MAP helps museums strengthen operations, plan for the future and meet standards through self-study and a consultative site visit from an expert peer reviewer.

There are four areas in which to select as part of the Museum Assessment Program:
- Organizational Assessment (OMAP)
- Collections Stewardship Assessment (CSMAP)
- Community Engagement Assessment (CEMAP)
- Leadership Assessment (LMAP)

Through a Cooperative Agreement with the Institute of Museum and Library Services (IMLS), the American Association of Museums (AAM) is able to offer four Museum Assessment Program assessments at a low cost to your institution. To make MAP available to the greatest number of museums, there is a participation cost for museums with annual operating expenses greater than $125,000. See below to determine your museum’s costs. The participation fee will be due at the beginning of the assessment process.

- Annual operating budget is $125,000 or less = MAP is FREE
- Annual operating budget is $125,001 - $400,000 = MAP fee is $350.00
- Annual operating budget is $400,001 - $1 Million = MAP fee is $550.00
- Annual operating budget is Greater than $1 Million = MAP fee is $750.00

For museums that may be interested in participating in MAP, there are two deadlines offered: July 1 and December 1. This offers museums the chance to determine the optimum time to enter the program. Applications can be found at www.aam-us.org/map. If you have any questions about MAP please contact 202.218.7714.

MAP is administered by the American Association of Museums through a cooperative agreement with the Institute of Museum and Library Services. Since 1981, together they have served over 4,300 museums.

2013 Oklahoma Humanities Awards

The Oklahoma Humanities Awards honor outstanding contributions of individuals, organizations, and projects to the understanding of the humanities in Oklahoma. The nomination deadline is September 1, 2012.

The Oklahoma Humanities Awards recognize the contributions of individuals, organizations, and projects to the understanding of the human experience through the humanities disciplines in Oklahoma. Nominations are open for projects that took place between July 1, 2011 — June 30, 2012.

There are six award categories, however only the Outstanding OHC Project award can be nominated by the program’s sponsoring organization. All other nominations must come from a third party (individual or organization). Multiple nominations are accepted and OHC reserves the right to move nominations to appropriate categories.

Award recipients will be notified in October 2012. OHC staff will work with awardees and nominators in the production of videos that will be presented at the awards dinner. To view last year’s videos, please visit www.youtube.com/OKHumanitiesCouncil.

Please note: Current members of the Oklahoma Humanities Council board or staff (or immediate family members) are not eligible for Oklahoma Humanities Awards. All nominations except Outstanding OHC Project are kept on file for three years and may be considered during that period.

To download a copy of the guidelines or nomination forms, visit www.okhumanitiescouncil.org/oklahoma-humanities-awards.
Are you experienced? continued from page 5

cool to say to a potential visitor but have I experienced Helen’s or the Veep’s experience?

Intangibles… What’s the other intangibles we as destination marketers need to experience in or about our communities? Have you experienced game day traffic? How can you truly relate to a visitor if you haven’t sat in that traffic? Road construction? What does the visitor need to know about dodging the orange barrels? Is a museum docent better than all the others? Do you know he/she works every Tuesday? Go ahead a recommend a visitor go at that time while he/she’s there! Is there a time of day that the sun hits a work of public art just perfectly? Tell a visitor where to stand and that that’s when they should take the picture!

We almost need to budget staff field trips don’t we!? But really, isn’t that what differs us from TripAdvisor, UrbanSpoon or any of the other hundreds of online review sites? Doesn’t that make us and our DMO relevant again!? Get out of the office and go experience something!

Reprinted with permission. Originally published in Monthly thoughts on Marketing and Customer Service by Stephen Koranda, who is Executive Director of the Norman Convention and Visitors Bureau.

Septemberfest 2012

It is time to begin planning Septemberfest 2012! The date for this year’s event is Saturday, September 8, from 10am to 4pm. This will be the 16th annual Septemberfest on the grounds of the Governor’s Mansion. This annual event is designed to provide free entertainment and education to families on our state’s history, heritage, resources and traditions. It is a great way for your museum to reach the citizens of Oklahoma.

Oklahoma museums are invited to submit an educational activity proposal for Septemberfest 2012. The goal of the Education Venue at Septemberfest is to provide a wide variety of hands-on educational activities for children of all ages. In the Education Venue last year there were several hands-on interactive activities for children and their families. Each institution is responsible for setting up their area; tables will be set up the day before. Reimbursements will not be issued.

Other venues planned for Septemberfest include Oklahoma History Center, Agriculture, Arts, Cultural, Health and Safety, Entertainment, Sports and more. In addition to the venues, there will be committees formed to handle food, logistics, press, security, procurement, and volunteers. There is no admission fee to Septemberfest and all activities are free.

If you are interested in participating, please e-mail Sherri Vance, svance29@cox.net, or Brenda Granger, bgürger@okmuseums.org, fax 405.427.5068 or mail the following information to the Oklahoma Museums Association office by August 6.

• Name of Activity/Venue
• Organization
• Contact Person
• Contact Phone/Fax/Email
• Brief Description of activity
• Names of staff/volunteers participating from organization
• Number of additional volunteers needed
• Number of tables/chairs needed
• Access to water or electricity? If yes, please specify which one.

If you do not want to participate in Septemberfest, but would like for OMA to distribute your museum brochures at the event, mail 50 brochures to the OMA office by August 18. Please contact OMA if you have any questions.

Scholarship opportunities

Scholarships to a variety of OMA training are available and are awarded on a demonstrated need basis to qualified applicants. The scholarships cover registration fees only (unless otherwise specified). The following scholarships are available:

Museum Marketing Roundtable • August 2 • deadline July 23

The Basics of Archives Workshop • August 16-17 • deadline August 6

OMA Annual Conference (two-day participant registration) • September 26-28 • deadline August 1

OMA Annual Conference (one-day speaker registration) • September 26-28 – deadline August 1

Applicants must be a member in good standing of OMA; complete the online scholarship application form available at www.okmuseums.org and submit the application by email, fax or U.S. mail by the specified deadline.

Submit 2012 Governor’s Arts Awards Nomination

The Oklahoma Arts Council is now accepting nominations for the 37th Annual Governor’s Arts Awards. Submissions will be accepted through August 10. The awards honor individuals and organizations whose efforts have impacted the arts in their communities or throughout the state. Awards are presented by the governor each fall during a ceremony at the State Capitol. Submissions can be made online or by downloading and returning a nomination form. Visit www.arts.ok.gov for a form.

For more information contact Joel Gavin at 405.521.2037 or joel.gavin@arts.ok.gov.

Job announcements

Visit the Oklahoma Museums Association website to view job announcements for positions in Oklahoma museums. It is free to post a position on the website. For more information or to view the latest job announcement visit www.okmuseums.org/job-announcements/.
New and renewed memberships

Below is a list of new and renewing members who paid dues March 1 – May 31, 2012. Masterpiece and Gem level individuals appear in each newsletter issue. New members are indicated with an asterisk.

**Individuals**

**Masterpiece**
- Ken Busby, Tulsa
- John Hernandez, Lawton

**Gem**
- Regina Green, Tuskahoma
- Peter Tirrell, Norman

**Classic**
- Deborah Burke, Tulsa
- Samonia Byford, OKC
- Kathy Dickson, OKC
- Melvin Moran, Seminole

**Treasure**
- Col. (Ret.) Larry Anduss, Barnsdall
- Dr. Mary R. (Becky) Buster, Cheyenne
- Richard Ellwanger, Wewoka
- Gayle Farley, OKC
- Kathleen Ferguson, OKC
- Mead Ferguson, Woodward
- Bart McClenney, Lawton
- Marina Metevelis, Tulsa
- Ann Thompson, OKC

**Member**
- John Beckman, Lawton
- Marilyn Berousek, OKC
- Shelley Blackburn, Tulsa*
- Malinda Blank, Tulsa
- Brian Crockett, Albuquerque NM*
- Robbin Davis, OKC
- Ann Gilbert, Miami
- Jason Harris, McCloud
- Lisa Henry, Norman
- Lois Higgins, Sapulpa*
- Lindsay Hightower, OKC*
- Karen Hildreth, Carl Junction MO*
- Nicki Hise, Lawton
- Andi Holland, Enid
- Mark Howard, Edmond
- Thelma Ingram, Poro*
- Gretchen Jeane, OKC
- Jane C. Johnson, Norman

**Becky Julian, Mustang**
- Julia Kirt, OKC
- Victor Koshkin-Youritzin, Norman
- Gene Little, Claremore
- Kay Little, Bartlesville
- Coleta “Beth” Marable, Bartlesville
- Larry Marcy, Durant
- Alison Maruska, Moore
- Glen McIntyre, Kingfisher
- Marina Metevelis, Tulsa
- Lorrie Monteiro, OKC
- Judy Neale, Lawton
- Kathleen Neeley, OKC*
- Kenton Peters, OKC
- Jeannine Prince, Edmond
- Joel Shockey, Elk City
- David Singleton, Sand Springs
- Andrew Skeeter, Sapulpa
- Timothy Zwink, Piedmont

**Student**
- Scarlett Bowman, Edmond
- Lacy Grother, Norman*
- Elizabeth Lively, Norman*
- Brett King, OKC
- Vicki Thompson, Norman*

**Institutions**
- [ArtSpace] at Untitled
- Anadarko Heritage Museum
- Broken Arrow Historical Society
- Cherokee Strip Museum
- Chisholm Trail Heritage Center
- Chisholm Trail Museum
- Five Civilized Tribes Museum
- Gilcrease Museum
- Har-Ber Village Museum
- Hinton Historical Museum & Parker House
- Jones Oklahoma Historical Society & Museum
- LeFlore County Historical Society
- Lindsay Community Historical Society
- Mabee-Gerrer Museum of Art
- Major County Historical Society
- Marland’s Grand Home
- Military Memorial Museum
- Minco Historical Society
- Museum of the American Epic
- Museum of the Red River
- Newkirk Community Historical Society & Museum
- Oklahoma Black Museum and Performing Arts Center
- Oklahoma Blues Hall of Fame
- Oklahoma City Museum of Art
- Oklahoma Historical Society
- Museums & Sites Division
- Oklahoma State Botanical Garden*
- Oklahoma State Senate Historical Preservation Fund
- Oklahoma Territorial Museum
- Oologah Historical Society
- Ottawa County Historical Society & Dobson Museum
- Owens Arts Place Museum
- Plains Indians & Pioneers Museum
- Sac and Fox National Public Library and Archives
- Sam Noble Museum
- Sapulpa Historical Society
- Seminole Nation Museum
- Stafford Air & Space Museum
- State Capital Publishing Museum
- Three Valley Museum
- Will Rogers Memorial Museums
- Woolaroc Museum

**Corporate**

**Silver**
- Certified Folder Display Service, Inc.

**Bronze**
- Fritz Baily, P.C.
- Ledbetter Insurance Agency
- Native American Art Appraisals
- The Small Group - Architects
- U.S. Art Company, Inc.
- University of Oklahoma Press

Thought leadership webinar continued from page 1

**blackbaud**

Serving the nonprofit and education sectors for 30 years, Blackbaud combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 27,000 customers in more than 60 countries and offers a full spectrum of cloud-based and on-premise software solutions, and related services for organizations of all sizes including: fundraising, eMarketing, social media, advocacy, constituent relationship management (CRM), analytics, financial management, and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than $100 billion each year.
Foundation, corporate and institutional supporters to programs, services and events

The Oklahoma Museums Association thanks the following for their support during FY2012! These supporters assisted OMA with programs, services and events! Thank you!

Allied Arts
Amazon.com
Arts & Humanities Council of Tulsa
Bartlesville Area History Museum
Belvidere Mansion
Carpenter Square Theatre
Cherokee Casino Will Rogers Downs
Cherokee Nation Cultural Tourism
Cherokee Strip Regional Heritage Center
Chickasaw Council House Museum
Chickasaw Cultural Center
Chickasaw Nation Museums and Historic Sites
Chisholm Trail Heritage Center
Citizen Potawatomi Nation Cultural Heritage Center
Claremore Convention and Visitors Bureau
Comanche National Museum and Cultural Center
Creek Council House Museum
Daystar Foundation and Library
Elliott + Associates Architects
Enid Convention & Visitors Bureau
Frank Phillips Home
Frankfurt Short Bruza Associates, P.C.
Fred Jones Jr. Museum of Art
From the Vine
Gaylord Bros.
Gaylord-Pickens Oklahoma Heritage Museum
General Tommy Franks Leadership Institute and Museum
Gilcrease Museum
Girls Gone Wine
Historic Downtown Tahlequah - Capitol Square including Cherokee National Capitol, Supreme Court Museum and Prison Museum
Historic Roger Mills Preservation IAO Gallery
ITIN Museum Services
Jacklyn Patterson Photography
James Farris Associates
Jasmine Moran Children’s Museum
J.M. Davis Arms and Historical Museum
Kirkpatrick Family Fund
Leonardo’s Discovery Warehouse
Loretta Y. Jackson African American Historical Society (LYJAAHS)
Lyric Theatre Of Oklahoma
Mabee-Gerrer Museum of Art
Marland Estate
Melton Art Reference Library
Mid-America Arts Alliance
Montford Inn
Museum Arts, Inc.
Museum of the Great Plains
Museum of the Red River
National Route 66 Museum Complex of Elk City
National Softball Hall of Fame and Museum
Native American Art Appraisals, Inc.
Oklahoma Arts Council
Oklahoma City Community Foundation
Oklahoma City Museum of Art
Oklahoma City National Memorial & Museum
Oklahoma City Redhawks
Oklahoma City Zoo ZooZuM
Oklahoma City Zoological Park & Botanical Garden
Oklahoma Historical Society Museums & Historic Sites
Oklahoma History Center
Oklahoma Military Academy Memorial Museum
Oklahoma Music Hall of Fame
Oklahoma Territorial Museum
Oklahoma Tourism and Recreation Department
Plains Indians & Pioneers Museum
Price Tower Arts Center
Rogers State University
Sam Noble Museum
Science Museum Oklahoma
Seminole Nation Museum
Shawnee Convention & Visitors Bureau
Smith, Carney & Co., P.C.
The Anne and Henry Zarrow Foundation
The Chickasaw Nation
The Kerr Foundation, Inc.
Tulsa Air and Space Museum
Tulsa Foundation for Architecture
University of Oklahoma College of Liberal Studies
University of Tulsa Museum Science and Management Program
Vann & Associates Strategic Communication Solutions
WealthEngine
Will Rogers Memorial Museum

OMA Conference continued from page 1

and board members to be better equipped and motivated to pursue excellent operations, exhibitions and programming and in turn, engage the citizens and better their communities. New this year will be a dedicated fundraising track, roundtable discussions and creative corner led by artist G. Patrick Riley.

Schedule at a glance:
Pre-Conference Workshops and Tour • Wednesday, September 26
The Good, the Aiku, and Mr. Potato Head: Museum Boards 101
Why Volunteers?
Making Storage & Exhibit Mounts
Stained Glass Tour

Conference Sessions • Thursday, September 27
Positioning Your Brand for the Next Generation of Visitors
Exhibitions with Attitude: Should Museums Express Opinions or Just Present the Facts?
Is Your Museum Ready for a Planned Giving Program?
Coffee Talk Roundtable
To Deaccession or Not to Deaccession: That is the Question
I Need to Do What? When? Where? How...
It’s a HUGE Risk not to Understand the Language of Numbers!
Putting the Professional in Professionalism Roundtable
Archival Collections: Preservation and Outreach
Mulit-touch Interactive Kiosks and Apps
Tips to Writing Winning Grants
Getting Creative with Community Collaborations Roundtable

Goodbye PASS Objectives! Hello Common Core State Standards!

Conference Sessions • Friday, September 28
continued on page 16

Image courtesy hollymolly/shutterstock.com
Recent gifts to OMA

The Association recognizes these members and friends who made recent contributions to the following funds between March 1 - May 31, 2012.

Annual Giving Campaign
Donors ($100 to $499)
Phyllis Wahahrockah-Tasi, Lawton

Contributors
Annette Fromm, Miami Beach FL
Elizabeth Livesey, Norman
Stephanie Shafer, McAlester

Conference Donations/
Sponsorships
Supporters ($500 and over)
Comanche National Museum and Cultural Center
Frankfurt-Short-Bruza Associates, P.C.
ITIN Museum Services
University of Oklahoma College of Liberal Studies

Donors ($100 to $499)
Marina Metevelis, Tulsa
Oklahoma Historical Society
Museums and Historic Sites

Donations/Sponsorships Received
Donors ($100 to $499)
Comanche National Museum and Cultural Center

Contributors
Allison Angleton, Enid, in honor of Julie Baird
Regina Berna, Tishomingo
Dalen McVay, Enid, in honor of Julie Baird
Christy Northcutt, Enid, in honor of Julie Baird
Jill Phillips, Enid, in honor of Julie Baird
Daron Rudy, Enid, in honor of Julie Baird
Teresa Vance, Lahoma, in honor of Julie Baird
Carol Williams, Enid, in honor of Julie Baird
Dr. Martie Young, Enid, in honor of Julie Baird

Endowment
Donors ($100 to $499)
Henry Moy, Idabel, in memory of Mary Herron

Contributors
Kathy Dickson, Choctaw

Fundraiser Sponsor
Supporters ($500 and over)
The Chickasaw Nation

Donors ($100 to $499)
Brenda Granger, OKC
Nancy Lowe-Clark, Mustang
Museum Arts, Inc.

Seminar Donations/Sponsorships
Contributors
Creek Council House Museum

OMA endowment fund contributions

If you would like to make a contribution to the OMA endowment fund at the Oklahoma City Community Foundation, please visit www.occf.org and select Donors: Online Giving; or you may contact the OMA office at 405.424.7757.

Leave your legacy

The Oklahoma Museums Association would appreciate you remembering the organization in your will. If you are interested in leaving OMA a charitable bequest, the language in your will should contain the following:

I/We give to the Oklahoma Museums Association (EIN 73-1004791), a 501(c)3 non-profit corporation, the following money or asset (describe here) to benefit their charitable purpose.

OMA encourages you to consult your estate planner, tax professional or attorney when preparing your charitable bequest.

Draft museum grant guidelines available for public comment

The Institute of Museum and Library Services (IMLS) is seeking public comments on the draft guidelines for the FY 2013 Museums for America and National Leadership Grants for Museums programs. The guidelines for these programs have been revised to align with the IMLS Strategic Plan. They are seeking comments to assess how well these guidelines accomplish the following goals:

- Make federal dollars more accessible by reducing complexity
- Increase clarity and readability
- Make it easier to see where a project idea fits best
- Make it easier to articulate the impact of project ideas
- Allow grantees greater ability to pursue comprehensive collections care projects by combining the purposes of the current Conservation Project Support and Museums for America programs
- Allow grantees greater ability to pursue professional development activities by combining the purposes and funding for the current 21st Century Museum Professionals and National Leadership Grants for Museums programs
- Provide greater ability for museums and organizations that serve museums to pursue National Leadership Grants that have broad impact for their communities and create models that can be adapted by others
- Make it possible for IMLS to continue to support the full range of museums, large and small, and representing every museum discipline and every geographic area

The comment period will end on Friday, July 6, 2012. To view the guidelines, visit Museums for America or National Leadership Grants for Museums. Please send comments to comments@imls.gov. Final guidelines will be posted no later than October 15, 2012.
OMA District Representatives and members submit news for inclusion in MuseNEWS. Contact information appears below. Submission deadlines are March 1, June 1, September 1 and December 1.

**District 1**
Jim L. Goss, District 1 Rep.
Frank Phillips Home
918.336.2491
professorgoss@sbcglobal.net

Michelle Place is the new Executive Director at Tulsa Historical Society, Tulsa.

Military History Museum being planned in Broken Arrow.

**District 2**
Jennifer Holt, District 2 Rep.
Will Rogers Memorial Museums
918.343.8124
jholt@willrogers.com

Congratulations to the JM Davis Arms and Historical Museum, Claremore, for celebrating the 125th birthday of their founder, JM Davis. A maquette statue of Mr. Davis, 125th birthday coins and a new book on his collection and early Claremore were part of the celebration.

African Art is will open July 17 at Museum of the Red River, Idabel, featuring works in the central West Africa tradition.

**District 3**
David Keathly, District 3 Rep.
Marland Estate
580.767.0420
keathdw@poncacityok.gov

Will Rogers is on view at Shearer Museum of Stillwater History, Stillwater, through the end of July. The exhibit is hosted as a result of a community partnership, One Book, One Community: Stillwater Celebrates Will Rogers.

Leonardo’s Discovery Warehouse is offering Camp Leonardo’s Summer Camp through July with the theme, The Play Is The Thing. Camps include art and science exploration for ages 4-12.

Pioneer Pets on view at the Cherokee Strip Regional Heritage Center, Enid, through July 29.

**District 4**
Regina Berna, District 4 Rep.
Chickasaw Nation Museums & Historic Sites
580.371.9835
regina.berna@chickasaw.net

Vernet to Villon: Nineteenth-Century French Master Drawings from the National Gallery of Art is on view at Fred Jones Jr. Museum of Art, Norman, through September 2.

Chinasaurs: Dinosaur Discoveries From China is on view at Sam Noble Museum, Norman, through September 16.

All Things Comanche will be on view at Comanche National Museum & Cultural Center, Lawton, beginning in September.

Turning Point: The Doolittle Raid, Battle of the Coral Sea, and Battle of Midway is on view at Greater Southwest Historical Museum, Ardmore through November 23.

Goddard Center Fine Arts Photography Biennial on view at the Goddard Center, Ardmore, August 10 through Spetember 7.

**District 5**
Dan Provo, District 5 Rep.
Oklahoma History Center
405.522.5248
dprovo@okhistory.org

Brenda Schwartz is the new Museum Services Manager at Oklahoma Heritage Association, OKC.

Clint Stone is the new Visual Arts Director at Oklahoma Arts Council, OKC.

The Oklahoma City National Memorial Museum, Oklahoma City, announced plans to upgrade the exhibits to help tell the story of the Oklahoma City bombing to a new generation, including the use of more technology.

Linedrives and Lipstick: The Untold Story About Women’s Baseball opens September 1 at Edmond Historical Society & Museum, Edmond.

Out of the Box Exhibition: A Collaboration of Art, Science, Business and Talent is on view at Science Museum Oklahoma, Oklahoma City, through September 3.

**Museums honored at 2012 RedBud Awards**

Oklahoma’s top tourism attractions, events, programs and organizations were recently honored during the annual RedBud Awards. The following museums received awards:

- **Best Social Media Campaign**
  American Banjo Museum, OKC
  Oklahoma City National Memorial & Museum, OKC

- **Outstanding Attraction**
  Oklahoma City Zoo, OKC

- **Outstanding New Attraction**
  Cherokee Strip Regional Heritage Center, Enid
  Chickasaw Cultural Center, Sulphur

- **Outstanding Temporary Exhibit**
  Chisholm Trail Heritage Center, Duncan

Congratulations!
Creating Partnerships, Serving Communities
Making Money at Your Museum Store
Guidelines for Native Cultural Centers and Museums: A Self-Test Exercise Roundtable
Too Many Bells and Whistles: Is Technology Taking Away from the Museum Experience?
Cultural Community Development – How to Do It
What Does Your Website Do For You? Including Fundraising!
University Museum Studies Programs in Oklahoma Roundtable

Special Events
Dinner and tour at Citizen Potawatomi Nation Cultural Heritage Center on Wednesday, September 26
Dinner and tour at Mabee-Gerrer Museum of Art on Thursday, September 27
OMA Annual Awards Luncheon on Friday, September 28

OMA is offering a limited number of scholarships which are due on August 1, and an application can be found at http://www.okmuseums.org/programs-services/scholarship-program/. Early-bird registration is due on August 10. Online registration can be completed at https://payments.auctionpay.com/ver3/?id=W035896.

The Oklahoma Museums Association thanks the following who have made the conference possible:

Local hosts include Oklahoma Baptist University, Shawnee Convention and Visitors Bureau, Mabee-Gerrer Museum of Art, Citizen Potawatomi Nation Cultural Heritage Center and the Santa Fe Depot Museum.


Exhibitors include Certified Folder Display Service; Elliott + Associates Architects; Exhibit Concepts, Inc.; Frankfurt-Short-Bruza Associates, P.C.; Gaylord Bros.; Museum Arts; Selser Schaefer Architects; Southwest Solutions; U.S. Art Company, Inc.; University of Oklahoma College of Liberal Studies; University of Oklahoma Press; University of Tulsa, Museum Science and Management; Vann & Associates and Western Center for the Conservation of Fine Arts

Hotel information can be found on the OMA website at www.okmuseums.org. Reservations are due by September 12.

We look forward to seeing you in Shawnee!

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Join the Oklahoma Museums Association today!

Museum staff, volunteers and board members are encouraged to join OMA as individual members. Museums, historical societies, tribal cultural centers, zoos and other related entities also are encouraged to join as an institutional member. For a complete list of individual and institutional membership benefits or to join online, visit www.okmuseums.org.

### Individual memberships
- □ Masterpiece $250
- □ Classic $100
- □ Gem $175
- □ Treasure $50
- □ Member $25
- □ Student $15

*(Students must be full-time and include copy of current I.D.)*

### Institutional memberships
- □ .0005 x total annual operating budget
- □ ($35 minimum; $500 maximum)

Businesses with an interest in museums may join OMA as corporate members. Information on corporate membership and opportunities, as well as the ability to join online, is available at www.okmuseums.org.

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Name ___________________________ Institution ___________________________
Address ___________________________ City/State/Zip ___________________________
Phone ___________________________ E-Mail ___________________________

Membership Category  □ Individual  □ Institutional

Amount enclosed or authorized for charge $ ___________________________

Visa, MasterCard or American Express # ___________________________

Exp. ___________ Signature ___________________________

Send payment and form to: Oklahoma Museums Association, 2100 NE 52nd Street, Oklahoma City, OK 73111 or, join online at www.okmuseums.org.

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www.okmuseums.org