

DATE: May 6, 2021

TO: Library Board, Pima County Public Library

Pima County Board of Supervisors
Pima County Administration
Friends of the Pima County Public Library, Board of Directors
Friends of the Arivaca Library, Board of Directors
Friends of the W. Anne Gibson-Esmond Station Library, Board of Directors
Friends of the Kirk-Bear Canyon Library, Board of Directors
Friends of the Oro Valley Public Library, Board of Directors
Friends of the Pima-Green Valley Library, Board of Directors
Pima Library Foundation, Board of Directors

FROM: Holly Schaffer, Community Relations Manager
Communications & Publicity Report

SUBJECT: Communications & Publicity Report – April 2021

Media Relations Activities – Highlights

Staff of Supervisor Adelita Grijalva’s office posted quotes and photos from librarians to celebrate **County Librarian Day!**



"I feel very fortunate to be a part of our community's library system. It has given me the opportunity to work with young people, who continually inspire me with their compassion, intelligence, and optimism." – Katie Westfall, Young Adult Services Librarian at Martha Cooper Library

"I love working at the library because it is a hub that connects people from different cultures. It enriches their lives, empowers the community with resources, knowledge, and technology. The library also helps me grow to reach my potential and attain my goals." – Sharon Yang-McNeil, Librarian at Joel D. Valdez Main Library and a founding member of Biblio Lotus

“Gloria E. Anzaldúa said, ‘Do work that matters. Vale la pena’ I love working for the library I can serve *mi gente* of Pima County, in Spanish and English, and it matters.” – Paulina Aguirre-Clinch, Managing Librarian at Valencia Library

Media Outreach	
Date	Press releases
4/19/21	Joe Pagac’s mural at Kirk-Bear Canyon is a colorful ode to libraries
4/13/21	Murphy-Wilmot Library will be temporarily closed beginning Friday, April 23
3/29/21	Welcome back inside the library! (limited services and masks required)
3/16/21	Pima County Board of Supervisors approves renaming of El Pueblo Library for Frank De La Cruz

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
Mural at Kirk-Bear Canyon is a colorful ode to libraries	Kate Harrison	Pima County FYI	4/23/21
Are we “normal” again? Answers to questions on Arizona’s changing COVID-19 protocols	Victoria Hill	Cronkite News	4/22/21
Library shares Joe Pagac’s mural at Kirk-Bear Canyon Library	News Desk	Patch.com	4/21/21
Tucson artist completes latest mural on Tanque Verde Road	Maria Arey	KGUN 9 News	4/19/21
We Recommend: These vegetable-centered cookbooks will broaden your food options	Ravenous Readers, PCPL	Arizona Daily Star	4/18/21
Murphy-Wilmot Library will be temporarily closed beginning April 23	Kate Harrison	Pima County eScoop	4/16/21
Pima County Public Library shares how to support children who stutter	News Desk	Patch.com	4/15/21
We Recommend: Celebrate your fur babies with these books	Ravenous Readers, PCPL	Arizona Daily Star	4/11/21
Explore poetry with your Library for National Poetry Month	Kate Harrison	Pima County FYI	4/9/21
Desert To Dos: High School Art Invitational	News Desk	Tucson Weekly	4/7/21
We Recommend: Celebrate National Poetry Month with these books	Ravenous Readers, PCPL	Arizona Daily Star	4/4/21
Libraries welcoming patrons back inside	Kate Harrison	Pima County eScoop	4/2/21

Some Pima County Public Libraries will open to the public in April	Shelby Trahan	KOLD News 13	3/30/21
9 things you must do when you move to Tucson	Veronica M. Cruz	#ThisIsTucson	3/18/21

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Murphy-Wilmot upcoming closure reminder	4/21/21	44%
Bright Futures: It's been 109 years...	4/16/21	68%
Meet Many Nations	4/16/21	79%
Murphy-Wilmot upcoming closure	4/10/21	71%
Digitarians, Transitionals, PageTurners: Great books for an ever greater game!	4/9/21	86%
Nonprofit Grants Newsletter	4/2/21	76%
Bedtime Stories: Congrats, Kermit the Frog	4/2/21	102%
Meet Nuestras Raíces	3/30/21	68%
Coronavirus: April 5 service model	3/29/21	75%
Audiophiles: Books that give insight...	3/26/21	83%

Note: Open rates vary from industry to industry, but according to current 2021 digital marketing stats, the average open rate for arts/culture/entertainment (the most comparable to library services) is 17.79%.