

**DATE:** June 3, 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 – May 2021**

**Media Relations Activities – Highlights**

**Kudos to Xuan Zhou**, Children’s Librarian at Eckstrom-Columbus Library and co-founder of [Biblio Lotus](#), for participating in [this AAPI Heritage Concert](#) presented by Arizona Arts, Applied Intercultural Arts Research Program at the University of Arizona, and the Chinese Cultural Center. I highly recommend watching it!

Due to COVID-19, the Library did not publish an annual report FY 19/20. BUT... **we got creative** and published a blog series called ***Stories from Before***. Here are some of the articles:

- [These meals make a difference](#)
- [J is for Jameson!](#)
- [Irregular verbs, the tricky ones!](#)
- [No one wants Dad to run out of books](#)

We’ll be publishing more in the coming weeks, so be sure to keep an eye on the website!

**Do you know a teen?** Check out this program, [Pop: Write On!](#), with Marge Pellegrino, the Library’s Writer in Residence. Deadline to apply is June 4. We’ve also got a helpful blog series **for teens interested in arts summer camps**. Authored by Matt L., Woods Memorial Library, there’s some great information about opportunities around town:

- [Arts Foundation](#)
- [Owl & Panther](#)
- [Arts for All](#)
- [The Youth Center at Literacy Connects](#)

Media Outreach	
Date	Press releases
5/13/21	<a href="#">Kick off the summer with author and meditation guide Rebekah Borucki</a>
5/6/21	<a href="#">Temporary parking lot changes – Wheeler Taft Abbett, Sr. Library</a>
5/3/21	<a href="#">Marge Pellegrino to be Library’s 12<sup>th</sup> Writer in Residence</a>

<b>Media Outcomes</b>			
<b>Headline</b>	<b>Reporter/Author</b>	<b>Outlet</b>	<b>Date</b>
<a href="#">We Recommend: Celebrate AAPI month with these books</a>	Ravenous Readers, PCPL	Arizona Daily Star	5/21/21
<a href="#">We Recommend: Cook like a star with these books</a>	Ravenous Readers, PCPL	Arizona Daily Star	5/16/21
<a href="#">AAPI Heritage Concert</a>	Featuring Xuan Zhou, PCPL	YouTube	5/15/21
<a href="#">Celebrate life's milestones with Pima County Public Library</a>	Kelly Kuper, PCPL	Arizona Daily Star	5/13/21
<a href="#">Summer reading, writing programs open for kids in Southern Arizona</a>	Megan Meier	KGUN 9	5/13/21
<a href="#">Broad Perspectives: An interview with Marge Pellegrino</a>	Aspen Greene	KXCI	5/9/21
<a href="#">We Recommend: Books saluting women in the military</a>	Ravenous Readers, PCPL	Arizona Daily Star	5/9/21
<a href="#">Marge Pellegrino selected as Library's newest Writer in Residence</a>	Jeff Gardner	The Range, Tucson Weekly	5/5/21
<a href="#">We Recommend: Explore the history, philosophy, and legacy of Star Wars with these books</a>	Ravenous Readers, PCPL	Arizona Daily Star	4/26/21
<a href="#">This 'library fangirl' is ready to serve the communities within Tucson</a>	Sarah Tarver-Wahlquist, PCPL	Arizona Daily Star	4/23/21

<b>Savannah emails sent to PCPL customers</b>		
<b>Subject line</b>	<b>Date</b>	<b>Open rate</b>
Bright Futures: This summer, Imagine Our Story!	5/21/21	51%
Global Arts Showcase... mark your calendar!	5/20/21	63%
PageTurners, Digitarians, Transitionals: Brash, bold, and gleefully irreverent	5/14/21	78%
Meet Kindred	5/11/21	92%
Rebekah Borucki at your library (virtually!)	5/8/21	79%
Bedtime Stories: Zara's Big Messy Day (that Turned Out Okay)	5/7/21	86%
Nonprofit Grants Newsletter: May 2021	5/1/21	93%
Meet the Seed Library	4/27/21	113%
Audiophiles: You could buy Agatha Christie's house!	4/22/21	72%

**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%.