

DATE: August 5, 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 – June, July 2021

Media Relations Activities – Highlights

“My approach to working with kids? First and foremost, it is important to me to get to know all of the kids who visit our library. Something as simple as **“Hey, buddy. How was school today?”** can go a long way with building rapport with a child.” – Annie Wicks, Children’s Services Librarian, [Arizona Daily Star column](#) 6/22/21

Know a little one who loves listening to stories? Give our [newly launched Storyline](#) a call! **Adventures are calling!**

In honor of Pride Month (June), our LGBTQ+ Services Committee knocked it out of the park, curating more than 30 book lists! Here are some to take a look at:

- [LGBTQ+ memoirs read by the author](#)
- [Memorable LGBTQ+ characters](#)
- [Found Family: LGBTQ+ reads](#)
- [Comics – Pages of Pride](#)
- [Autistic LGBTQ+ characters](#)

Media Outreach	
Date	Press releases
7/12/21	Teens, showcase your creative work at a multimedia open mic!
7/8/21	Adventures are calling with Storyline!
5/25/21	It’s time for Summer Learning!

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
We Recommend: Books to help you celebrate National Ice Cream Day	Ravenous Readers, PCPL	Arizona Daily Star	7/17/21
Listen to a Santa Cruz river adventure on the library's brand new Storyline	Veronica M. Cruz	#ThisIsTucson	7/17/21
Grab the phone and listen to a story	Kate Harrison	Pima County eScoop	7/16/21
Take a peek into the inner-workings of the Library	Jacqueline Felix, PCPL	Arizona Daily Star	7/16/21
Pima County Library hosting 'open mic' hour for teens	News Desk	KOLD News 13	7/12/21
We Recommend: Book suggestions to help you learn about composting	Ravenous Readers, PCPL	Arizona Daily Star	7/11/21
Got a job interview? Library can help you prepare	Kate Harrison	Pima County FYI	7/9/21
Record returned to library nearly five decades late	Megan McNeil	KOLD News 13	7/8/21
We Recommend: Books to help find comfort in Southern Arizona summers	Ravenous Readers, PCPL	Arizona Daily Star	7/4/21
Library offers seed-cleaning screens for check out	Kate Harrison	Pima County FYI	7/2/21
Hot Picks: One-on-one writing consultations	News desk	Tucson Weekly	6/30/21
Teens create limited edition bookmarks for Library	Kate Harrison	Pima County FYI	6/25/21
'We're here for everyone' is a guiding principle at the Library	Holly Schaffer, PCPL	Urban Libraries Council blog	6/22/21
We Recommend: These books will keep you on the edge of sleep	Ravenous Readers, PCPL	Arizona Daily Star	6/20/21
How the Library steps up to connect with families	Annie Wicks, PCPL	Arizona Daily Star	6/19/21
Library wants to know what issues are important to you	Kate Harrison	Pima County eScoop	6/18/21
We Recommend: Books to celebrate those who've elevated LGBTQ+ experiences, voices	Ravenous Readers, PCPL	Arizona Daily Star	6/13/21
Tweens and teens, explore your creative side!	Pima County Public Library	The Range, Tucson Weekly	6/11/21
Hear classic tunes by LGBTQ+ artists	Kate Harrison	Pima County FYI	6/11/21
5 additional reading lists inspired by our summer	Veronica M. Cruz	#ThisIsTucson	6/8/21

2021 summer book challenge			
We Recommend: Escape the heat with these subzero reads	Ravenous Readers, PCPL	Arizona Daily Star	6/6/21
See what you can learn from Library's Writer in Residence	Kate Harrison	Pima County eScoop	6/4/21
5 Tucson places where teens and tweens can learn new skills this summer	Veronica M. Cruz	#ThisIsTucson	6/3/21
We Recommend: Pima County library book recommendations to help you interact with the world	Ravenous Readers, PCPL	Arizona Daily Star	5/30/21
Summer Learning kicking off at Pima County libraries	Kate Harrison	Pima County FYI	5/28/21
Global Arts Spotlight: Duo Chinoiserie and the best of many musical worlds	Mark McLemore	Arizona Public Media	5/26/21
We Recommend: Celebrate Asian American and Pacific Islander Heritage Month with these books	Ravenous Readers, PCPL	Arizona Daily Star	5/23/21
107 amazing Tucson murals and where to find them	News desk	#ThisIsTucson	5/17/21

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Bright Futures – A challenge... Read Native 2021!	7/16/21	59%
Digitarians – The birthday edition!	7/8/21	88%
PageTurners - The most Ellroy book Ellroy has ever written	7/8/21	81%
New grant opportunities in July!	7/6/21	93%
Your inside look at Nuestras Raíces	7/6/21	68%
Bedtime Stories – Hail to the king of the wild things!	7/2/21	78%
Audiophiles – Saved by a benevolent shark	6/25/21	68%
Your inside look at the Seed Library	6/22/21	90%
Bright Futures – Writing, coding, cooking, and more!	6/18/21	70%
PageTurners – Don't miss these summer reads!	6/11/21	85%
Digitarians – Venturing outdoors this summer?	6/11/21	67%
Meet the LGBTQ+ Services Committee	6/8/21	66%
Penny for your thoughts? Community conversations at your library	6/8/21	59%
Bedtime Stories – This summer... read, learn, repeat!	6/4/21	93%
Check out these upcoming grant opportunities!	6/1/21	68%
Audiophiles – A growing reading list	5/28/21	94%
Kick off Summer Learning with Rebekah Borucki!	5/27/21	60%
Meet Biblio Lotus	5/25/21	77%

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%.