

DATE: September 2, 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 – August 2021

Media Relations Activities – Highlights

Congrats to **Line and Space Architects!** They recently received an award from ENR Southwest in the [2021 Regional Best Projects](#) for the new Sahuarita Library.

We published our first **Welcome to America** [team spotlight](#). It’s an interview with Linda Goldie, who joined the team in 2016 because “[she] remembered what it was like to move and get settled in a new country.”

Madian Romero at Caviglia-Arivaca Library authored this great blog post about two customers—Angie and her son Francisco—[who told her why](#) the library is so important to them and has been especially so during the pandemic.

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
9 unique library jobs that have nothing to do with books	Alessandra Bautze	Shareable	8/17/21
We Recommend: Feel the love with these romance picks	Ravenous Readers, PCPL	Arizona Daily Star	8/15/21
Finding fun beyond books at the Pima County Public Library	Belinda L., PCPL	Arizona Daily Star	8/13/21
Here’s a sneak peek at the new Sahuarita Library	Jamie Verwys	Sahuarita Sun	8/13/21

Library chats with early childhood educator Mister Ben	Kate Harrison	Pima County FYI	8/13/21
ENR Southwest Announces 2021 Regional Best Projects Winners	Louise Poirier and Mark Shaw	ENR Southwest	8/10/21
Library initiative gives voice to Tucson's Asian communities	Bill Finley	Arizona Daily Star	8/7/21
Do a mobile checkout on your next trip to the library	Kate Harrison	Pima County eScoop	8/6/21
How to enjoy an evening with the stars in Tucson	Sebastian Janik	Arizona Daily Star	8/2/21
We Recommend: Learn about the US prison system and reform	Ravenous Readers, PCPL	Arizona Daily Star	8/1/21
Pima County Library: Building Community through Cultural Humility	Lucille Windsor	LinkedIn	7/26/21
We Recommend: Help prepare your child for a new school year	Ravenous Readers, PCPL	Arizona Daily Star	7/25/21
Find out what happens behind the stacks at your local library	Kate Harrison	Pima County FYI	7/23/21

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Your inside look at Kindred	8/16/21	70%
Digitarians and Transitionals: It's hot, read cold	8/12/21	83%
PageTurners: Please remain seated	8/12/21	106%
Bedtime Stories: The anniversary edition	8/6/21	87%
Biblioteca de Semillas - ¿qué piensas?	8/6/21	37%
Your inside look at LGBTQ+ Services Committee	8/2/21	62%
New grant opportunities in July!	8/1/21	67%
Even better than self-checkout!	7/30/21	131%
Calling all Tucson youth!	7/23/21	65%
Audiophiles: The birthday edition	7/22/21	92%
Your inside look at Many Nations	7/20/21	70%

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%.