

DATE: October 7, 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 – September 2021

Media Relations Activities – Highlights

- September 24th marked the launch of PCPL’s podcast, **Behind the Shelf**, a biweekly series providing a broadly informative and entertaining look at happenings in the Library, our community, and beyond. [Learn more about it](#) on our website.
- **Meet Ray of the LGBTQ+ Services Committee.** [This Q&A is the fourth](#) in a series aimed at introducing customers to staff members.
- The **Mid-Autumn Festival**, one of the most celebrated festivals in Asia, was celebrated on September 21st. You can learn more about it in these two blog posts from members of the **Biblio Lotus** team ([Celebrations in Korea](#), [Celebrations in China](#)).
- Library customers helped us reach a **record-breaking 1 million digital checkouts** in 2021! Curious to know what’s been most popular in audio and eBooks and magazines? [Take a look!](#)

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
This library helps young people forge a better path	Kate Harrison	Pima County FYI	9/24/21
We Recommend: Explore the Final Frontier in Tucson with these book titles	Ravenous Readers, PCPL	Arizona Daily Star	9/19/21
Join Library’s community conversation on behavioral health	Kate Harrison	Pima County eScoop	9/17/21

How the Library is nurturing ambition, hope in detained youth	Stephanie Mitchell, PCPL	Arizona Daily Star	9/17/21
New Sahuarita Library now open	Aalia Shaheed	Pima County Communications	9/13/21
We Recommend: Books about books and the people who read them	Ravenous Readers, PCPL	Arizona Daily Star	9/12/21
Do this! Global Arts Showcase	Mike Truelsen	Tucson Weekly, The Range	9/10/21
New Sahuarita Library now open	Kate Harrison	Pima County FYI	9/10/21
Pima County Public Library opens new location in Sahuarita	Jeff Gardner	Inside Tucson Business	9/10/21
Watch Now: Sahuarita Library Opens	Mamta Popat	Arizona Daily Star	9/8/21
Opening day! Sahuarita Library welcomes readers	Jamie Verwys	Sahuarita Sun	9/7/21
We Recommend: Celebrate 175 years of the Smithsonian with these reads	Ravenous Readers, PCPL	Arizona Daily Star	9/7/21
Join Opinion page team for Zoom chat with PCPL about seeds and books	Sara Brown	Arizona Daily Star	9/4/21
Join Library's Community Conversation	Kate Harrison	Pima County eScoop	9/3/21
Sahuarita Library opens next Tuesday	Jamie Verwys	Green Valley News	8/31/21
Sahuarita Library to open September 7	Phil Villareal	KGUN 9 News	8/31/21
We Recommend: Get ready for gardening season with these books	Ravenous Readers, PCPL	Arizona Daily Star	8/30/21
Library offers changes to help refugees	Kate Harrison	Pima County FYI	8/27/21
We Recommend: Books that will make your tummy rumble	Ravenous Readers, PCPL	Arizona Daily Star	8/23/21
Need a brainfuse? Homework help? Your library can assist	Kate Harrison	Pima County eScoop	8/20/21

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
It's not too late to register for the Global Arts Showcase! / ¡Todavía hay tiempo para registrarse!	9/21/21	58%
Wednesday is our next Community Conversation!	9/20/21	68%
Bright Futures: Get ready for community science kits	9/17/21	51%
¡Es hora de otra Muestra Global de Arte!	9/16/21	30%
Your inside look at Biblio Lotus	9/14/21	62%

Digitarians/Transitionals: It came down to one vote	9/10/21	77%
PageTurners: Books for a bountiful winter garden	9/9/21	62%
It's time for another Global Arts Showcase	9/8/21	57%
Science is for everyone! / ¡La ciencia es para todos!	9/5/21	59%
Bedtime Stories: Books to Celebrate Paralympians!	9/3/21	48%
Community Conversation: Behavioral Health Policies in Southern Arizona	9/1/21	***751%
Your new library in Sahuarita to open September 7 th !	8/31/21	93%
Grant opportunities in September and October	9/1/21	72%
Your inside look at Welcome to America	8/31/21	71%
Audiophiles: For anyone worried about Afghanistan	8/27/21	92%
Bright Futures: It's universal!	8/19/21	68%

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%.

*** This is not a typo! We imagine this open rate was a result of the email being forwarded by recipients.