

DATE: December 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 – October and November 2021

Media Relations Activities – Highlights

- We've got a new **Meet the Team: Welcome to America Q&A** up on our website. [Meet Amy M.](#), who “loves Thai green curry, wants to travel everywhere, and enjoys music that infuses reggae and calypso.”
- Don't miss [this great article](#) from the **Institute of Museum and Library Services: *New Research Underscores Role Museums, Libraries Play to Create Healthy, More Equitable America.***
- **Do you use OverDrive?** Beginning February 2022, the OverDrive app will be replaced entirely by Libby. [Check out this blog post](#) for more information.
- The [Biblio Lotus Team](#) published a new [community spotlight blog post](#). This one is an interview with **children's book author, Harshita Jerath.**

Date	Press releases
11/16/21	What's all the Hoopla about?
11/1/21	Temporary closure of Woods Memorial Public Library
10/8/21	Tucson Humanities Festival lends its voice to Storyline
10/1/21	Lydia Otero to headline annual LGBTQ+ Author Talk!
9/24/21	Dewey Deci-Roll and more on the Library's new podcast!
8/31/21	The new Sahuarita Library to open its doors September 7th!

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
We Recommend: Enjoy science fiction, horror books written by Native Americans	Ravenous Readers/PCPL	Arizona Daily Star	11/14/21
Woods Library to close November 14 for remodel	Kate Harrison	Pima County FYI	11/12/21
Library helps kids focus on homework	Kate Harrison	Pima County eScoop	11/5/21
We Recommend: Books meant to fright and delight for Halloween	Ravenous Readers/PCPL	Arizona Daily Star	10/31/21
Best of Tucson: Best Storytime, Pima County Public Library	Newsroom	Tucson Weekly	10/28/21
We Recommend: Chinese book titles translated into English	Ravenous Readers, PCPL	Arizona Daily Star	10/24/21
A library state of mind	Ellery Page, PCPL	Arizona Daily Star	10/21/21
Tucson Humanities Festival lends its voice to Library's Storyline	Kate Harrison	Pima County eScoop	10/15/21
We Recommend: Books that celebrate Latinx and Queer Identities	Ravenous Readers/PCPL	Arizona Daily Star	10/10/21
Representation Matters! Nuestras Raíces En Pima County	Marissa Alcorta, PCPL	Urban Libraries Council	10/8/21
We Recommend: Pick up one of these mystery, true crime novels for the Read Native Challenge	Ravenous Readers/PCPL	Arizona Daily Star	10/3/21
Lydia Otero shares stories and friendship	Mark McLemore	Arizona Spotlight	10/1/21
New podcast explores what the Library is doing "behind the shelf"	Kate Harrison	Pima County eScoop	10/1/21
Artober: 31-day creativity challenge	Billy Khang	KGUN 9 News	9/28/21
We Recommend: These titles drip with honey-related content	Ravenous Readers/PCPL	Arizona Daily Star	9/26/21
Times are changing: COVID-19 and library late fees	Tika Viteri	Book Riot	9/24/21

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
What's all the Hoopla about?	11/16/21	41%
Digitarians, Transitionals, PageTurners: \$50,000 goes to author of dystopian novel	11/12/21	75%

Share your thoughts about Community Conversations	11/11/21	47%
What's new from the Welcome to America Team	11/9/21	68%
New hours at Dewhirst-Catalina Library	11/8/21	76%
Bedtime Stories: Scared squirrels, dancing giraffes, and a pigeon	11/5/21	67%
What's new from the Many Nations Team	11/2/21	69%
Upcoming temporary closure of Woods Memorial Library	11/1/21	89%
Upcoming grant opportunities75	11/12/1	63%
Bright Futures: Get reading for Native American Heritage Month	10/15/21	50%
What's new from the Seed Library Team	10/12/21	59%
Digitarians, Transitionals, PageTurners: We read, we recommend... you enjoy!	10/8/21	85%
Charla anual de autor LGBTQ+ presentara a Lydia R. Otero	10/7/21	21%
Lydia R. Otero to headline author talk!	10/5/21	59%
Bedtime Stories: Rain, rain, you've gone away... until next year!	10/1/21	169%
Your upcoming grant opportunities	10/1/21	191%
What's new from the LGBTQ+ Services Committee	9/27/21	49%
Audiophiles: ¡Feliz Mes de la Cultura!	9/24/21	60%

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%.