

DATE: March 3, 2022

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 – February 2022

Media Relations Activities – Highlights

Staff have created numerous book lists during **Black History Month**. Here’s some to check out:

- [Can you hear the music?](#)
- [Celebrating Black essayists](#)
- [We are the West](#)
- [They call me Mr. Poitier](#)

The Tucson Festival of Books is coming up! Did you know the Library has **Program Collaborators in Residence** who are helping to increase Indigenous author and artist representation at the Festival? Learn more about them in these blog posts:

- [I am passionate about this work](#)
- [I love to witness and experience the power of connection](#)

A huge congrats to the Library’s very own Jessica Pryde. Jessica’s first book, [Black Love Matters](#), was released early February. She was the featured author at the LGBTQ+ Services Committee’s virtual author talk series. If you missed, you can [watch it on YouTube](#).

Media Releases	
Date	Headline
2/16/22	Library announces 2022 lineup at Tucson Festival of Books
2/7/22	2022 Southwest Books of the Year – discover a new favorite!
1/25/22	Presenting Black Love Matters

1/21/22	Wynne Brown named Library's Spring 2022 Writer in Residence		
Media Outcomes			
Headline	Reporter/Author	Outlet	Date
We Recommend: Celebrate Black History Month with these reads	Ravenous Readers, PCPL	Arizona Daily Star	2/20/22
It's not surprising I became a children's librarian	Davida Larson, PCPL	Arizona Daily Star	2/18/22
What the Library's #ReadBlack initiative wants to share with the world	Mark McLemore	Arizona Spotlight, Arizona Public Media	2/17/22
We Recommend: Book picks made famous by TikTok	Ravenous Readers, PCPL	Arizona Daily Star	2/13/22
Local librarians in Pima County weigh in on book bans	Tina Giuliano	KGUN 9	2/11/22
Southwest Books of the Year are here	Kate Harrison	Pima County FYI	2/11/22
A local librarian's new book provides a fresh take on the Black experience in romance literature	Elvia Verdugo	#ThisIsTucson	2/8/22
We Recommend: Women hold big secrets in these books	Ravenous Readers, PCPL	Arizona Daily Star	2/7/22
Wynne Brown selected as Pima County Library's Latest Writer in Residence	Cameron Jobson	Tucson Weekly	2/5/22
Brown is named Library's new Writer in Residence	Kate Harrison	Pima County eScoop	2/4/22
We Recommend: Book titles that will leave you puzzled	Ravenous Readers, PCPL	Arizona Daily Star	2/1/22
Taking a trip into the past, looking to the future	John Muñoz, PCPL	Arizona Daily Star	1/29/22
Join librarian for <i>Black Love Matters</i> talk	Kate Harrison	Pima County FYI	1/28/22
Pima County Public Library's "Welcome to America Team" is helping Afghan immigrants to find their new home.	Mark McLemore	Arizona Spotlight, Arizona Public Media	1/27/22
We Recommend: Celebrate these authors' birthdays by reading one of their works	Ravenous Readers/PCPL	Arizona Daily Star	1/23/22

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Bright Futures: Binge with abandon!	2/18/22	63%

What's new from the LGBTQ+ Services Committee	2/15/22	61%
PageTurners, Digitarians, Transitionals: The Tucson Festival of Books edition!	2/11/22	94%
Bedtime Stories: Happy Lunar New Year	2/4/22	71%
New grant opportunities to check out!	2/1/22	77%
Checking in with the Kindred Team	2/1/22	82%
Audiophiles: We weigh in... best audiobooks of 2021!	1/28/22	80%
Woods Memorial Library is now open!	1/26/22	65%
Let Wynne Brown help you with your writing!	1/26/22	90%

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%.