

DATE: April 7, 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 – March 2022

Media Relations Activities – Highlights

Don't miss Debbie Quakenbush's [heartfelt and well-written contribution](#) to our *Arizona Daily Star* column!

Do you love biking (or know someone who does)? We're now [looking for Bookbike volunteers!](#)

The 2022 High School Art Invitational winners and finalists [have been announced.](#)

We recently launched Community Science Kits! There are three to check out: Exploring Biodiversity, Measuring Lights in the Night, and Observing Pollinators. [Learn more on our website!](#)

Media Releases	
Date	Headline
3/24/22	Upcoming temporary closure of Murphy-Wilmot Library
3/15/22	Upcoming temporary closure of Quincie Douglas Library
3/1/22	Join us in celebrating an amazing man and a great library!

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
We Recommend: Books that look at equal pay	Ravenous Readers / PCPL	Arizona Daily Star	3/27/22

Read about Tucson's Desert Museum and its history in new book	Bill Finley	Arizona Daily Star	3/25/22
Tucson Coalition Builds Around Broadband Need, Digital Equity	Julia Edinger	GovTech.com	3/24/22
Rediscovering of my Asian self—reflections of a Japanese American Librarian	Debbie Quakenbush, PCPL	Arizona Daily Star	3/20/22
We Recommend: Books that give a different view of disabilities	Ravenous Readers / PCPL	Arizona Daily Star	3/19/22
Quincie Douglas Library to close temporarily beginning March 21	Kate Harrison	Pima County FYI	3/18/22
We Recommend: Books that <i>Encanto</i> fans will adore	Ravenous Readers / PCPL	Arizona Daily Star	3/13/22
Plan your weekend at the Tucson Festival of Books	Kate Harrison	Pima County FYI	3/11/22
Tucson Festival of Books returns to University of Arizona Mall	Cameron Jobson	UA Daily Wildcat	3/8/22

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Audiophiles and Dependables: It's time for the Lambda Literary Awards	3/25/22	67%
Quincie Douglas Library is temporarily closed	3/21/22	75%
Bright Futures: The Overground and Underground Railroad	3/18/22	57%
Checking in with the Biblio Lotus Team	3/15/22	39%
Your March business news	3/14/22	45%
Digitarians, PageTurners, Transitionals: They're quirky!	3/11/22	91%
Bedtime Stories: Here's to strong women!	3/7/22	78%
Upcoming temporary closure of Quincie Douglas Library	3/7/22	62%
Checking in with the Nuestras Raíces Team	3/2/22	80%
Happy spring... and new grant opportunities to check out!	3/1/22	94%

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%.