

**DATE:** June 2, 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 – April and May 2022**

**Media Relations Activities – Highlights**

Did you miss the **author talk with Carlos Valenzuela**? The virtual event took place on 5/21/22 and was hosted by the Library’s LGBTQ+ Services Committee as part of its 25<sup>th</sup> anniversary author talk series. You can [find it on YouTube](#).

Woods Memorial is organizing a **youth-led Health Action Team** where tweens and teens will use, art, writing, and the media arts to change the conversation in Tucson about youth mental health. [Learn more about it on our website](#).

The Library recently released a [Land Acknowledgement statement](#). The project, which took about 10 months, was spearheaded by members of the Many Nations Team in consultation with the Tohono O’odham Cultural Preservation Committee and the Pascua Yaqui Department of Language and Culture.

<b>Media Releases</b>	
<b>Date</b>	<b>Headline</b>
5/20/22	<a href="#">Growing together – One Seed Pima County</a>
5/11/22	<a href="#">Lori Alexander named Library’s Summer 2022 Writer in Residence</a>
5/5/22	<a href="#">Mark your calendars for Dan Santat!</a>
4/28/22	<a href="#">Carlos Valenzuela presets <i>Letters to Young Carlos</i></a>
3/30/22	<a href="#">Announcing new hours at El Rio Library</a>

<b>Media Outcomes</b>			
<b>Headline</b>	<b>Reporter/Author</b>	<b>Outlet</b>	<b>Date</b>
<a href="#">Food is getting more expensive: Libraries are helping people grow their own</a>	Claire Woodcock	Vice – Motherboard	5/19/22
<a href="#">We Recommend: Books that shine a light on mental health</a>	Ravenous Readers / PCPL	Arizona Daily Star	5/14/22
<a href="#">Join online discussion May 21 with Carlos Valenzuela</a>	Kate Harrison	Pima County eScoop	5/6/22
<a href="#">Books helping encourage literature and education in Pima County's Juvenile Detention Center</a>	Heidi Alagha	KGUN 9	5/5/22
<a href="#">Pima County Public Libraries see big jump in people using free resources</a>	Shelby Slaughter	KOLD 13	5/4/22
<a href="#">Murphy-Wilmot Library will close April 25 for renovations</a>	Kate Harrison	Pima County FYI	4/22/22
<a href="#">Tucson's literary bartenders have much to offer aspiring writers</a>	Bill Finley	Arizona Daily Star	4/25/22
<a href="#">Pima County court program connects families through reading</a>	Caitlin Schmidt	Arizona Daily Star	4/23/22
<a href="#">Librarians play a vital role as connectors</a>	Jesus A. Castañeda / PCPL	Arizona Daily Star	4/17/22
<a href="#">Well done: Kudos for award winners and stellar volunteers</a>	Kate Harrison	Pima County eScoop	4/15/22
<a href="#">Planting marigolds—a crackerjack idea</a>	Kate Harrison	Pima County eScoop	4/15/22
<a href="#">We Recommend: Celebrate National Poetry Month with these Pima County Library picks</a>	Ravenous Readers / PCPL	Arizona Daily Star	4/11/22
<a href="#">Celebrate the 'Southwestern Storytime' mural</a>	Kate Harrison	Pima County FYI	4/8/22
<a href="#">Pima County forms plan to expand internet access</a>	Nicole Ludden	Arizona Daily Star	4/4/22
<a href="#">Dewhirst-Catalina Library to close temporarily</a>	Kate Harrison	Pima County eScoop	4/1/22
<a href="#">Arizona's Heart &amp; Sol: Bookbike spreads literacy across southern Arizona</a>	Staff news desk	KOLD News 13	3/31/22

<b>Savannah emails sent to PCPL customers</b>		
<b>Subject line</b>	<b>Date</b>	<b>Open rate</b>
Bright Futures: "It's not at the hands of other people"	5/20/22	32%
Happening soon... Dan Santat and <i>The Aquanaut!</i>	5/18/22	73%
Greetings from the Many Nations Team	5/17/22	71%
The emotions pour out of every chapter	5/9/22	85%
Greetings from the Biblio Lotus Team	5/3/22	71%
New grant opportunities to check out in May and June!	5/2/22	85%
Hours at your local libraries (East central region)	5/2/22	61%
Hours at your local libraries (East region)	5/2/22	62%
Hours at your local libraries (Far south region)	5/2/22	73%
Hours at your local libraries (North region)	5/2/22	72%
Hours at your local libraries (South region)	5/2/22	43%
Hours at your local libraries (West central region)	5/2/22	50%
Eckstrom-Columbus Library is open on Saturdays!	4/29/22	58%
Murphy-Wilmot Library is temporarily closed	4/26/22	92%
Major renovations and expansion coming to Martha Cooper Library	4/25/22	68%
Dewhirst-Catalina Library is now open!	4/25/22	82%
Audiophiles: There is power in words...	4/22/22	69%
Greetings from the Kindred Team	4/19/22	82%
New grant opportunities to check out in April and May!	4/14/22	65%
Bright Futures: 100 books to choose from!	4/15/22	66%
Quincie Douglas Library is now open!	4/13/22	67%
Digitarians, Transitionals: Enjoy being frustrated	4/8/22	64%
PageTurners: Jazz is played from the heart	4/8/22	51%
Dewhirst-Catalina Library is temporarily closed	4/8/22	34%
Greetings from the Seed Library Team!	4/6/22	82%
New grant opportunities in April and May!	4/1/22	103%
Bedtime Stories: What do a unicorn, bear, lizard, and quails have in common?	4/1/22	68%
Announcing new hours at El Rio Library!	4/4/22	66%
Checking In with the Welcome to America Team	3/29/22	81%
Upcoming temporary closure of Dewhirst-Catalina Library	3/28/22	97%
Upcoming temporary closure of Murphy-Wilmot Library	3/24/22	83%

**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%.