

DATE: August 4, 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 – June and July 2022

Media Relations Activities – Highlights

Have you heard the word? PCPL and Cox Communications have partnered to offer WiFi “**Hotspots Around Town.**” Read more about the partnership [in this press release](#) (Spanish release [available here](#)).

It’s been ten fun years of the **Seed Library and Bookbike!** These award-winning library services were established in 2012 and continue to thrive. [Take a look at this blog post](#) with reflections from Seed Library team members.

We’ve published [a new Q&A](#) with a member of the **LGBTQ+ Services Committee**... Jessica Pryde has been a member since 2016 and, when asked why she joined, she said, “I initially joined in the hope of finding a community in the workplace. I thought it might also be helpful to get to know what the library’s point of view might be on people within the LGBTQ+ family. I stayed because the team was actively working to ensure an inviting and inclusive environment not only for staff, but for the community we serve.”

Media Releases	
Date	Headline
7/5/22	Visit us at Murphy-Wilmot Library!
6/28/22	Pima County Public Library, Cox Communications partner to offer WiFi hotspots
6/28/22	La Biblioteca Pública del Condado de Pima y Cox Communications se asocian para ofrecer hotspots WiFi
6/16/22	Library responds to the mental and emotional health of youth
6/13/22	Presenting Tee Franklin and <i>Bingo Love</i>
6/6/22	Summer Learning at your library!
6/3/22	Expansion of Martha Cooper Library delayed

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
We recommend: Books celebrating century-old inventions, people, and events	Ravenous Readers / PCPL	Arizona Daily Star	7/16/22
Library partners with Cox to offer WiFi hotspots	Kate Harrison	Pima County FYI	7/8/22
Public library partners with Cox to offer free WiFi hotspots	Caleb Fernandez	KGUN 9	7/6/22
We Recommend: Reads for workforce leaders looking for tips	Ravenous Readers, PCPL	Arizona Daily Star	7/3/22
Pima County launches 70 free internet hot spots in Tucson area	Nicole Ludden	Arizona Daily Star	7/2/22
Library has new resources for hobbyists and DIYers	Kate Harrison	Pima County eScoop	7/1/22
Free wifi hotspots rolled out at 70 locations around Tucson, rural areas	Bennito Kely	TucsonSentinel.com	7/1/22
Pima County, Tucson open 'respite centers' for relief from daytime heat	Jacob Owens	TucsonSentinel.com	6/28/22
We Recommend: Learn about the immigrant experience with these books	Ravenous Readers, PCPL	Arizona Daily Star	6/26/22
Main Library planters a pollinators paradise	Kate Harrison	Pima County FYI	6/24/22
Photos: W. Anne Gibson-Esmond Station Library	Kelly Presnell	Arizona Daily Star	6/21/22
Librarians reflect the reality of the world we live in	Brie Chillious, PCPL	Arizona Daily Star	6/19/22
We Recommend: In honor of Juneteenth, check out new books by Black authors	Ravenous Readers, PCPL	Arizona Daily Star	6/18/22
Comics writer will discuss <i>Bingo Love</i> June 18	Kate Harrison	Pima County eScoop	6/17/22
Pima County aims for digital literacy	Christian Alexander Alvarado	Green Valley News	6/14/22
'Harley Quinn' writer to give virtual talk during Pima Library's LGBTQ+ series	Bianca Morales	TucsonSentinel.com	6/13/22
19 books with Tucson ties to add to your summer reading list	Gloria Knott	Arizona Daily Star	6/12/22
Esmond Station Library marks one-year anniversary	Kate Harrison	Pima County FYI	6/10/22
Friends attended retreat	Anne Gibson	Vail Voice	6/5/22

Libraries see continued interest in digital services	Jamie Verwys	Green Valley News	6/4/22
Library's Summer Learning program underway	Kate Harrison	Pima County eScoop	6/3/22
Watch now: The history of downtown Tucson's Main Library	Pascal Albright	Arizona Daily Star	6/3/22
We Recommend: These classic books were, at one point, rejected by publishers	Ravenous Readers, PCPL	Arizona Daily Star	5/29/22
Teens and tweens can join Library's Health Action Team	Kate Harrison	Pima County FYI	5/27/22
Alexander is Library's Writer in Residence	Kate Harrison	Pima County eScoop	5/20/22
Caldecott winner will headline May 23 talk	Kate Harrison	Pima County FYI	5/13/22

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Bright Futures: Retold...	7/15/22	33%
PageTurners, Digitarians, Transitionals: New York, a character all its own	7/8/22	57%
There are great things happening at Martha Cooper Library	7/6/22	56%
This just in from the Seed Library Team	7/5/22	78%
Murphy-Wilmot Library is now open!	7/5/22	61%
New grant opportunities to check out!	7/2/22	53%
Bedtime Stories: Hugs for all!	6/28/22	70%
Audiophiles and Dependables: Read, chat, repeat...	6/24/22	67%
Greetings from the Nuestras Raíces Team	6/22/22	70%
Mash it up with Mash-Up Madness	6/14/22	74%
Your June business news	6/14/2022	60%
PageTurners, Digitarians, Transitionals: Tee Franklin plus Three Books on a Theme	6/10/22	65%
Greetings from the LGBTQ+ Services Committee	6/7/22	71%
Bedtime Stories: Sum, Sum, Summertime...	6/3/22	87%
Temporary closure of Martha Cooper Library delayed	6/3/22	65%
New grant opportunities in June and July!	6/1/22	63%
Greetings from the Welcome to America Team!	6/1/22	76%
Audiophiles and Dependables: Read ravenously with us!	5/27/22	72%
Build your art! Build your community!	5/25/22	70%
Your May business news	5/16/22	68%
PageTurners, Digitarians, Transitionals: Prepare to be scared	5/13/22	72%
Bedtime Stories: It's all about friends, family... and shipmates!	5/6/22	84%

Note: Open rates vary from industry to industry, but according to current 2022 digital marketing stats, the average open rate for arts/culture/entertainment (the most comparable to library services) is 17.79%.