

**DATE:** September 1, 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 – August 2022**

**Media Relations Activities – Highlights**

The Library’s **Welcome to America Team and Collection Development Office** recently announced expanded language options in our digital collection. In OverDrive and the Libby app, we now offer ebooks, audiobooks, and magazines in 14 languages, including Portuguese, Ukrainian, Japanese, and Arabic. [Read more in this blog post.](#)

**Have you heard of Classica?** [We now have it in our E-Library!](#) Offering over 1,000 concerts, operas, ballets and documentaries, Classica delivers premium streaming for both classical music experts and those new to the genre. Along with featuring today’s most celebrated and inspiring classical music performances, Classica also offers timeless productions from the archives.

Happy 20<sup>th</sup>! **Oro Valley Public Library celebrated its platinum anniversary** on Wednesday, August 17. The celebration featured musicians (harpist and jazz trio), special guest speakers, crafts for kids and families, and refreshments.

We have a new Writer in Residence... **Adam Rex!** Adam is offering one-on-one consultations on Tuesdays at Himmel Park Library and on Thursdays at Woods Memorial Library. [Learn more about his residency in this news release.](#)

<b>Media Releases</b>	
<b>Date</b>	<b>Headline</b>
8/17/22	<a href="#">Annual Worlds of Imagination Art Contest</a>
8/12/22	<a href="#">Writers, meet Adam Rex</a>
8/2/22	<a href="#">Teens, join our Health Action Team</a>
7/28/22	<a href="#">Three Points, Robles Junction and Sycamore Springs are the recipients of a state grant in partnership with Pima County and Cox for broadband expansion</a>

<b>Media Outcomes</b>			
<b>Headline</b>	<b>Reporter/Author</b>	<b>Outlet</b>	<b>Date</b>
<a href="#">We Recommend: Books to help get a jump start on New Year's resolutions</a>	Ravenous Readers / PCPL	Arizona Daily Star	8/13/22
<a href="#">Library has resources for classical music lovers</a>	Kate Harrison	Pima County FYI	8/12/22
<a href="#">Creating a sustainable landscape with native plants</a>	Jamie Smet	KGUN 9	
<a href="#">Oro Valley Library celebrates 20 years</a>	Christina Fuoco	The Explorer	8/10/22
<a href="#">We Recommend: Bear Down with these books by and about former U of A students</a>	Ravenous Readers / PCPL	Arizona Daily Star	8/6/22
<a href="#">Youth can join Library's Health Action Team</a>	Kate Harrison	Pima County eScoop	8/5/22
<a href="#">Broadband internet upgrades coming to rural areas of Tucson</a>	David Wichner	Arizona Daily Star	8/1/22
<a href="#">We Recommend: Find one of these cozy mysteries at Pima County Public Library</a>	Ravenous Readers / PCPL	Arizona Daily Star	7/30/22
<a href="#">Bookbikes, Seed Library mark 10 years of service</a>	Kate Harrison	Pima County FYI	7/22/22
<a href="#">We Recommend: Summer love is the focus of these suggested reads</a>	Ravenous Readers / PCPL	Arizona Daily Star	7/26/22

<b>Savannah emails sent to PCPL customers</b>		
<b>Subject line</b>	<b>Date</b>	<b>Open rate</b>
Your August business news	8/16/22	45%
This just in from your Welcome to America Team!	8/16/22	76%
PageTurners, Digitarians, Transitionals: Read about friendship, then call your friends	8/12/22	65%
Bedtime Stories: The back to school edition!	8/5/22	81%
Oro Valley Public Library to celebrate 20 years!	8/3/22	95%
This just in from your Biblio Lotus Team!	8/2/22	84%
New grant opportunities to check out	8/1/22	80%
Audiophiles and Dependables: The 70s are historical fiction... wait, what?	7/21/22	73%
Your July business news	7/19/22	47%
This just in from your Many Nations Team	7/19/22	71%

**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%.