

DATE: November 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 – October 2022

Media Relations Activities – Highlights

Guess what? [We're on TikTok!](#) We'd love for you to follow us. [Here's a blog post featuring an interview](#) with our Social Media Librarian about joining TikTok, why the library is important to him, and what his position entails.

October was **National Depression and Mental Health Screening Month** and **ADHD Awareness Month**. Mira D., Dusenberry-River Library, [acknowledged them in this candid blog post](#).

Library staff continues to **create amazing content for our website**, including booklists. Here are some recent ones featuring books for kids, teens & tweens, and adults:

- [Kids can make a difference](#)
- [Teen Novels with a Mental Health Theme](#)
- [The Golden Age of Horror](#)

Don't forget! You can always find booklists, blog posts, events, and more on our website at library.pima.gov/explore.

Media Releases	
Date	Headline
9/30/22	Helping to close the digital divide
9/28/22	Introducing Health Connect at two libraries!

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
Take advantage of the services Tucson's libraries offer	Sila Gonzales, PCPL	Arizona Daily Star	10/16/22
We Recommend: Book recs for understanding Iran protests	Ravenous Readers, PCPL	Arizona Daily Star	10/16/22
Martha Cooper Library to undergo renovations	Tom Leyde	Tucson Local Media	10/14/22
PEN/Faulkner winner to speak October 15	Kate Harrison	Pima County FYI	10/14/22
We Recommend: Pima County Library book recs with living literary locations	Ravenous Readers, PCPL	Arizona Daily Star	10/9/22
Library awarded \$7,000 grant to help close the digital divide	Kate Harrison	Pima County eScoop	10/7/22
We Recommend: Pick up one of these reads set in a library or bookstore	Ravenous Readers, PCPL	Arizona Daily Star	10/2/22
Pima County Public Library receives funding to help close the digital divide	Bivian Contreras	KGUN 9	9/30/22
We Recommend: Pick up one of these reads for real life adventure	Ravenous Readers, PCPL	Arizona Daily Star	9/25/22
Sign up for eNewsletters from your favorite library	Kate Harrison	Pima County FYI	9/23/22

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Just for you from the Kindred Team	10/18/22	68%
PageTurners, Digitarians, Transitionals: Yikes, that's scary!	10/14/22	74%
Friendly reminder - Martha Cooper Library to close for major renovations	10/12/22	46%
Bedtime Stories: Bye-bye bullying...	10/7/22	75%
Just for you from the Seed Library Team	10/4/22	75%
New grant opportunities to check out in October & November!	10/3/22	60%
Media in a democratic society, a critical look	9/29/22	70%
Health Connect now available in your area!	9/28/22	51%
Would you like to see Books on Wheels at Joyner-Green Valley Library	9/28/22	81%

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%.