

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 – September 2022

Media Relations Activities – Highlights

The **Kindred Team** is celebrating its **5th anniversary** this year! [Read more about it](#) in the *Arizona Daily Star* column by Jessica Pryde.

Mark your calendars! Spread the word! We've got a [very exciting event coming up on Saturday, October 15](#) (2 to 4 pm at Tucson High Magnet School, Tech Mall). **Award-winning author Benjamin Alire Sáenz** will join us in-person for 2022 finale of the LGBTQ+ Services Committee's 25th anniversary speaker series.

Be the first to know! Customers can now sign up to get **eNewsletters from their favorite library**. These eNewsletters will feature events, staff picks, and services. We're launching this new email service on October 5. [Sign up today!](#)

Martha Cooper Library will be closed November 20, 2022 through Spring 2024 for a major renovation. [Read more about it on our website.](#)

Media Releases	
Date	Headline
9/20/22	Commemorating 25 years with Benjamin Alire Sáenz!
9/12/22	Major changes are coming to Martha Cooper Library!

Media Outcomes			
Headline	Reporter/Author	Outlet	Date

The Heavy Metal Librarian Files: The freedom to read is essential to our growth	Charlie Touseull, PCPL	Green Valley News	9/21/22
We Recommend: Pick up one of these wedding thrillers at Pima County Library	Ravenous Readers, PCPL	Arizona Daily Star	9/18/22
How to celebrate Mexico's Independence Day in Arizona	Nadia Cantú	Arizona Republic	9/15/22
We Recommend: Get lost with a survival read from Pima County Library	Ravenous Readers, PCPL	Arizona Daily Star	9/11/22
Sign up for a library card in September	Kate Harrison	Pima County FYI	9/9/22
Young poet's winning work on display at GV Library	Ellen Sussman	Green Valley News	9/6/22
We Recommend: Get in the kitchen with these Milk Street cookbooks	Ravenous Readers, PCPL	Arizona Daily Star	9/4/22
Tucson writers can get help from a <i>New York Times</i> bestselling author	Newsroom	Arizona Daily Star	9/3/22
Health Department, Library expand at-home COVID test distribution	Kate Harrison	Pima County eScoop	9/2/22
Pima County Health Department expands free COVID test distribution program	Newsroom	KVOA News 4	9/1/22
Reading at the Forefront: Readers' Advisory Initiatives as Core Services	Jessica Pryde, PCPL	Public Libraries Magazine	July/August 2022
Library offering expanded language options	Kate Harrison	Pima County FYI	8/26/22
Author and illustrator Adam Rex on being "Writer in Residence" at library	Mark McLemore	Arizona Spotlight, Arizona Public Media	8/25/22
We Recommend: Pick up a heavy metal read	Ravenous Readers, PCPL	Arizona Daily Star	8/21/22
Libraries are hubs of stability and comfort	Charlie Touseull, PCPL	Arizona Daily Star	8/21/22
Adam Rex is library's newest Writer in Residence	Kate Harrison	Pima County eScoop	8/19/22

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Audiophiles: Discover the secrets, dive into the waters	9/23/22	61%
Your September business news	9/21/22	60%
This just in from your LGBTQ+ Services Committee	9/20/22	63%

What does YOUR renovated Richard Elías-Mission Library look like?	9/12/22	42%
Major renovations and expansion coming to Martha Cooper Library	9/12/22	52%
PageTurners, Digitarians, Transitionals: Infinite stories to tell	9/9/22	77%
This just in from your Nuestras Raíces Team!	9/6/22	62%
Bedtime Stories: What does it mean to be a maker?	9/2/22	77%
New grants to check out in September!	9/1/22	74%
MIS/SWE: We're renovating! Share your opinion? / ¡Estamos renovando! ¿Comparte su opinión?	8/31/22	58%
This just in from your Kindred Team	8/30/22	74%
Audiophiles and Dependables: Order in the court...	8/26/22	99%
Bright Futures: What Do You Imagine?	8/19/22	90%

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%.