

DATE: December 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 – November 2022

Media Relations Activities – Highlights

In honor of Indigenous Peoples Month (November), the Many Nations Team [published a blog post about Luci Tapahonso](#), the Inaugural Poet Laureate of the Navajo Nation. The post, while published in November, is a reminder to celebrate Indigenous cultures, voices, and experiences all year long.

After 25 years, the LGBTQ+ Services Committee has a new name. **Moving forward, we'll be known as Pride.** To read more about the change, [take a look at this blog post](#) on our website.

Hilary T., Oro Valley Public Library and a member of the **Library's newly formed Synapse Team**, [wrote about Mental Illness Awareness Week](#), in which she said, "I wanted to take a moment to address the people I know that live every day with a mental illness."

| Media Releases | |
|----------------|---|
| Date | Headline |
| 10/26/22 | Synapse Team supports the community in mental health and wellness |

| Media Outcomes | | | |
|---|-----------------|--------------------|----------|
| Headline | Reporter/Author | Outlet | Date |
| Business awards earned in Tucson and Southern Arizona | Newsroom | Arizona Daily Star | 11/16/22 |

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|---|--------------------------------|--|----------|
| We Recommend: Tap into your inner leader with these business reads | Ravenous Readers, We Recommend | Arizona Daily Star | 11/13/22 |
| We Recommend: Pick up these reads about athletes that go beyond sports | Ravenous Readers, We Recommend | Arizona Daily Star | 11/6/22 |
| Pima County Public Library launches Synapse Team | Phil Villareal | KGUN 9 | 11/3/22 |
| We Recommend: Celebrate Filipino-American Heritage Month with these reads | Ravenous Readers, PCPL | Arizona Daily Star | 10/30/22 |
| Access a world of information for free with your library card | Charlie Touseull, PCPL | The Heavy Metal Librarian Files, Green Valley News | 10/23/22 |
| We Recommend: Check out these library books for costume DIY tips | Ravenous Readers, PCPL | Arizona Daily Star | 10/23/22 |
| Several libraries serving as vote centers | Kate Harrison | Pima County eScoop | 10/21/22 |
| Best of Tucson 2022: Best Storytime | Staff | Tucson Weekly | 10/20/22 |

| Savannah emails sent to PCPL customers | | |
|--|-------------|------------------|
| Subject line | Date | Open rate |
| One week to go... Martha Cooper Library renovation closure | 11/14/22 | 42% |
| PageTurners: Booker Prize winners... looking for more? | 11/11/22 | 91% |
| Bedtime Stories: Furry feline friends! | 11/5/22 | 59% |
| Just for you from the Many Nations Team | 11/1/22 | 61% |
| Grants to check out in December! | 11/1/22 | 61% |
| Audiophiles and Dependables: Take to the open road | 10/28/22 | 64% |
| Bright Futures: Cats, ghouls, chainsaws, and more for the spooky season! | 10/21/22 | 55% |
| Your October business news! | 10/19/22 | 52% |

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%.