

DATE: February 2, 2023

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 – January 2023

Media Relations Activities – Highlights

The column – **We Recommend** – spearheaded by members of the Ravenous Readers Team is going strong in the Arizona Daily Star. Here are some of the book lists they’ve recently recommended:

- [What would Wednesday read?](#)
- [Happy anniversary, or book-aversary!](#)

The Library hit an awesome milestone in 2022 with **1 million digital checkouts!** We are #51 of all standalone public libraries, one of 129 public library systems worldwide and second in Arizona that [surpassed one million digital checkouts last calendar year](#).

The Synapse Team distributed its first [Grab N Go Kit](#), which focused on maintaining optimal mental and emotional health during the holidays. In total, **955 children’s kits and 1107 adult kits were handed out!**

Our monthly *Arizona Daily Star* column **continues to delight readers**. Check out some of the most recent:

- [That’s Me](#) by Em DeMeester-Lane
- [Creating conditions where others grow and flourish](#) by Jeff McWhorter
- [Rebellion through extreme empathy and understanding](#) by Paige Carlson

Media Releases	
Date	Headline
1/12/23	Library reaches one million digital checkouts in '22!

1/9/23	A unique sensory program at Kirk-Bear Canyon Library
12/23	We're hiring for Salazar-Ajo Library in Ajo, Arizona
12/8/22	Dedicating, celebrating the Richard Elfas-Mission Library (Spanish)

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
Rebellion through extreme empathy and understanding	Paige Carlson	Arizona Daily Star	1/15/23
We Recommend: Library staff loved these books in '22	Ravenous Readers, PCPL	Arizona Daily Star	1/15/23
New program for autistic and neurodiverse children in Pima County	Brooke Chau	KGUN 9 News	1/13/23
Unique sensory program at Kirk-Bear Canyon Library	Kate Harrison	Pima County FYI	1/13/23
Pima County libraries exceed one million digital checkouts in 2022	Mary Glen Hatcher	Green Valley News	1/12/23
127 libraries loan out 1 million ebooks in 2022	Michael Kozlowski	Good eReader	1/11/23
Library can help with those college applications	Kate Harrison	Pima County eScoop	1/6/23
We Recommend: Books to inspire you in 2023	Ravenous Readers, PCPL	Arizona Daily Star	1/1/23
Pima County launches 70 free internet hot spots in Tucson area	Nicole Ludden	Arizona Daily Star	12/28/22
Heavy Metal Librarian Files: Best bookish events of 2022	Charlie Touseull, PCPL	Green Valley News	12/27/22
We Recommend: These reads celebrated a major book-aversary this year	Ravenous Readers, PCPL	Arizona Daily Star	12/25/22
De-stress with Holiday Survival Grab n Go Kits	Kate Harrison	Pima County FYI	12/23/22
Pima County Library creates conditions to grow and flourish	Jeff McWhorter, PCPL	Arizona Daily Star	12/18/22
How's your internet speed?	Kate Harrison	Pima County eScoop	12/16/22
How the Pima County Library's Synapse Team is helping mental health community-wide	Mark McLemore	Arizona Public Media	12/15/22
How's your internet speed	Kate Harrison	Pima County FYI	12/9/22
Interactive Map: Find Pima County's public libraries	Pascal Albright	Arizona Daily Star	12/6/22
County librarian shares why books pose no threats	Em DeMeester-Lane	Pima County eScoop	12/2/22

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate

All that's happening with the Biblio Lotus Team!	1/18/23	59%
PageTurners, Digitarians, Transitionals: It's time to Read Harder!	1/13/23	75%
Bedtime Stories: Reduce, reuse, recycle	1/6/23	77%
Meet Synapse!	1/3/23	81%
New grants to check out in the New Year!	1/1/23	54%
Just for you from the Nuestras Raices Team	12/27/22	60%
Audiophiles and Dependables: Top 50... worldwide!	12/23/22	75%

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%.*