

DATE: March 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 – February 2023

Media Relations Activities – Highlights

The Library’s Writer in Residence Estella González will be at the Festival of Books! She’ll be hosting a workshop on Sunday, March 5 from 1 to 2 pm (UA Main Library, 254/Main Floor). The workshop is titled “Mapping Memory: Using the Five Senses to Create Character, Conflict, and Setting.”

Once again, PCPL has a lot going on at the Festival! [Visit our website for complete listing](#). In addition to some amazing panels, we’ll be hosting a [Teen Tent](#) (book giveaway, giant games, button making, glass magnet craft) and continuing the Teen Author Interview series.

Media Releases	
Date	Headline
2/17/23	Welcome to America presents Daniel Nayeri
2/6/23	Get a copy today – 2023 Southwest Books of the Year
1/27/23	Writers, get writing with Estella González
1/19/23	Get reading with #ReadBlack in 2023!

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
My Story – An Unexpected Librarian	Sharon Yang-McNeil, PCPL	Arizona Daily Star	2/19/23
Library offers scores of videos to mark Black History Month	Martin Rosales	Pima County eScoop	2/17/23
We Recommend: Find a new hobby with one of these Library recs	Ravenous Readers, PCPL	Arizona Daily Star	2/11/23

Library wants to know what's important to teens	Kate Harrison	Pima County FYI	2/10/23
We Recommend: Pick up one of these reads exploring the impact of AI	Ravenous Readers, PCPL	Arizona Daily Star	2/5/23
Library shares office hours of new Writer in Residence	Kate Harrison	Pima County eScoop	2/3/23
Pima County library's #ReadBlack book club is ready for 2023	Newsroom	Arizona Daily Star	2/3/23
We Recommend: Check out these fairy tale reads with a twist	Ravenous Readers, PCPL	Arizona Daily Star	1/29/23
Heavy Metal Librarian Files: Read Harder Challenge 2023	Charlie Touseull, PCPL	Green Valley News	1/27/23
We Recommend: Check out these downloadable thrillers for a rainy day	Ravenous Readers, PCPL	Arizona Daily Star	1/23/23
We Recommend: Books with a romantic touch get you Valentine's Day ready	Ravenous Readers, PCPL	Arizona Daily Star	1/20/23
Library introduces Literacy Reads Collection	Kate Harrison	Pima County eScoop	1/20/23
Art lecture takes audience on a scenic ride	Ellen Sussman	Green Valley News	1/19/23

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
All that's happening with the Seed Library Team	2/14/23	66%
Your February Business News	2/10/23	49%
PageTurners, Digitarians, Transitionals: Black History Month, current changemakers	2/10/23	62%
Bedtime Stories: Gems, minerals, fossils... and books!	2/3/23	80%
Check out these grant opportunities in February and March!	2/1/23	45%
All that's happening with the Kindred Team!	1/31/23	74%
We've added a day at Murphy-Wilmot Library!	1/30/23	59%
Audiophiles and Dependables: Wednesday Addams, AI, a new crime thriller, and more!	1/27/23	74%
Water politics in the Southwest – a Frank Talk	1/24/23	63%
Announcing new hours at Salazar-Ajo Library	1/22/23	44%
Announcing new hours at Caviglia-Arivaca Library	1/22/23	38%
Bright Futures: What will you read in '23?	1/20/23	41%

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%.