

DATE: April 6, 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 – March 2023

Media Relations Activities – Highlights

- Jen G., Eckstrom-Columbus Library, followed up on her March 2022 blog about the Russian invasion of Ukraine ([Strong Like Baba](#)) with [Ukraine: Still Standing Strong, One Year On](#).
- The Library’s Synapse Team highlighted the Pima County Health Department’s new initiative “[Not Alone](#)” in a blog post appearing on our main website and the Synapse page.
- March is Women’s History Month and, to honor it, [Kanopy](#) curated a collection of films addressing topical subjects across history and current event. [It was featured on our website](#).

Media Releases	
Date	Headline
3/20/23	Two libraries to close temporarily for interior improvements
2/22/23	Library entertainment at the Tucson Festival of Books

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
We Recommend: Pick up a book that celebrates women throughout history	Ravenous Readers, PCPL	Arizona Daily Star	3/19/23

I wanted to be part of that kind of organization	Jana Bonfield, PCPL	Arizona Daily Star	3/19/23
Local Opinion: AZ Senate bill to ban books is harmful, not needed	John Halliday, Library Advisory Board	Arizona Daily Star	3/14/23
We Recommend: Cozy fantasy books for every age	Ravenous Readers, PCPL	Arizona Daily Star	3/14/23
There should be a book about 104-year old library patron's wonderful life	Martin Rosales	Pima County FYI	3/10/23
Library page intern program helps people take first step onto career ladder	Newsroom	Pima County Newsroom	3/10/23
We Recommend: Get a workout with brain-twisting puzzle books	Ravenous Readers, PCPL	Arizona Daily Star	3/5/23
Feed your brain with stimulating lectures from One Day University	Martin Rosales	Pima County eScoop	3/3/23
From East LA to Tucson, this Chicana author's dream came true	Sofia Moraga Franco	Arizona Daily Star / La Estrella	3/2/23
Meet the local activist responsible for starting Sun Van's paratransit services	Kenny Darr	KGUN 9 Tucson	2/28/23
Library offers sensory program for children with autism	Jack Cooper	KOLD News 13	2/28/23
Heavy Metal Librarian Files: Kick off spring with the Tucson Festival of Books	Charlie Touseull	Green Valley News	2/26/23
We Recommend: Find books about Black changemakers at Pima County Library	Ravenous Readers, PCPL	Arizona Daily Star	2/26/23
Library will have big presence at the Tucson Festival of Books	Martin Rosales	Pima County FYI	2/24/23
Supporting Mental Health and Well-Being in Pima County	Heather Severson, Synapse, PCPL	Urban Libraries Council (ULC) blog	2/22/23
We Recommend: These mystery reads are vying for a top national honor	Ravenous Readers, PCPL	Arizona Daily Star	2/19/23

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Audiophiles and Dependables: Hard time waiting?	3/24/23	
Himmel Park Library is now open	3/21/23	63%
Kirk-Bear Canyon Library is now open	3/20/23	74%
Ignite: Your March business news!	3/16/23	57%

Bright Futures: All about the Health Action Team	3/16/23	55%
All that's happening with the Many Nations Team	3/14/23	80%
Upcoming temporary closure of Himmel Park Library	3/10/23	63%
PageTurners, Digitarians: Imagine a gender equal world this Women's History Month	3/10/23	79%
Upcoming temporary closure of Kirk-Bear Canyon Library	3/8/23	82%
All that's happening with the Welcome to America Team!	3/7/23	73%
Bedtime Stories: Snowflakes in the desert!	3/3/23	83%
Check out these grant opportunities in March and April	3/1/23	64%
Welcome to America presents Daniel Nayeri	2/28/23	76%
All that's happening with the Pride Team!	2/28/23	67%
STEAM Maker Fair coming up next week!	2/23/23	55%
Audiophiles and Dependables: Audiobooks aplenty in 2023!	2/24/23	75%
Bright Futures: Forget the Oscars and the Grammys...	2/17/23	54%

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%.