

**DATE:** June 1, 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 – May 2023**

**Media Relations Activities – Highlights**

[In this blog post](#), Jon Meade, Career Support Librarian, weighs in on the April 29, 2023 graduation ceremony of the **Career Online High School Class of '22**.

**Don't Miss!** The Library's **Biblio Lotus and Seed Library teams** are hosting a [seed swap](#) and a celebration of Asian American & Pacific Islander Heritage Month:

Saturday, May 27 from 8 to 10 am  
Mission Garden, 946 W. Mission Ln.

Our newest Writer in Residence **Gene Twaronite** is now hosting one-on-one consultations at Woods Memorial Library. In addition, he will also host three workshops. [Get the details here!](#)

Media Releases	
Date	Headline
5/10/23	<a href="#">It's time to write with Gene Twaronite!</a>
5/1/23	<a href="#">Oro Valley Public Library will be temporarily closed</a>
4/11/23	<a href="#">It's time for the Rising Voices Youth Summit</a>
4/7/23	<a href="#">Salazar-Ajo to close temporarily beginning April 24</a>
4/7/23	<a href="#">Changes to Suggest a Purchase coming soon</a>

Media Outcomes			
Headline	Reporter/Author	Outlet	Date

<a href="#">It's time to write with Gene Twaronite, the library's latest Writer in Residence</a>	Martin Rosales	Pima County eScoop	5/19/23
<a href="#">We Recommend: Books with quirky characters that makes for great reads</a>	Ravenous Readers / PCPL	Arizona Daily Star	5/15/23
<a href="#">Main Library accepting submissions for its summertime child art exhibit</a>	Martin Rosales	Pima County FYI	5/12/23
<a href="#">'You can do it' – 19 adults earn diplomas through Library's Career Online High School</a>	Martin Rosales	Pima County FYI	5/12/23
<a href="#">Visit Italy at the Oro Valley Library</a>	Karen Schaffner	Tucson Weekly	5/10/23
<a href="#">We Recommend: New reads by Black authors or featuring Black characters</a>	Ravenous Readers / PCPL	Arizona Daily Star	5/7/23
<a href="#">Library makes changes to program that allows patrons to propose buys</a>	Martin Rosales	Pima County eScoop	5/5/23
<a href="#">Librarian honored for military service with trip to Washington</a>	Mia Kortright	Pima County eScoop	5/5/23
<a href="#">It's National Library Week: Find Pima County libraries near you with this map</a>	Newsroom	Arizona Daily Star	4/24/23
<a href="#">We Recommend: Jump into the world of relationship fiction</a>	Ravenous Readers / PCPL	Arizona Daily Star	4/22/23
<a href="#">Library can help if you're in the mood for a tear-jerker</a>	Martin Rosales	Pima County eScoop	4/21/23
<a href="#">Library's Synapse Team on helping mental health community-wide</a>	Tony Paniagua	Arizona Public Media	4/20/23

<b>Savannah emails sent to PCPL customers</b>		
<b>Subject line</b>	<b>Date</b>	<b>Open rate</b>
This month from the Many Nations Team!	5/16/23	62%
Your May business news!	5/16/23	56%
PageTurners, Digitarians, Transitionals: They are great stories, full stop.	5/12/23	74%
We're open... Salazar-Ajo Library	5/8/23	60%
Bedtime Stories: Be confident, take a chance	5/5/23	82%
This month from the Biblio Lotus Team!	5/2/23	66%
Upcoming temporary closure of Oro Valley Public Library	5/1/23	92%
Check out these grant opportunities in May and June!	5/1/23	84%
Audiophiles: Celebrate libraries, applaud library workers	4/28/23	73%
Salazar-Ajo is currently closed	4/24/23	62%

Bright Futures: Homework got you down? We can help!	4/21/23	53%
This month from the Synapse Team!	4/18/23	79%
Reminder: Salazar-Ajo Library will close temporarily	4/17/23	64%
PageTurners, Digitarians, Transitionals: Book hangovers... they're real!	4/14/23	84%
Will we see you at the Rising Voices Youth Summit? We hope so!	4/11/23	66%
Changes to Suggest a Purchase coming soon	4/7/23	86%
Bedtime Stories: Trains, crafts, bracelets, & more... at your library!	4/7/23	77%
This month from the Seed Library Team	4/4/23	84%
Check out these grant opportunities in April and May!	4/4/23	82%
Upcoming temporary closure of Salazar-Ajo Library	4/3/23	75%
All that's happening with the Nuestras Raíces Team!	3/28/23	79%
Wednesday! Diggin' in the Crates at Flowing Wells Library	3/27/23	56%
Cynthia Harmon presents <i>Mi Ciudad Sings</i>	3/27/23	74%

**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%.