

DATE: July 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 – June 2023

Media Relations Activities – Highlights

Kelly Wilson, Eckstrom-Columbus Library manager, wrote the most recent contribution to the [Arizona Daily Star column](#). In it, she reflects on going to the library as a child to becoming a co-founder of the Seed Library.

PCPL's very popular all-ages event, **MegaMania**, is back after a hiatus due to the COVID-19 pandemic: Saturday, July 15 from 1 to 5 pm at Pima Community College Downtown Campus. [Visit our website to see all that's happening!](#)

Summer Learning programming is in full swing! With more than 150 events (with more being added) at library branches, there's something for everyone, from families and babies to teens and tweens. [Take a look at our online calendar to see all the offerings.](#)

Media Releases	
Date	Headline
6/1/23	Announcing new hours at Southwest Library / Se anuncian nuevos horarios para la biblioteca Southwest
6/1/23	Announcing new hours at Frank De La Cruz-El Pueblo Library / Se anuncia nuevo horario en la Biblioteca Frank De La Cruz-El Pueblo
6/1/23	Summer Learning launches at local libraries!

Media Outcomes			
Headline	Reporter/Author	Outlet	Date

Pima County public libraries bring reading fun for kids this summer	Newsroom	KGUN 9	6/20/23
10 fun indoor things to do in Tucson this summer to beat the heat	Elvia Verdugo	#ThisIsTucson	6/20/23
Photos: The 53rd Annual Juneteenth Festival	Kelly Presnell	Arizona Daily Star	6/19/23
From Library visitor to co-founder of Pima County's Seed Library	Kelly Wilson, PCPL	Arizona Daily Star	6/17/23
Volunteer Corner: Mali brings smiles to readers of all ages	Deborah Bosma, PCPL and Lupita Flores	Green Valley News	6/17/23
Pima County public libraries bring reading fun for kids this summer	Newsroom	KGUN 9	6/16/23
'Once in a lifetime' grant: Pima County gets \$30M to expand broadband access	Daniel Shailer	TucsonSentinel.com	6/16/23
We Recommend: Give your brain a vacation with these reads	Ravenous Readers, PCPL	Arizona Daily Star	6/13/23
We Recommend: Soak up summer with these reads from your couch	Ravenous Readers, PCPL	Arizona Daily Star	6/11/23
Libraries offering lessons on bike maintenance	Martin Rosales	Pima County FYI	6/9/23
Where to find free food for kids and adults this summer	Ellice Lueders	Arizona Daily Star	6/6/23
How Chinese heirloom seeds can lead to climate-adapted food for future gardeners	Clara Migoya	Arizona Republic	6/3/23
We Recommend: Check out must-read books by Asian/Pacific Islander authors	Ravenous Readers / PCPL	Arizona Daily Star	6/3/23
Library launches summer learning program	Martin Rosales	Pima County eScoop	6/2/23
Help is available for aspiring writers	Karen Schaffner	Tucson Weekly	5/31/23
We Recommend: These books use art to better get the story across	Ravenous Readers / PCPL	Arizona Daily Star	5/28/23
Digital storytelling summer camp coming to Woods Memorial Library	Anne Simmons	KGUN 9	5/26/23
We Recommend: These picture books celebrate manual labor, trades work	Ravenous Readers / PCPL	Arizona Daily Star	5/21/23
Nearly two decades in, still loving what I do	Leila Duncan / PCPL	Arizona Daily Star	5/21/23

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Nanini Library will be closed on Monday, June 26	6/21/23	63%
Bright Futures: Take care of YOU!	6/16/23	54%
Pardon our dust – Sahuarita Library	6/13/23	79%
This month from the Kindred Team!	6/13/23	76%
Digitarians, Transitionals: Read a book. Escape reality.	6/9/23	91%
PageTurners: Movie moments that started it all...	6/9/23	72%
Frank Talk: What's happening in classrooms today?	6/5/23	65%
Bedtime Stories: It's Summer Learning time!	6/2/23	72%
Announcing new hours at Southwest Library	6/1/23	74%
Announcing new hours at Frank De La Cruz-El Pueblo Library	6/1/23	53%
Check out these grant opportunities in June and July	6/1/23	45%
This month from the Pride Team!	5/30/23	70%
Reminder – our Friends are having a party	5/27/23	76%
Tomorrow! Grow with the Seed Library at Mission Garden	5/26/23	79%
Audiophiles and Dependables: Summer staycation reads	5/26/23	68%
This month from the Welcome to America Team	5/23/23	79%
Our Friends are having a party...	5/20/23	86%
Bright Futures: Join the Digital Storytelling Summer Camp!	5/19/23	63%

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%.