

DATE: September 7, 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 – July and August 2023

Media Relations Activities – Highlights

Gene Twaronite, the Library's most recent Writer in Residence, authored a blog post—[A Life from Writing](#)—about his experience in the role.

Need a little Seed Library refresher? Have someone in your life that might like to know about it? We've got [Seed Library 101 on our website!](#) Learn how to get, grow, and share seeds!

Our Affinity Teams continue publishing awesome content on the website, including [Toby W. from Pride](#), who wrote about the most recent Rainbow Reads and [Hilary T. from Synapse](#), who wrote about the work of Buddhist nun Pema [Chödrön](#)

Media Releases	
Date	Headline
6/30/23	Borrow a blood pressure kit at your library
6/26/23	MegaMania returns!

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
Digital navigators offer in-depth personalized help with online services	Martin Rosales	Pima County FYI	8/25/23
Beyond the Library Stereotype	Jen Glass / PCPL	Arizona Daily Star	8/20/23

Librarian in new leadership role writes about growing, dreaming and reaching for more	Martin Rosales	Pima County eScoop	8/18/23
We Recommend: Escape the Tucson heat with these chilly reads	Ravenous Readers / PCPL	Arizona Daily Star	8/12/23
Everything you need to know about borrowing seeds from your local library	Martin Rosales	Pima County FYI	8/11/23
Read to a dog at your local library	Anne Simmons	KGUN 9	8/9/23
Happy Book Bike Week	Patti Gibbons	Information Today	8/8/23
We Recommend: Check out one of these cozy mysteries with a sweet twist	Ravenous Readers / PCPL	Arizona Daily Star	8/6/23
Stretch your brain with poetry challenge	Martin Rosales	Pima County eScoop	8/4/23
Seed Library a budget-friendly resource for gardeners	Brianna McCord	Green Valley News	8/2/23
We Recommend: Most anticipated book club picks for 2023	Ravenous Readers / PCPL	Arizona Daily Star	7/30/23
Read the book or watch the movie?	Martin Rosales	Pima County FYI	7/28/23
Back-to-school tips for young children	Sabrina Chapman	Tucson Weekly	7/26/23
We Recommend: Tech reads to add to your to-do list	Ravenous Readers / PCPL	Arizona Daily Star	7/23/23
Borrow blood pressure kits at your library	Martin Rosales	Pima County eScoop	7/21/23
We Recommend: Get into the monsoon spirit with these weather reads	Ravenous Readers / PCPL	Arizona Daily Star	7/16/23
Pima County Public Library brings MegaMania back! (starts at 9:59)	Mark McLemore	Arizona Spotlight	7/14/23
Libraries host listening sessions on improving internet accessibility Borrow a blood pressure kit at your local library	Martin Rosales	Pima County FYI	7/14/23
MegaMania offers cosplay, workshops for all ages	Christina Fuoco	Tucson Local Media	7/13/23
We Recommend: Lighten up with these breezy summer romance reads	Ravenous Readers / PCPL	Arizona Daily Star	7/9/23
Pima County libraries offer blood pressure kits	Jamie Verwys	Green Valley News	7/8/23

Resource fair for Domestic Violence victims July 13 at Flowing Wells Library	Reyna Preciado	KGUN 9	6/26/23
Summer reading that embraces the heat	Martin Rosales	Pima County FYI	6/23/23
Pima County awarded grant to increase broadband's reach	Newsroom	Signals AZ	6/23/23

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Bright Futures: Be there for someone	8/18/23	73%
Checking in with the Biblio Lotus Team	8/15/23	59%
PageTurners, Digitarians, Transitionals: Read like a celebrity	8/11/23	71%
Salazar-Ajo Library opening Tuesday, August 15	8/11/23	54%
Salazar-Ajo Library currently closed	8/9/23	74%
Bedtime Stories: Feeling all the feelings...	8/4/23	66%
Check out these grant opportunities in August and September	8/2/23	111%
Checking in with the Synapse Team	8/1/23	65%
Audiophiles and Dependables: Reading is good for your blood pressure	7/28/23	67%
Bright Futures: Banish boredom!	7/21/23	65%
Checking in with the Seed Library Team!	7/18/23	79%
PageTurners, Digitarians, Transitionals: Putting books aside for a moment...	7/14/23	113%
This Saturday at MegaMania... dice goblins, mini comics, tabletop gaming, and much more!	7/12/23	85%
Your July business news	7/7/23	66%
Are these picture books really useless?	7/7/23	78%
Checking in with the Pride Team!	7/4/23	66%
MegaMania returns! See you there?	7/3/23	74%
Check out these grant opportunities in July and August!	7/1/23	68%
This month from the Nuestras Raíces Team!	6/27/23	73%
Audiophiles and Dependables: There's always something new to read!	6/23/23	72%

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%.