

**DATE:** November 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 – October 2023**

**Media Relations Activities – Highlights**

Do you love hearing about new books and sharing books you’ve loved with others? If so, don’t miss our upcoming **Brown Bag Book Shares** on December 6, January 3, and February 7. Read more about these events (including themes) [on our website](#).

We received a wonderful [Love Letter to My Library](#) from customer Minnie about our Writer in Residence Program. She says, “I will continue to immerse myself in meeting the vibrant writers who share their experiences as the Writers in Residence.”

Elizabeth Taylor, the adult nonfiction buyer in our Collection Development Office, wrote [October’s Arizona Daily Star column](#), which was titled “Libraries are just the coolest.” In it, she proclaimed, “I have the very best job at PCPL. Yes, I’m the winner, it’s me.”

Media Releases	
Date	Headline
10-10-23	<a href="#">The Pride Team presents Kianna Alexander</a>
9-27-23	<a href="#">Biblio Lotus presents author Karen Chow</a>

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
<a href="#">Libraries are just the coolest</a>	Elizabeth Taylor, PCPL	Arizona Daily Star	10/15/23
<a href="#">We Recommend: Political memoirs worth checking out</a>	Ravenous Readers, PCPL	Arizona Daily Star	10/15/23

<a href="#">If you need some scary thrills and chills, the Library has you covered</a>	Martin Rosales	Pima County FYI	10/13/23
<a href="#">Friends of Pima Library: Sales across Tucson raise nearly \$250,000</a>	Madison Thomas	KGUN 9 News	10/13/23
<a href="#">Northside Woods Memorial Library hosting a 'Minecraft' themed escape room</a>	Adam Klepp	KGUN 9 News	10/13/23
<a href="#">ICS announces start of its annual fall food drive</a>	Bivian Contreras	KGUN 9 News	10/10/23
<a href="#">We Recommend: Pick up one of these scary reads set in the woods</a>	Ravenous Readers, PCPL	Arizona Daily Star	10/18/23
<a href="#">Tucson book club aims to build community, consider solutions</a>	Bill Finley	Arizona Daily Star	10/6/23
<a href="#">Librarian's story: What they left behind so I could thrive in the United States</a>	Paulina Aguirre-Clinch / PCPL	Pima County eScoop	10/6/23
<a href="#">Community Health Partners in Unexpected Places</a>	Michael K. Hole, et al.	Mayo Clinic Proceedings	10/4/23
<a href="#">Harold Wood is 103 years old!</a>	Nate Huffman	Arizona Public Media	10/3/23
<a href="#">Here's what's happening in Tucson for Banned Books Week</a>	Elvia Verdugo	#ThisIsTucson	9/30/23
<a href="#">We Recommend: These books have been named finalists for the Kirkus Prize</a>	Ravenous Readers / PCPL	Arizona Daily Star	9/27/23
<a href="#">We Recommend: Graphic novels share the true stories of refugees, immigrants</a>	Ravenous Readers / PCPL	Arizona Daily Star	9/24/23
<a href="#">Tucson artist tapped to create sculpture for Martha Cooper Library</a>	Mikenzie Hammel	KGUN 9	9/19/23
<a href="#">How a Tucson library manager born to immigrant parents is now serving others</a>	Paulina Aguirre-Clinch / PCPL	Pima County eScoop	9/17/23

<b>Savannah emails sent to PCPL customers</b>		
<b>Subject line</b>	<b>Date</b>	<b>Open rate</b>
PageTurners, Transitionals, Digitarians: We're back at The Loft! See you there?	10/13/23	77%
News from the Seed Library Team!	10/10/23	62%
Bedtime Stories: Goodnight, sleep tight	10/6/23	69%
Greetings from the Career Online High School office!	10/4/23	61%
News from the Pride Team!	10/3/23	56%
Check out these grant & nonprofit opportunities in October and November	10/3/23	76%

Biblio Lotus presents author Karen Chow	9/27/23	68%
Checking in with the Kindred Team!	9/26/23	60%

**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%.*