
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 – September 2023

Media Relations Activities – Highlights

We still have **two workshops with our Writer in Residence, Abida Nelson**. Please help spread the word if you know anyone who would be interested in attending:

"Show Me What Ya Got: Memoir as Burlesque"

[Saturday, October 28 from 11 am to 1 pm](#) @ YWCA Tucson, 525 N. Bonita Ave.

This workshop will offer participants an opportunity to get into the nitty-gritty of what it takes to write a memoir. Registration, [via the Library's website](#), is required. It will open on Saturday, October 14 at 8 am.

"Sofrito For the Masses: a BIPOC Workshop"

[Saturday, November 18 from 11 am to 1 pm](#) @ Woods Memorial Library

This workshop is geared toward BIPOC writers looking to break into the publishing world. Registration is required and will open on Saturday, November 4. Please do so by calling Woods Memorial Library at (520) 594-5445.

Mes de la Cultura runs from September 15 to October 15. [Check out this blog post](#) for 10 ways to celebrate!

Library staff recognized Constitution Week (September 17 through 23) with blog posts and book lists:

- [Learn about National Constitution Day](#)
- [How did we get a Constitution?](#)

- [The Constitution itself](#)
- [Your—and everyone’s—freedom to read](#)
- [The other 26 Amendments to the Constitution](#)
- [It takes a lot of popular will](#)
- [Constitution Day/Citizenship Day](#)

Media Releases	
Date	Headline
9/12/23	Synapse Team presents a Community Dialogue on Mental Health
9/8/23	Welcoming Adiba Nelson as the Library’s newest Writer in Residence
9/6/23	Tweens and teens, submit your artwork!

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
What they left behind so I could thrive	Paulina Aguirre-Clinch / PCPL	Arizona Daily Star	9/17/23
We Recommend: Pick up a puzzling mystery from the Pima County Library	Ravenous Readers / PCPL	Arizona Daily Star	9/17/23
NYT best-selling author Jance headed to Green Valley	Kim Smith	Green Valley News	9/16/23
Pima County hosting multiple events as part of Hispanic Heritage Month	Martin Rosales	Pima County eScoop	9/15/23
Adiba Nelson is library’s latest Writer in Residence	Martin Rosales	Pima County eScoop	9/15/23
A mega list of book clubs for every Tucson bookworm	Elvia Verdugo	Arizona Daily Star	9/11/23
We recommend: Books to read before summer comes to an end	Ravenous Readers / PCPL	Arizona Daily Star	9/10/23
Tucson author Adiba Nelson is Library’s first Black writer in residence	Bill Finley	#ThisIsTucson	9/8/23
Championing inclusivity in library collection policies	Kelly Jensen	Book Riot	9/8/23
County hosting multiple events as part of Hispanic Heritage Month	Kate Harrison	Pima County FYI	9/8/23
Sidewalk construction to alter traffic around Nanini Library	Martin Rosales	Pima County FYI	9/8/23
As some libraries cuts ties with ALA, AZ stays	Jill Ryan	KJZZ	9/6/23
We Recommend: Reads to get your writing creative juices flowing	Ravenous Readers / PCPL	Arizona Daily Star	9/3/23

15 best things to do in Green Valley, AZ	Blake Walsh	Travel Lens	9/3/23
Modern libraries still have books, sure, but they offer so much more	Jen Glass	Pima County eScoop	9/1/23
Search is on for two handcrafted benches stolen from Himmel Park Library	Newsroom	KVOA News 4	8/29/23
Pima County Library faces surge of complaints as debate over book bans heats up	Gabrielle Parish	KVOA News 4	8/29/23
Giving Back in Southern Arizona	Newsroom	Arizona Daily Star	8/28/23
We Recommend: New voices in fiction to check out at the library	Ravenous Readers / PCPL	Arizona Daily Star	8/27/23

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Audiophiles and Dependables: Extinction... read about it	9/22/23	65%
Calling all artists!	9/20/23	82%
Bright Futures: The drawing edition...	9/15/23	51%
Checking in with the Nuestras Raíces Team!	9/12/23	60%
PageTurner, Digitarian, Transitional: Historical fiction at its finest	9/8/23	89%
Construction on Nanini Library parking lot	9/6/23	77%
This month from the Many Nations Team!	9/5/23	68%
Check out these grant opportunities in September!	9/1/23	66%
Bedtime Stories: What do pizza, grandparents, and punctuation have in common?	9/1/23	82%
We're updating our magazine policy	8/30/23	65%
Checking in with the Welcome to America Team!	8/29/23	82%
Audiophiles and Dependables: New for you!	8/25/23	76%

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%.