

DATE: February 1, 2024

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 – December 2023

Media Relations Activities – Highlights

If you’ve missed any of our recently published *Arizona Daily Star* columns, they’re worth checking out:

- Jon Meade (Community Engagement Office, Joel D. Valdez Main Library) on Career Online High School in [The school is virtual, but the diploma is real.](#)
- Sarah Sheldon (Wheeler Taft Abbett Sr. Library) on the E-Library in [Sometimes, the best things in life really are free!](#)
- Elizabeth Taylor (Collection Development Office, Joel D. Valdez Main Library) on her role as book selector in [Librarians are just the coolest.](#)

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
We Recommend: Jump into a good book with these Library recommendations	Ravenous Readers / PCPL	Arizona Daily Star	12/17/23
The school is virtual, but the diploma is real	Jon K. Meade / PCPL	Arizona Daily Star	12/17/23
PCPL feeds community youth through after-school snack program	Bri Pacelli	KGUN 9 Nes	12/15/23
We Recommend: Title take concerns over disinformation, manipulation and more	Ravenous Readers / PCPL	Arizona Daily Star	12/10/23

Find out what you can grow this month with the Seed Library	Mia Kortright	Pima County FYI	12/8/23
Sometimes, the best things in life really are free	Mia Kortright	Pima County eScoop	12/1/23

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
News from the Welcome to America Team	12/19/23	66%
Bright Futures: We want your artwork!	12/15/23	57%
PageTurner, Digitarian, Transitional: Are these must-reads?	12/8/23	77%
Your Career Online High School December news!	12/6/23	100.4%
News from the Biblio Lotus Team!	12/5/23	64%
Check out these grant opportunities in January	12/4/23	74%
Bedtime Stories: Fairly odd? Yes! Worth reading? Absolutely!	12/1/23	60%
News from the Nuestras Raíces Team	11/28/23	56%
Audiophiles and Dependables: Read. Go places.	11/24/23	65%

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%.