

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 – January 2024

Media Relations Activities – Highlights

Charlie T., Tween Librarian at Sahuarita Library, continued his ongoing Heavy Metal Librarian series with [Beyond Books: Check Out All the Library Offers](#). The column runs monthly in the *Green Valley News* and *Sahuarita Sun*.

[In this blog post](#) by Matthew L., Economic Development Librarian, highlighted the Library's ongoing partnership with Literacy Connects. In it, he also announced that the partnership will now include GED classes and Spanish-language computer classes.

There's still room in a couple of [Gregory McNamee's writing workshops](#):

- Blogs and Other Social Media for Writers – 2/21 at Joyner-Green Valley Library
- Travel Photography – 1/31 at Wheeler Taft Abbett Sr. Library and 2/28 at Joyner-Green Valley Library

Looking for something to watch? Kanopy Streaming Video released its [Most Watched of 2023](#). There are some great films to stream!

Media Releases	
Date	Headline
1/4/24	Gregory McNamee to host series of workshops for writers

Media Outcomes			
Headline	Reporter/Author	Outlet	Date

Tucson librarian aims to bring the community together through books	Kelsey Blackman / PCPL	Arizona Daily Star	1/21/24
A collector of stories, knickknacks and books, Hia-Ced O'odham elder is a voice for her unacknowledged tribe	John Washington	AZ Luminaria	1/18/24
The Heavy Metal Librarian Files – Beyond books: Check out all the library offers	Charlie Touseull / PCPL	Green Valley News	1/15/24
We Recommend: These books adapted for the screen were up for Golden Globes	Ravenous Readers / PCPL	Arizona Daily Star	1/14/24
Shhh! We're reading: Check out the library's silent book group	Mia Kortright	Pima County FYI	1/12/24
Today's librarians: Shushing is not their focus	Jan Henrikson	Desert Leaf	January 2024
We Recommend: Books that combine sports and romance	Ravenous Readers / PCPL	Arizona Daily Star	1/7/24
Sometimes, the best things in life really are free!	Mia Kortright	Pima County eScoop	1/5/24
We Recommend: Books that will take you on a trip	Ravenous Readers / PCPL	Arizona Daily Star	12/31/23
We Recommend: Check out these mystery reads fit for the winter season	Ravenous Readers / PCPL	Arizona Daily Star	12/24/23
Poinsettia: What's in a name?	Mia Kortright	Pima County FYI	12/22/24

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
All that's new with the Seed Library Team!	1/16/24	68%
Reminder: Temporary closure of Joyner-Green Valley Library	1/12/24	88%
PageTurner, Digitarian, Transitional: Drumroll, they say these are the best...	1/12/24	95%
Get your fresh, local and affordable produce at Valencia Library	1/8/24	44%
Bedtime Stories: What's a wimmelbilder?	1/5/24	74%
Please note, updates to El Rio Neighborhood Center parking lot	1/4/24	75%
Are you a writer? Join us for a free workshop series!	1/4/24	72%
Your Career Online High School January News!	1/3/24	118%
All that's new with the Synapse Team	1/2/24	76%
Check out these grant opportunities in January and February!	1/1/24	68%
Upcoming temporary closure of Joyner-Green Valley Library	12/29/23	149%

Audiophiles and Dependables: It's been 82 years...	12/22/23	63%
Your future, your climate plan	12/20/23	73%

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%.