
DATE: September 5, 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
Reneé Bibby, Library Services Manager
Communications and Systems Office

SUBJECT: Communications & Systems Office Report, August 2024

Election 2024... stay informed! We've got two events coming up that may be of interest:

The Truth Above Everything Else: Misinformation and the Election

Saturday, September 14 from 10:30 am to noon
Murphy-Wilmot Library

[Register to attend.](#)

Election Read: Your Basic Guide to Getting Involved in Democracy

Saturday, September 28 from 10 am to 11:15 am
Online event

[Register to attend.](#)

In her August 18 contribution to the Library's ongoing Arizona Daily Star column, Library Services Manager Kate DeMeester-Lane said:

"It is no secret that libraries have recently become controversial because we offer stories that center BIPOC and LGBTQ+ people and experiences. We are being asked by some to become complicit in the disenfranchisement of these communities by withholding stories of their struggles and successes. We are being asked to erase knowledge of their resilience and even their very existence from our shelves. This is something that we have not done and will never do, regardless of whose story is being targeted. Each person in our community has a right to see themselves and their story reflected in the body of knowledge we offer at the library, and to be empowered by what they find here."

[Read the full article on our website.](#)

National Honey Bee Day falls in late August and, to celebrate, Seed Library Team member Justine H. wrote [a blog post](#) about the vital role honey bees have on our food system. The blog also includes recommended reading and a link to seeds that support bees and other pollinators.

This month the team supported Young Adult Services Librarians in launching the 2024 Worlds of Imagination Art Showcase, a contest recognize young artists for your science fiction, fantasy, comics, or manga-style artwork. Carolina updated visuals and the web team, Alexa, Chris, and Amy launched [the updated website](#).

September promises to be very busy with programing, which means the marketing team prepared press releases, flyers, social media graphics, and websites for a variety of projects that include the two election information events mentioned above, as well as our incoming [Writer in Residence](#), Meg Files, the [Desert Steams](#) kick-off event, [Synapse's W.O.R.T.H.Y.](#) presentation, and [Community Conversation on Racial Discrimination in Housing in Tucson](#).

We wrapped up the Library Card Contest with nearly 400 submissions! The next month will be spent in review before we announce winners.

MEDIA RELATIONS

MEDIA RELEASES

[MegaMania 2024: Mark your calendars!](#)

Sent 7/8/2024

[Seeking submissions for limited-edition library card contest!](#)

Sent 7/18/2024

MEDIA OUTCOMES

[MegaMania 2024: Mark your calendars](#)

Mia Kortright *Pima County eScoop* 7/19/2024

[MegaMania](#)

Greg Lugo *KGUN 9* 7/20/2024

[Hope for the helpers](#)

Linde Furman/PCPL *Arizona Daily Star* 7/21/2024

[Celebrate Disability Pride Month with these books](#)

Ravenous Readers/PCPL *Arizona Daily Star* 7/21/2024

[More cooling resources to be sent to Ajo and Western Pima County](#)

Newsroom *Signals AZ* 7/22/2024

[You could be the next designer of the Pima County Public Library card](#)

Elvia Verdugo *#ThisIsTucson* 7/23/2024

[This Tucson author is flying high on her debut novel's widespread success](#)

Bill Finley *Arizona Daily Star* 7/25/2024

[Community spotlight: Breaking barriers for small business startups](#)

Mia Kortright *Pima County FYI* 7/26/2024

[We Recommend: Pool day picks for young readers](#)

Ravenous Readers/PCPL *Arizona Daily Star* 7/28/2024

[Seeking submissions for limited-edition library card contest](#)

Mia Kortright *Pima County eScoop* 8/2/2024

[We Recommend: These recommended reads are set at the rink](#)

Ravenous Readers *Arizona Daily Star* 8/4/2024

[The Books on Wheels program of the Pima County Public Library](#)

Reporter - Pedaling the Pueblo *KXCI Community Radio* 8/4/2024

[Seeking submissions for limited-edition library card contest](#)

Mia Kortright *Pima County FYI* 8/9/2024

[We Recommend: Reads that will inspire hope](#)

Ravenous Readers/PCPL *Arizona Daily Star* 8/11/2024

[County librarian says there's hope for the helpers](#)

Linde Furman/PCPL *Pima County eScoop* 8/16/2024

[Knowledge is Power](#)

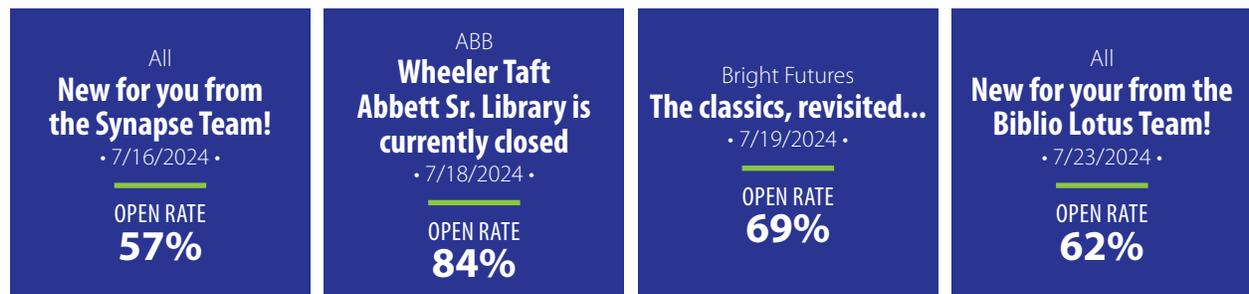
Kate DeMeester-Lane/PCPL *Arizona Daily Star* 8/18/2024

[We Recommend: Get the tea from these recommended reads](#)

Ravenous Readers/PCPL *Arizona Daily Star* 8/18/2024

SAVANNAH MESSAGES SENT TO PCPL CUSTOMERS

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%.



<p>HIM customers Himmel Park Library renovation... will you share your opinion with us? • 7/25/2024 •</p> <p>OPEN RATE 46%</p>	<p>All Your art... on a library card!!! • 7/25/2024 •</p> <p>OPEN RATE 50%</p>	<p>Audiophiles, Dependables Rock, roll, read... • 7/26/2024 •</p> <p>OPEN RATE 40%</p>	<p>Participating branches PLAZA Mobile Market... peaches, apples, figs, and more! • 7/30/2024 •</p> <p>OPEN RATE 38%</p>
<p>Bedtime Stories Always moving forward, never giving up • 8/2/2024 •</p> <p>OPEN RATE 74%</p>	<p>Grants & Nonprofits Grant opportunities in August and September • 8/2/2024 •</p> <p>OPEN RATE 87%</p>	<p>All New for you from the Seed Library Team! • 8/6/2024 •</p> <p>OPEN RATE 60%%</p>	<p>COHS Your Career Online High School August news! • 8/7/2024 •</p> <p>OPEN RATE 105%</p>
<p>All There's still time... library card contest! • 8/7/2024 •</p> <p>OPEN RATE 71%</p>	<p>PageTurners, Digitarians, Transitionals Palm trees? Yes, palm trees. • 8/9/2024 •</p> <p>OPEN RATE 84%</p>	<p>Bright Futures The more you know... • 8/16/2024 •</p> <p>OPEN RATE 58%</p>	

20
print orders
23,539
pieces

GRAPHIC DESIGN

1 Special Projects **5** Flyers **9** Website Assets **7** Social Media Assets **2** Small Posters

24
Total

PIMA COUNTY PUBLIC LIBRARY PRESENTS
DESERT STREAMS KICK OFF
FOR ROUND 2 OF SUBMISSIONS! Sept 15th - Oct 15th

Friday, September 13th
7 pm-10 pm
Groundworks
2919 E Grant Rd
FREE ALL AGES EVENT!

LIVE MUSIC
AZTRAL FOLK
MISS OLIVIA & THE INTERLOPERS
ZNORA
DJ MIZSKODEN

THE TRUTH ABOVE EVERYTHING ELSE: MISINFORMATION & THE ELECTION

Saturday, September 14th
10:30 am - 12 pm
Murphy-Wilmot Library
530 N. Wilcox Rd

Register at library.pima.gov/events
Parents will discuss the topic and take questions from the audience. Questions and ideas that will be discussed include:

- What is misinformation and disinformation?
- What tools can I use to evaluate the information I get from social media and the news?
- How does confirmation bias work and how does it affect me?
- When should I be skeptical about the information I consume?
- How do algorithms reinforce my beliefs and how can I see out of my box?
- How does the existence of deepfakes and voice cloning impact the way we view information?
- What can be done about misinformation that doesn't involve censorship?
- How can I improve civil discourse, make a positive impact, and spread factual information?

Murphy Wilmot PIMA COUNTY PUBLIC LIBRARY
Call (520) 594-5420 | Infoline (520) 791-4010 | Visit library.pima.gov

Eckstrom Columbus PIMA COUNTY PUBLIC LIBRARY
#W.O.R.T.H.Y.: 102 WITH VANA DEE LEWIS

Working on respecting our mental health and emotional wellness. Get out of the heat, do some art and get a FREE T-shirt! Learn about your brain and how to feel happy!

Saturday, September 14th
1 pm-3 pm
Eckstrom-Columbus Library
4350 E 23rd St

Register at library.pima.gov/events

- ★ Free #WORTHY T-shirt
- ★ Free journal, pen and pencil
- ★ Art activity (vision board creation)
- ★ Age specific affirmations card
- ★ Self-worth empowerment skills handouts and resources
- ★ Mental health awareness and tools
- ★ Substance prevention awareness free subscription via email

Call (520) 594-5285 | Infoline (520) 791-4010 | Visit library.pima.gov

SOCIAL MEDIA

PERFORMANCE

FACEBOOK

31

NUMBER OF POSTS

19.6K

OVERALL REACH

1.8K

CONTENT INTERACTIONS

6.3K

HIGHEST REACH

TIKTOK

6

NUMBER OF POSTS

14K

VIDEO VIEWS

819

TOTAL LIKES

1.7K

HIGHEST VIEWED

206

MOST LIKED

INSTAGRAM

30

NUMBER OF POSTS

12.4K

OVERALL REACH

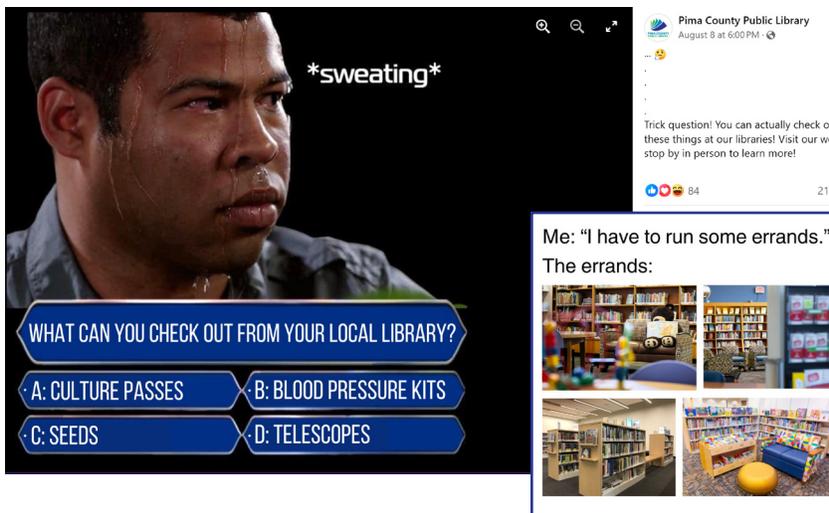
3.5K

CONTENT INTERACTIONS

3K

HIGHEST REACH

HIGHLIGHTS



Click the photo above to view the TikTok

WEBSITE

WEBSITE CARDS

124 Staff Lists Cards
30 Event Cards

BLOGS

17 Blogs

[Protect yourself: Gaming and misinformation](#)

PAGES

5 Page Updates
2 designed

[Worlds of Imagination](#)

BOOKLISTS

6.32% Booklist Clickthrough

A top book list [National Fruits & Veggies Month](#)

EVENTS

920 Hosted Events

41,393 Event Pageviews

7.80% Event Clickthroughs

WEBSITE FEEDBACK

17 Customer Support Interactions

MESSAGE BEE

60,575 Messages Sent

72.26% Open Rate