

DATE: February 6, 2025

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, December and January

Samantha N. in the Library's Community Engagement Office continues to write well-researched and -written blog posts. She is a member of the Nuestras Raíces Team and her posts make a great addition to the team's webpage. Her most recent post was about [Las Posadas](#). She's previously written about Día de Muertos, El Grito, and poinsettias.

Morgen D. of the Synapse Team wrote a very touching and informative blog post about eating disorders and the holiday season: [Nourish yourself with kindness and self-respect](#).

It's the end of the year... and with it comes plenty of "Best of" and "Looking back at the year" lists from readers and critics alike. Here are some that may be of interest:

- [Taking home the prize – 2024 award winners!](#)
- [El Rio Book Club 2024](#)
- [Have you read these 2024 memoirs?](#)
- [School Library Journal's Best YA Books of 2024](#)
- [Best Selling Manga 2024](#)

Our most recent Arizona Daily Star columns – by Victoria Manriquez and John Cafiero – explore the use of social media in promoting the library and loving and working in libraries since the age of 6, respectively:

- [Connecting with the community through memes and TikToks](#)
- [Self Portrait in Six Libraries](#)

Looking for something new to read? Take a look at some of Lit Hub's most anticipated books of 2025. This list is for books coming out in January 2025. Check our website for future months!

Consider joining a book club in 2025! We host in-person and virtual events at eleven libraries!

MEDIA RELATIONS

MEDIA OUTCOMES

Suppressing ideas today will have lasting effects

Mia Kortright *Pima County FYI* 11/22/2024

We Recommend: 4 books that spread awareness about adoption

Ravenous Readers/PCPL *Arizona Daily Star* 11/23/2024

This local librarian talks about our right to read

Bill Finley *Arizona Daily Star* 11/24/2024

Tucson Rodeo Foundation donates books to promote literacy

Zachary Jackson *KVOA News 4* 11/26/2024

We Recommend: 4 unconventional children's books to check out

Ravenous Readers/PCPL *Arizona Daily Star* 11/30/2024

Suppressing ideas today will have lasting effects

Mia Kortright *Pima County eScoop* 12/6/2024

We Recommend: Four books to check out

Ravenous Readers/PCPL *Arizona Daily Star* 12/7/2024

We Recommend: Four books featuring characters who set an example

Ravenous Readers/PCPL *Arizona Daily Star* 12/7/2024

Empty Shelves, Full House

Newsroom *The Daily Wildcat* 12/12/2024

Home viewing for the holidays from Kanopy

Mia Kortright *Pima County FYI* 12/13/2024

We Recommend: 4 holiday-themed mystery books

Ravenous Readers/PCPL *Arizona Daily Star* 12/15/2024

Connecting with the community through memes and TikToks

Victoria Manriquez/PCPL *Arizona Daily Star* 12/15/2024

The seeds of community thrive in the library

Mort Rosenblum *Arizona Daily Star* 12/20/2024

Letter: Literacy and Libraries

Judi Moreillon *Arizona Daily Star* 12/24/2024

Nourish yourself with kindness and respect

Mia Kortright *Pima County FYI* 12/27/2024

[We Recommend: The best books of 2024, according to Book Riot](#)

Ravenous Readers/PCPL *Arizona Daily Star* 12/27/2024

Connecting community through memes and TikToks

Mia Kortright *Pima County eScoop* 1/3/2025

[We Recommend: Relax with these cozy books](#)

Ravenous Readers/PCPL *Arizona Daily Star* 1/5/2025

[Want to share seeds with the Seed Library? Here's how!](#)

Mia Kortright *Pima County FYI* 1/10/2025

[We Recommend: Four memoirs from 2024](#)

Ravenous Readers/PCPL *Arizona Daily Star* 1/12/2025

[Don't miss this performance for the Lunar New Year](#)

Mia Kortright *Pima County eScoop* 1/17/2025

[Nine Gems to be honored at Jan 21 Board meeting](#)

Mia Kortright *Pima County newsroom* 1/17/2025

[Self portrait in six libraries](#)

John Cafiero / PCPL *Arizona Daily Star* 1/18/2025

[We Recommend: New mental health and wellness books for teens](#)

Ravenous Readers/PCPL *Arizona Daily Star* 1/18/2025

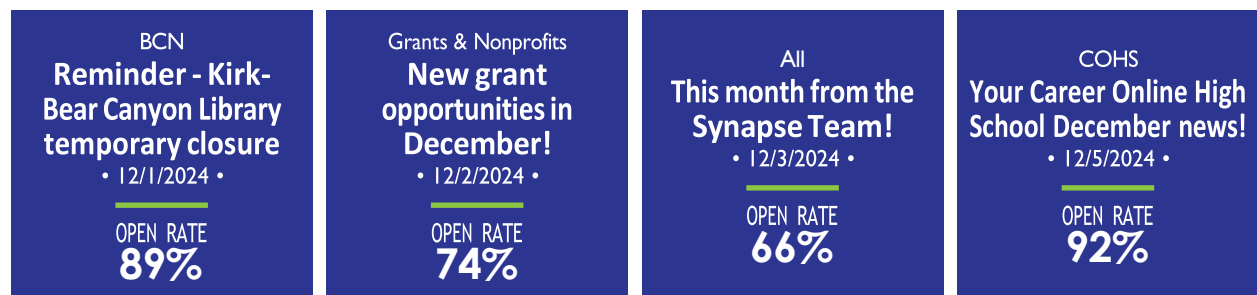
MEDIA RELEASES

[Limited edition library cards are in!](#)

Sent 1/21/2025

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%.



Bedtime Stories
A fascinating with hibernation

• 12/6/2024 •

OPEN RATE
77%

PageTurners & Rainbow Reads tagged list
Tomorrow! Annual Author Talk

• 12/6/2024 •

OPEN RATE
70%

PageTurners, Digitarians, Transitionals
Tis the season... to solve murder!

• 12/13/2024 •

OPEN RATE
84%

All
This month from the Nuestras Raíces Team

• 12/17/2024 •

OPEN RATE
69%

Bright Futures
Jump into these books in 2025!

• 12/20/2024 •

OPEN RATE
42%

BCN
Kirk-Bear Canyon Library... WE'RE OPEN!

• 12/26/2024 •

OPEN RATE
70%

Audiophiles, Dependables
Favorites!

• 12/27/2024 •

OPEN RATE
63%

Suggest a Purchase customers
Suggest a Purchase at your library: We've made a change

• 12/31/2024 •

OPEN RATE
98%

All
This month from the Seed Library Team!

• 12/31/2024 •

OPEN RATE
76%

Bedtime Stories
The legacy of Dr. Martin Luther King, Jr.

• 1/3/2025 •

OPEN RATE
55%

Grants & nonprofits
New year, new grant opportunities!

• 1/3/2025 •

OPEN RATE
67%

All
PLAZA Mobile Market... Kicking off a New Year!

• 1/5/2025 •

OPEN RATE
57%

All
Brought to you by the Nuestras Raíces Team!

• 1/7/2025 •

OPEN RATE
72%

PageTurners, Digitarians, Transitionals
In the deep and dark woods

• 1/10/2025 •

OPEN RATE
71%

All
Brought to you by the Biblio Lotus Team!

• 1/14/2025 •

OPEN RATE
69%

All
Limited-edition library cards are in!

• 1/15/2025 •

OPEN RATE
79%

Ignite business
Your January business news!

• 1/15/2025 •

OPEN RATE
48%

Bright Futures
Best of... find your next favorite!

• 1/17/2025 •

OPEN RATE
65%

GRAPHIC DESIGN



A voice for her unacknowledged tribe



Lorraine Eiler, an elder in her Hia-Ced O'odham community, served on the Pima County Public Library Advisory Board from April 2021 to December 2023. In her time on the board, she advocated for and helped shape the future of the library. We're grateful for her contributions!

"In January 2024, Eiler was recognized in a story by John Washington that appeared in *Arizona Luminaria*. In it, he wrote about her donation of archeological, archaeological, and ethnobotanical books to the Salazar-Ajo Library. Here is an excerpt from that story:

It's all here at Lorraine Eiler's booth in the 3 Nations Market and Swap Meet in Ajo. Cigar boxes, Halloween lights, lavender sachets. A night-light angel playing a flute and a display of dusty Arizona Highways magazines. Also a stunning and heavily-beaded mason flapper dress.

Lorraine is an elder in her Hia-Ced O'odham community.

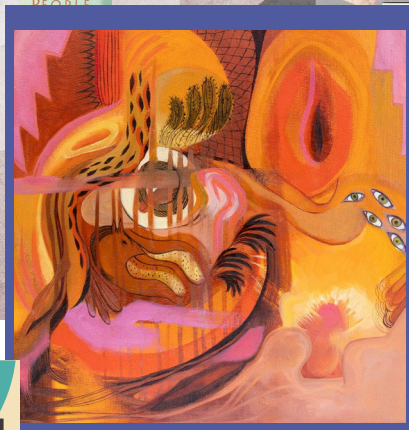
For as long as she can remember, she has advocated for her people. At 87, she is working as an alternate for the Tohono O'odham Legislative Council and is president of the International Sonoran Desert Alliance.

Lorraine is a local historian. A keeper of stories. Recognizing Hia-Ced O'odham people – their belongings and their lands – is how she makes it known that the U.S. federal government has failed to recognize her people and their lands as sovereign in Southern Arizona."

Continue reading the article at library.pima.gov/LorraineEilerArticle



The Lorraine Eiler collection features nearly 200 titles that are kept for in-library use at Salazar-Ajo Library to ensure availability to community members.



At the Green Edge of the Gila River People by Scott M. Ross



Southwestern Pottery: Anasazi to Zuni by Allen Hayes & John Dixon

Photo by John Washington

visit to find more titles in the Lorraine Eiler collection!

a.gov/LorraineEilerCollection

PIMA COUNTY PUBLIC LIBRARY

Demystifying Traditional Publishing

with Sarah T. Dubb

Are you a writer with a finished manuscript and no clue what to do now? Or a reader eager to learn more about how a book goes from draft to finished product?

In this presentation, local author Sarah T. Dubb will walk you through the steps of traditional publishing—publishing a book with a large publisher. She'll discuss the process of querying for literary agents, going on submission to publishers, and more. Come take a peek behind the publishing curtain!

Saturday, February 15th
10:30 am - 12 pm

Woods Memorial Library
3455 N. First Ave

Sarah T. Dubb is local writer and public librarian. Her debut novel, Birding with Benefits, was selected for the 2024 IPPR Best Book Award.

Visit library.pima.gov

Top Picks

CITY IN RUINS
Don Winslow
HarperCollins
Also selected by GREGORY MCNAMEE
Also selected by TOM JOELLNER

Danny Ryan has it all: a huge bankroll, a casino on the Las Vegas Strip, love. And yet... well, as Don Winslow writes, "The longer you live, the more funerals you go to. You live long enough, you go to your own." Truth, Danny touches off a bloody storm with his plan to build a billion-dollar resort on the ashes of an old Rat Packish hotel with connections to detached organized crime and its modern, psychotic variants. Wrapping up his "City" trilogy with a fast-paced thriller that revisits old stomping grounds and even older ideas of honor and revenge, Winslow brings plenty of mayhem into play. The good guys aren't entirely good, the bad guys (well, some of them, anyway) aren't entirely bad, but the dead are definitely dead, and often gruesomely dead—for, as Danny thinks regretfully, "everyone pays for my sins except me." It's a master study in modern noir, and, Winslow says, his best book—and it's quite the boast.

MYSTERY LIGHTS
Lena Valencia
The Raven
Also selected by JENNY SHANK
Also selected by MARK ATHITAKIS

Lena Valencia's debut reveals in haunting desert landscapes, offering spooky surprises alongside insightful, offbeat takes on the dangers of contemporary womanhood. In "Dogs," a Hollywood writer's disturbing encounter on a Mojave retreat causes her to rethink killing her daughter to "toughen up." In the title story, a publicist plans a promotional event in Herla, Texas, with its "Secret" minimalist chic trend that was catnip to the Instagram waifs with their peasant dresses and Manson girl hair" attracting the crazed followers of an online influencer. In "The White Place," the young lover of a Georgia O'Keeffe-like painter has a fling with a teenager, but the painter exerts ultimate control. In "The Reclamation," a Coachella Valley retreat for women business leaders hosted by a boho lifestyle brand maven descends into chaos as the women succumb to primal instincts. Each story is authentic, startling, and enhanced by Southwestern ambiance.

MALAS
Marcela Fuentes
Viking
Also selected by MARGIE TRUJILLO-FARMER
Also selected by JENNY SHANK

In her debut novel, Fuentes weaves together the lives of two unlikely characters, linked in surprising ways. The story takes place in a small Texas town over the span of decades. Pilar is a young wife and mother in the 1950s whose encounter with a strange old woman leads her to distrust her husband and suspect that she is now cursed. After years of personal loss, grief, isolation, and finally self-reliance, Pilar returns to her former home to pay respects to her comrade Romi, her oldest and closest friend. At the funeral she is seen by Lulu, the teen granddaughter of Romi. Curious as to who this strange and mysterious person could be, Lulu strikes up an unlikely friendship with her. Although they are from different generations, they both share in that determination to create their own path in life. Fuentes has given us the voices of strong, complex women in a captivating story of family and personal choices.

SOCIAL MEDIA

PERFORMANCE

FACEBOOK

56

NUMBER OF POSTS



16.7K

OVERALL REACH



2.3K

CONTENT INTERACTIONS



5K

HIGHEST REACH



TIKTOK

12

NUMBER OF POSTS



39K

VIDEO VIEWS



1,773

TOTAL LIKES



5.3K

HIGHEST VIEWED



416

MOST LIKED



INSTAGRAM

55

NUMBER OF POSTS



26.2K

OVERALL REACH



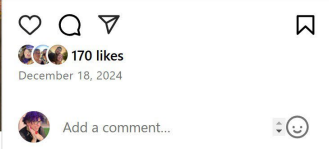
4.9K

CONTENT INTERACTIONS



10.9K

HIGHEST REACH



Click the photo above to view the TikTok



pimacountylibrary - Following

pimacountylibrary 1d
Happy Library Shelfie Day from you friends at Pima County Public Libra 📖🐾🌟
#LibraryShelfieDay #ShelfieDay

thisishollyschaffer 1d
Nice book choice, bestie!!!
3 likes Reply
View all 1 replies

linallisoncurley 1d
Wade! Mv heart!❤️



**NEW YEAR
NEW CARD**

GET YOUR NEW CARD TODAY

WEBSITE

WEBSITE CARDS

175 Staff Lists Cards
51 Event Cards

BLOGS

24 Blogs

[Connecting with the community through memes and TikToks!](#)
[Self Portrait in Six Libraries](#)

PAGES

13 Page Updates
6 designed
[Many Nations](#)

BOOKLISTS

12% Booklist Clickthrough
A top book list [Christmas Books for Teens](#) and [2024 Staff Picks!](#)

EVENTS

1,655 Hosted Events
65,679 Event Pageviews
8.23% Event Clickthroughs

WEBSITE FEEDBACK

36 Customer Support Interactions

MESSAGE BEE

138,198 Messages Sent
73.80% Open Rate