

**DATE:** March 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  
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, February**

Local author Tom Holm has kicked off the Spring 2025 [Writer in Residence](#) program. His residency will run through **Friday, April 18, 2025**.

If you haven't already, pick up your [limited-edition library card!](#)

For Black History Month in February, [Kindred Team](#) member Jessica Pryde published a blog post about Black cowboys in history. [Check it out on our website!](#)

Don't forget! PCPL's survey is open through March 17. Help us spread the word by sharing a link to any cardholders you know: [English, Spanish](#).

## **MEDIA RELATIONS**

### **MEDIA RELEASES**

[Southwest Books of the Year - 48th edition - now available!](#)

*Sent 1/27/25*

[Meet Tom Holm, the Library's newest Writer in Residence](#)

*Sent 1/30/25*

### **MEDIA OUTCOMES**

[Six submissions chosen as 2024 limited-edition library cards](#)

Mia Kortright

*Pima County FYI*

1/24/2025

[Library shares list of most anticipated books for 2025](#)

Mia Kortright

*Pima County FYI*

1/24/2025

### **This book was the Library's most checked-out book in 2024**

Bill Finley *Arizona Daily Star* 1/24/2025

### **Library hosts anime club for teens**

Laura Latzko *Tucson Local Media* 1/29/2025

### **Green Thumb: Using the Green Valley Seed Library**

Newsroom *Green Valley News* 1/30/2025

### **The 2025 Oscar Season at the Library**

Brandi Scardilli *Information Today* 2/5/2025

### **This survey will help shape the future of your library**

Mia Kortright *Pima County eScoop* 2/7/2025

### **We Recommend: Four books to check out**

Ravenous Readers/PCPL *Arizona Daily Star* 2/8/2025

### **Pima County Library's first Black author in residence**

Claire Graham *KGUN 9 News* 2/8/2025

### **No closures but what's next? New PCPL survey open now**

Yana Kunichoff *Arizona Luminaria* 2/9/2025

### **This survey will help shape the future of your library**

Mia Kortright *Pima County FYI* 2/14/2025

### **Proud to be an author, even prouder to be a librarian**

Sarah Tarver-Wahlquist/PCPL *Arizona Daily Star* 2/16/2025

### **We Recommend: Four books with great covers**

Ravenous Readers/PCPL *Arizona Daily Star* 2/16/2025

### **Proud to be an author, even prouder to be a librarian**

Mia Kortright *Pima County eScoop* 2/21/2025

### **We Recommend: Four books that celebrate statehood**

Ravenous Readers/PCPL *Arizona Daily Star* 2/22/2025

## **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%.



## GRAPHIC DESIGN

**15**  
Total

15  
print orders  
**20,078**  
pieces



## HIGHLIGHTS



## SOCIAL MEDIA

### HIGHLIGHTS

**¡Visítenos en el festival!**

Many Nations

Celebrating the culture, voices, and heritage of our Latine, Spanish-speaking, & Native communities in Pima County.

**Find us in front of the U of A Main Library**

**SAT. MAR. 15TH@ 10 AM**  
**Entrelazados: Our Family Histories**  
 Three writers with roots in the Southwest discuss their recently published memoirs about family, history, identity and belonging, and the healing power of memory.  
 Tim Z. Hernandez Melani Martinez  
 Rex Ogle

**SAT. MAR. 15TH@11:30 AM**  
**Ways to Love**  
 Join writers Prisca Dorcas Mojica Rodríguez, Daniel Olivas, Jessica Parra, and Raquel Vasquez Gilliland and hear stories from the heart about all forms of love.  
 Daniel Olivas Raquel Vasquez Gilliland  
 Jessica Parra Prisca Dorcas Mojica Rodríguez

**SAT. MAR. 15TH@1 PM**  
**Close Encounters with the Paranormal**  
 Dive into a conversation with Stanley Milford Jr., who is of Navajo and Cherokee descent, about his book *The Paranormal Ranger*. It is a memoir of his time serving as a law enforcement officer for the Navajo Nation ... and his experience investigating cases of the paranormal and unexplained.  
 Stanley Milford Jr.

**SAT. MAR. 15TH@2:30 PM**  
**Powerhouse Chingonas Unite**  
 Through tireless efforts and unwavering dedication, these badass women are inspiring change and creating opportunities to bring greater visibility and recognition to Latine culture. Let their journeys and achievements ignite your own passion for cultural pride and advocacy.  
 Elizabeth Ferrer Sandra Velasquez  
 Cynthia Pelayo Prisca Dorcas Mojica Rodríguez

**SAT. MAR. 15TH@4 PM**  
**Border Near and Far**  
 While all three authors have roots in El Paso, Texas, a town familiar to anyone interested in the Borderlands, each author writes from a unique perspective, giving new light to the familiar.



Click the photo above to view the TikTok

PERFORMANCE

**FACEBOOK**

32

NUMBER OF POSTS



21.5K

OVERALL REACH



2.5K

CONTENT INTERACTIONS



7.4K

HIGHEST REACH



**TIKTOK**

6

NUMBER OF POSTS



23K

VIDEO VIEWS



1,239

TOTAL LIKES



5.3K

HIGHEST VIEWED



415

MOST LIKED



**INSTAGRAM**

33

NUMBER OF POSTS



14.3K

OVERALL REACH



2.6K

CONTENT INTERACTIONS



4.3K

HIGHEST REACH



**MESSAGE BEE**

77,049 Messages Sent

71.99% Open Rate

**WEBSITE**

**WEBSITE CARDS**

92 Staff Lists Cards

20 Event Cards

*booklist format*

**BLOGS**

13 Blogs

Three Books on a Theme:  
[Liniers TOON Books](#)

**BOOKLISTS**

8.76% Booklist Clickthrough

A top book list [This isn't my first rodeo...okay, but what if it is?](#)

**EVENTS**

1,193 Hosted Events

15,731 Event Pageviews

54% Event Clickthrough

*(First month with new*

## PAGES

[Meeting and Study Rooms](#)

## WEBSITE FEEDBACK