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**DATE:** April 3, 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, March**

Numerous PCPL branches are participating in “**Survival and Resistance: Remembering the Southside’s Environmental Justice Movement**,” a project sponsored by Los Descendientes de Tucson’s Mexican American Heritage and History Museum. Read about the project and the library’s involvement in this [press release](#).

The Library’s InfoIntegrity Team put together a very informative, timely, and important blog post about **identifying eBooks written by AI**. Check it out on our website: [Did a Robot Write This?](#)

Who do you think is the best villain in literature? Take a look at this [neat booklist](#) inspired by Lit Hub’s Literary Villains Bracket (think basketball’s March Madness, but fictional villains).

Toby W., Library Associate at Murphy-Wilmot Library, attends the Tucson Festival of Books every year. He moderates panels, hobnobs with authors, collects signed bookmarks, and brightens the Festival experience for everyone who encounters him in his tie-dye T-shirt. [Don’t miss his 2025 wrap up!](#)

## **MEDIA RELATIONS**

### **MEDIA RELEASES**

[Another great lineup at the Tucson Festival of Books](#)

*Sent 3/5/2025*

[Honoring those impacted by Trichloroethylene \(TCE\)](#)

*Sent 3/10/2025*

## MEDIA OUTCOMES

### [Public Art: "Garden Table With Blue Cloth Blue Chair"](#)

Cody Hedges *Green Valley News & Sun* 2/24/2025

### [Library survey extended through March 17](#)

Mia Kortright *Pima County FYI* 2/28/2025

### [Read this, then that: Black cowboys in history](#)

Mia Kortright *Pima County FYI* 2/28/2025

### [We Recommend: Four books being adapted to the screen in 2025](#)

Ravenous Readers/PCPL *Arizona Daily Star* 3/2/2025

### [Free activities to do during spring break](#)

Madison Thomas *KGUN 9* 3/6/2025

### [Library streaming service celebrates Women's History Month](#)

Mia Kortright *Pima County eScoop* 3/7/2025

### [We Recommend: 4 cookbooks by authors who will be at the Tucson Festival of Books](#)

Ravenous Readers/PCPL *Arizona Daily Star* 3/9/2025

### [Library survey open through March 17](#)

Mia Kortright *Pima County FYI* 3/14/2025

### [Don't miss another great Library lineup at the Tucson Festival of Books](#)

Mia Kortright *Pima County FYI* 3/14/2025

### [We recommend: 4 books on becoming less lonely](#)

Ravenous Readers/PCPL *Arizona Daily Star* 3/16/2025

### [Bookmobiles, budgets, and building community](#)

Yana Kunichoff *Arizona Luminaria* 3/16/2025

### [Did a Robot Write This? Tips for identifying eBooks written by AI](#)

Mia Kortright *Pima County eScoop* 3/21/2025

### [Fix it or leave? The futures of Tucson's aging downtown library](#)

Yana Kunichoff *Arizona Luminaria* 3/21/2025

### [We Recommend: 4 books written by Irish authors to celebrate Irish-American Heritage Month](#)

Ravenous Readers/PCPL *Arizona Daily Star* 3/2/2025

## 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%.

<p>Audiophiles, Dependables <b>Live from New York...</b> • 2/28/2025 •</p> <hr/> <p>OPEN RATE <b>60%</b></p>	<p>Grants &amp; nonprofits <b>March grant opportunities to check out!</b> • 3/1/2025 •</p> <hr/> <p>OPEN RATE <b>84%</b></p>	<p>All <b>Brought to you by the Many Nations Team!</b> • 3/4/2025 •</p> <hr/> <p>OPEN RATE <b>68%</b></p>	<p>COHS <b>Your Career Online High School March news!</b> • 3/5/2025 •</p> <hr/> <p>OPEN RATE <b>76%</b></p>
<p>Bedtime Stories <b>Ribbit! Ribbit!</b> • 3/7/2025 •</p> <hr/> <p>OPEN RATE <b>45%</b></p>	<p>All <b>Brought to you by the Seed Library Team!</b> • 3/11/2025 •</p> <hr/> <p>OPEN RATE <b>81%</b></p>	<p>PageTurners, Digitarians, Transitionals, Dependables, Audiophiles <b>Come celebrate the artists!</b> • 3/10/2025 •</p> <hr/> <p>OPEN RATE <b>87%</b></p>	<p>PageTurners, Digitarians, Transitionals <b>Tomatoes, witchcraft, teeth, and more!</b> • 3/14/2025 •</p> <hr/> <p>OPEN RATE <b>84%</b></p>
<p>Ignite <b>Your March business news!</b> • 3/15/2025 •</p> <hr/> <p>OPEN RATE <b>52%</b></p>	<p>VAL <b>Valencia Library: Upcoming temporary closure</b> • 3/17/2025 •</p> <hr/> <p>OPEN RATE <b>54%</b></p>	<p>All <b>Still time to take our survey!</b> • 3/17/2025 •</p> <hr/> <p>OPEN RATE <b>57%</b></p>	<p>Bright Futures <b>Ahoy!</b> • 3/21/2025 •</p> <hr/> <p>OPEN RATE <b>72%</b></p>

## GRAPHIC DESIGN

<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Rack Cards	Website Assets	Bookmarks	Social Media Assets	Flyers

**11**  
Total

15  
print orders  
**14,263**  
pieces

## HIGHLIGHTS

### Honoring Community Add to history through art making *with Alex! Jimenez*

Pima County Public Library and Nuestras Raíces are proud to partner with the Mexican American Heritage and History Museum (MexAmMuseum) in offering three workshops led by fourth-generation Tucsonense, illustrator, and printmaker Alexandra (Alex!) Jimenez.

In these free workshops, Jimenez will lead community members on making tiles that will pay tribute to the lives who were lost or impacted by Trichloroethylene (TCE) water contamination in Tucson's south side.

Once completed, the tiles will be permanently displayed on a mural at Mission Manor Park, to be unveiled December 13, 2025.

The workshops will coincide with the display of the MexAmMuseum's yearlong retrospective about the water contamination, its aftermath, and its importance as one of the United States's first successful environmental movements surrounding the cleanup of TCE and the care of those affected.

**Workshop info**

Sponsored by Pima County Public Library and its Nuestras Raíces Team, Los Desconocidos de Tucson, MexAm Museum, and Sinaua Taylor

**SURVIVAL RESISTANCE** | **NUESTRAS RAÍCES** | **LOS DESCONOCIDOS DE TUCSON** | **PIMA COUNTY PUBLIC LIBRARY**

Infoline (520) 791-4010 | Visit [library.pima.gov](http://library.pima.gov)

BIBLIOTECAS WELCOME W/AMERICA

presents

# Michelle Yang

Join us at Martha Cooper Library for an evening with Michelle Yang, debut author of *Phoenix Girl: How a Fat Asian with Bipolar Found Love*. In conversation with Rachel Spitz, Michelle will delve into her memoir, which chronicles her journey from a tight-knit ethnic Chinese enclave in South Korea to her new life in Phoenix, Arizona, and beyond.

In addition to being a translator for her parents, Michelle worked in her family's Chinese takeout restaurant starting at 12 years old, overcoming challenges and taking initiatives that shaped her into who she is today. With unflinching honesty, *Phoenix Girl* explores Michelle's struggle with Asian American identity, body image, mental health, and her eventual diagnosis of bipolar disorder. Ultimately, Michelle finds love, not only the romantic kind, but an enduring self-love, which allows her to heal, never give up, and thrive while successfully managing what later becomes a bipolar 1 diagnosis.

Michelle's writing has been featured in NBC News, CNN, InStyle, Shondaland, and more. A proud University of Arizona alum, she is thrilled to return to Tucson for this special event. Books will be available for purchase and signing at this event.

**Phoenix Girl**  
A MEMOIR  
MICHELLE YANG

**Martha Cooper**  
PIMA COUNTY PUBLIC LIBRARY

**Saturday, May 15th**  
5:30 pm - 7 pm  
**Martha Cooper Library**  
1377 N. Catalina Ave

Call (520) 594-5445 | Infoline (520) 791-4010 | Visit [library.pima.gov](http://library.pima.gov) |

## SOCIAL MEDIA

### HIGHLIGHTS

**NEWLY HIRED CHILDREN'S LIBRARIANS**

**VETERAN CHILDREN'S LIBRARIANS**



Click the photo above to view the TikTok

## PERFORMANCE

### FACEBOOK

29

NUMBER OF POSTS



12.5K

OVERALL REACH



1.1K

CONTENT INTERACTIONS



3.3K

HIGHEST REACH



### TIKTOK

8

NUMBER OF POSTS



17K

VIDEO VIEWS



726

TOTAL LIKES



1.8K

HIGHEST VIEWED



83

MOST LIKED



### INSTAGRAM

38

NUMBER OF POSTS



23.8K

OVERALL REACH



3.1K

CONTENT INTERACTIONS



9.3K

HIGHEST REACH



## WEBSITE

### MESSAGE BEE

70,473 Messages Sent

72.95% Open Rate

### WEBSITE CARDS

78 Staff Lists Cards

43 Event Cards

### BLOGS

13 Blogs

[Did a Robot Write This? Tips for Identifying eBooks Written by AI](#)

### PAGES

1 Page Updates

3 designed  
[Pima YHAT](#)

### BOOKLISTS

10.62% Booklist Click-through

*A top book list [Stars, They're Just like Us: Book Lover Edition](#)*

### EVENTS

1,197 Hosted Events

42034 Event Pageviews

8.25% Event Clickthroughs

### WEBSITE FEEDBACK

13 Customer Support Interactions