

DATE: May 1, 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, April

Continuing our ongoing promotion of [Desert Streams](#), we launched a new blog series in which artists create playlists and answer some fun questions about music in general. The first in the series highlighted Engel Indo's favorites. [You can find it on our website!](#)

Our teen & tween audio interviews from the Tucson Festival of Books are [now live and ready to listen to](#). There are nine in total, including with Josh Galarza, author of the Southwest Book of the Year pick [The Great Cool Ranch Dorito in the Sky](#).

In recognition of Autism Awareness and Acceptance Month (April), Jana B., co-founding [Synapse](#) team member, wrote a [blog post](#) about her personal experience with autism.

We're working in collaboration with the Pima County Health Department on a blog series about specific health issues and concerns, including lung cancer, fall prevention, and universal health coverage, among others. It will be published once a month. The first in the series was about tobacco and vaping: [The REAL DEAL on Vaping to Take Down Tobacco in Pima County](#).

Please note that because the report is coming one week early, some of our numbers will appear lower than normal.

MEDIA RELATIONS

MEDIA OUTCOMES

[Check out the library's free Social Security workshop](#)

Mia Kortright	<i>Pima County FYI</i>	3/28/2025
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[Letter: Support library programs](#)

Karen Greene / PCPL	<i>Arizona Daily Star</i>	3/28/2025
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[We Recommend: 4 books with ties to Nigeria](#)

Ravenous Readers / PCPL	<i>Arizona Daily Star</i>	3/30/2025
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[Check out the library's free Social Security workshop](#)

Mia Kortright *Pima County eScoop* 4/4/2025

[We Recommend: Books to celebrate National Library Week](#)

Ravenous Readers / PCPL *Arizona Daily Star* 4/6/2025

[Letter to the Editor: Support libraries](#)

Erin Fussell *Green Valley News* 4/9/2025

["I have the coolest crewmates imaginable"](#)

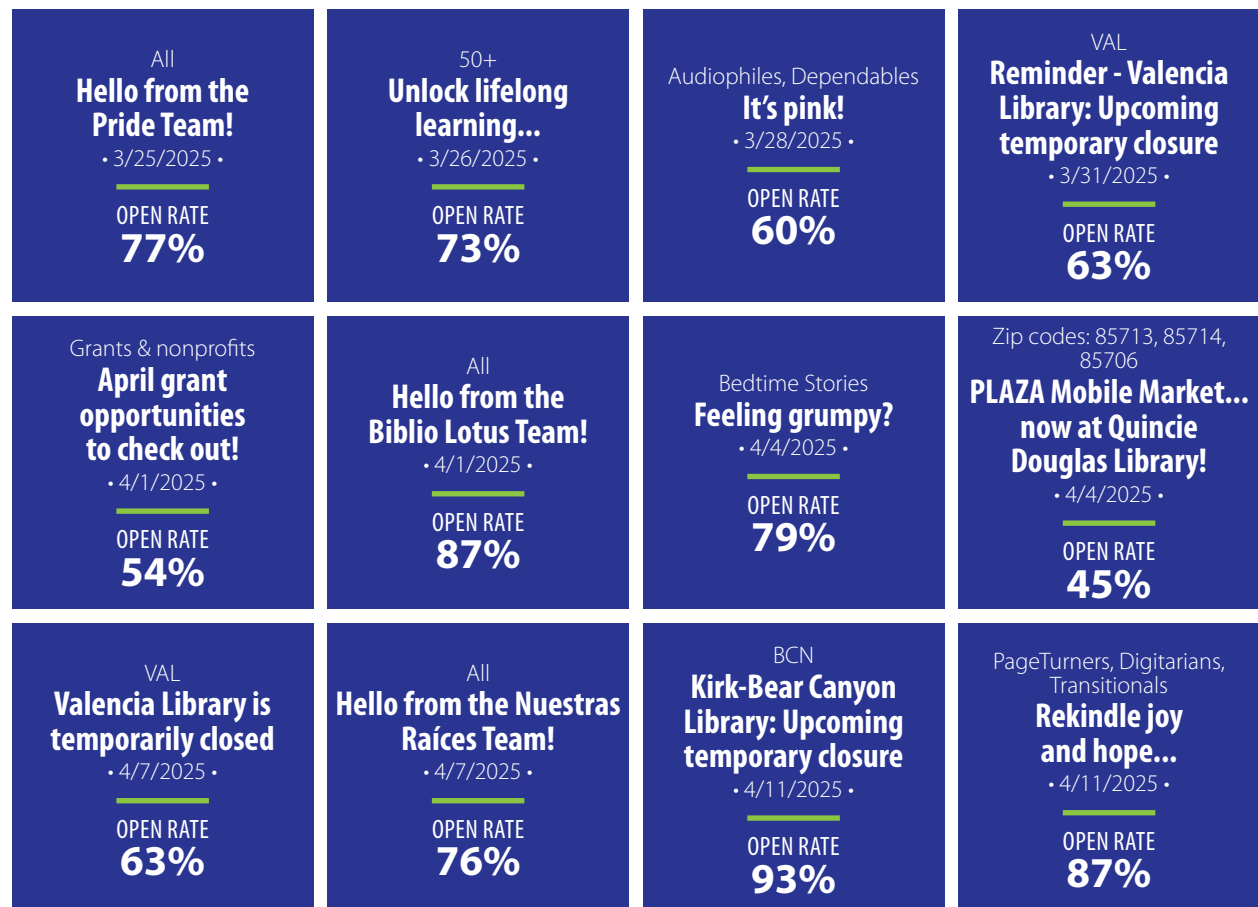
Jana Bonfield / PCPL *Pima County FYI* 4/11/2025

[We Recommend: 4 historical fiction books with strong female characters](#)

Ravenous Readers / PCPL *Arizona Daily Star* 4/12/2025

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

1

Rack Cards

2

Special Projects

1

Flyers

4

Total

20
print orders

17,473
pieces

HIGHLIGHTS

How to Play

- Complete an activity on the back & check off the square on the board!
- Complete your first five squares in a row either horizontally, vertically, or diagonally and visit your local library for a small prize.
- Complete every activity on the board and bring it to your library for a super fun prize!

COLOR OUR WORLD LOTERÍA COLOREA NUESTRO MUNDO

Esta lotería pertenece a / This lotería belongs to

June 2 – August 2, 2025

SNEAK PEEK!

This design will be used for summer reading. It's not yet completed but wanted you to see how great it will look!

Date/Fecha:

Branch/Nombre:

Name/Nombre:

Name:

Branch/Nombre:

Date/fecha:

1 Rainbow Arcoíris	2 Camouflage Camuflaje	3 Artist Artista	4 The Flower La Flor	5 The Fruit La Fruta
6 Family Familia	7 Mural Mural	8 The Hummingbird La Chuparosa	9 Dance Bailar	10 Community Comunidad
11 Pencil Lapiz	12 The Library La Biblioteca	13 Prickly Pear El Nopal	14 The Book El Libro	15 The Sun El Sol
16 The Star La Estrella	17 The Three Sisters Las Tres Hermanas	18 The Monsoon El Chubasco	19 The World El Mundo	20 The Saguaro El Saguaro
21 The Coyote El Coyote	22 The Guitar La Guitara	23 The Butterfly La Mariposa	24 The Library Card La Tarjeta de la Biblioteca	25 The Story El Cuento

Remember:

We're here to help! If you have questions along the way, visit your local library for support.
Keep a binder, folder, or notebook of your drawings, poems, and lists so you can show us your great work.
Pace yourself and have fun! Let your creativity shine.

SOCIAL MEDIA
PERFORMANCE

FACEBOOK

23

NUMBER OF POSTS

58.9K

OVERALL REACH

9.4K

CONTENT INTERACTIONS

43.7K

HIGHEST REACH

TIKTOK

5

NUMBER OF POSTS

12K

VIDEO VIEWS

452

TOTAL LIKES

1.3K

HIGHEST VIEWED

92

MOST LIKED

INSTAGRAM

24

NUMBER OF POSTS

13.3K

OVERALL REACH

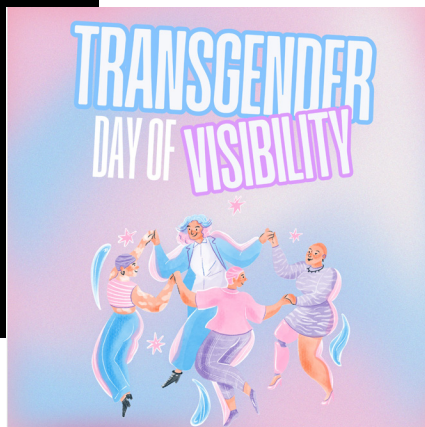
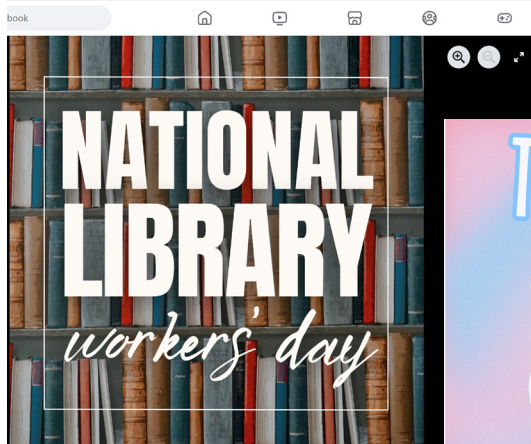
2.5K

CONTENT INTERACTIONS

4.3K

HIGHEST REACH

HIGHLIGHTS



Click the photo above to view the TikTok

WEBSITE

WEBSITE CARDS

90 Staff Lists Cards
54 Event Cards

BLOGS

17 Blogs
["Go! Publish Your Story!"](#)

PAGES

2 Page Updates
1 designed
[Support Us](#)

BOOKLISTS

7.21% Booklist Clickthrough
A top book list [Beautifully Written Romance](#)

EVENTS

1,118 Hosted Events
40,315 Event Pageviews
7.75% Event Clickthroughs

WEBSITE FEEDBACK

22 Customer Support Interactions

MESSAGE BEE

62,578 Messages Sent
74.27% Open Rate