Agenda Item 9A



DATE: June 5, 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, May

Tom Holm, a citizen of the Cherokee Nation and a Muscogee Creek descendant, served as the Library's 22nd Writer in Residence. His residency ended in April and he participated in a <u>Q&A to</u> <u>share what the experience was like</u>.

May was Asian American, Native Hawaiian, and Pacific Islander Heritage Month. To celebrate, library staff curated numerous book lists:

- <u>Memoirs to read for AANHPI Month</u>
- AANHPI Sci-Fi & Fantasy Picks
- #ownvoices Picture books for AAPI month
- AAPI Latinx Connections

In May, the Library's Welcome to America and Biblio Lotus Teams co-hosted author Michelle Yang, author of <u>*Phoenix Girl</u></u>, at Martha Cooper Library. More than 45 people were in attendance!</u>*

MEDIA RELATIONS

MEDIA OUTCOMES

Celebrate Earth Day at Tucs	<u>son community events</u>			
Bianca Morales	Tucson Sentinel	4/18/2025		
Go! Publish your story!: How an aspiring writer's dream came true				
Newsroom	Pima County eScoop	4/18/2025		
We Recommend: Four bool	ks to help celebrate Earth Da	У		
Ravenous Readers / PCPL	Arizona Dailv Star	4/20/2025		

Libraries bri	ng unexpeo	cted oppoi	tunities

Raven Tautimer / PCPL	Arizona Daily Star	4/20/2025			
Act One free passes to Arizon	Act One free passes to Arizona cultural organizations available at libraries				
Bianca Moraels	Tucson Sentinel	4/22/2025			
It's not just about brick and m	nortar buildings				
Justyn Dillingham	Pima County FYI	4/25/2025			
We Recommend: Four books	<u>to check out</u>				
Ravenous Readers / PCPL	Arizona Daily Star	4/27/2025			
Libraries bring unexpected o	<u>pportunities</u>				
Raven Tautimer / PCPL	Pima County eScoop	5/2/2025			
For AAPI Heritage Month meet Sydney!					
Justyn Dillingham	Pima County FYI	5/9/2025			
We Recommend: It's all about	celebrating the mamas today	<u>(and everyday)</u>			
Ravenous Readers / PCPL	Arizona Daily Star	5/11/2025			
For AAPI Month meet Jung Mee!					
Justyn Dillingham	Pima County eScoop	5/16/2025			
We Recommend: Inspiring your next craft obsession					
Ravenous Readers / PCPL	Arizona Daily Star	5/19/2025			
<u>"It's a light when times are dark"</u>					
Justyn Dillingham	Pima County FYI	5/23/2025			
Opinion: An ode to public libraries					
Andres F. Diaz	The Daily Wildcat	5/24/2025			

SAVANNAH MESSAGES SENT TO PCPL CUSTOMERS

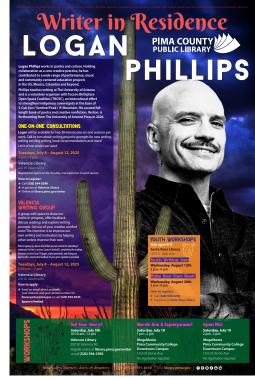
Open rates vary from industry to industry, but according to current 2022 digital marketing stats, the average open rate for arts/culture/entertainment (the most comparable to library services) is 17.79%.

Ignite Your April business news! • 4/16/2025 • OPEN RATE 57%	Bright Futures Take down tobacco • 4/18/2025 • OPEN RATE 42%	PageTurners, Digitarians, Transitionals, Dependables, Audiophiles Come get your limited- edition POSTER! • 4/18/2025 • OPEN RATE 99%	All Let's get to know each other! • 4/22/2025 • OPEN RATE 73%
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Audiophiles and Dependables What do Louisiana and Maryland have in common? • 4/25/2025 • OPEN RATE 76%	VAL Valencia Library is now open! . 4/28/2025 . OPEN RATE 56%	BCN Kirk-Bear Canyon Library is temporarily closed • 4/29/2025 • OPEN RATE 75%	All Hello from the Synapse Team! • 4/29/2025 • OPEN RATE 76%
Grants & nonprofits Upcoming grant opportunities to check out! • 5/1/2025 • OPEN RATE 112%	Bedtime Stories Hats? Yes, hats! • 5/2/2025 • OPEN RATE 135%	All Hello from the Seed Library Team! • 5/6/2025 • OPEN RATE 84%	BCN Your holds while Kirk-Bear Canyon Library is closed • 5/7/2025 • OPEN RATE 91%
PageTurners, Digitarians, Transitionals Storytelling and the secret lives of books • 5/9/2025 •	Ignite Your May business news! • 5/15/2025 •	Bright Futures Head to your local library! • 5/16/2025 •	All Hello from the Many Nations Team! • 5/20/2025 •
OPEN RATE 82%	OPEN RATE 71%	OPEN RATE 74%	OPEN RATE 85%
Audiophiles and Dependables It's a mystery! • 5/23/2025 • OPEN RATE 79% GRAPHIC DESIGN		20 print orders 20,763 pieces	PIMA COUNTY PUBLIC LIBRARY COMBINE MORESHOP
1 Rack Cards Flye	2 Special Projects	3 Misc de server autor de la construction de la con	
3 Small Posters Social I Asso	3 Media Website Assets ets	toucing be are we hold discover a children of magnetic well packed using our relation of the state of magnetic well accover a children of the packet of the state of the state of the state of the packet of the state of the state of the state of the state of the packet of the state of the st	A second se

HIGHLIGHTS





SOCIAL MEDIA HIGHLIGHTS

ME PATIENTLY WAITING FOR MY HOLDS TO BE READY FOR PICK UP







pimacountylibrary • Following Coke Duck • LABUBU ...

pimacountylibrary 4w A labubu walks into the library... <a>S

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#librariesofinstagram #library #bookish #booksofig #reader #labubu #labubuthemonsters #bestdayever #tucson #pimacounty #arizona #popmart #popmartlabubu



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