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**DATE:** August 7, 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, June and July**

#### June

In coordination with Pima County's Communication Department, we announced the plan to move forward with the purchase of Wells Fargo building as a replacement for downtown library. [See press release on our website.](#)

Former library director Amber Mathewson wrote two lovely farewells that were featured on our website:

- [Farewell, and thank you!](#) (also featured in the Arizona Daily Star)
- [Thank you for allowing me on this journey](#)

We're looking for Bookbike volunteers! [Check out this blog post about requirements.](#)

[The 2025 Summer Reading program launched on June 2.](#) It runs through August 2 and this year's theme is Color Our World and features a Lotería board instead of a standard reading tracker.

#### July

In addition to a [press release announcing Tess Mayer](#) as the Library's incoming director, we also published a [Q&A blog post](#) so folks could get to know a little more about her.

Due to some technical difficulties with ordering systems, we've had some delays in receiving new books. To address customer concerns and questions, we published a [blog post about the situation.](#)

The Communications and Systems Office's very own Carolina Caples, our graphic designer, has an [art exhibit at Quincie Douglas Library](#) through August 30.

Summer Reading may be coming to a close (August 2), but there are still [lots of events to enjoy!](#)

## MEDIA RELATIONS

### MEDIA RELEASES

#### [Color Our World with Summer Reading 2025](#)

Sent 6/2/2025

#### [Himmel Park Library to close for renovation](#)

Sent 6/5/2025

#### [County to buy Wells Fargo building as replacement for downtown library](#)

Sent 6/5/2025

#### [Welcoming Tess Mayer as the 16th library director!](#)

Sent 6/25/2025

#### [Meet Logan Phillips, the Library's newest Writer in Residence](#)

Sent 6/27/2025

#### [Introducing Books Invited to the Cookout](#)

Sent 7/22/2025

### MEDIA OUTCOMES

#### [We Recommend: Celebrating Asian American Native Hawaiian Pacific Islander Heritage Month](#)

Ravenous Readers / PCPL      *Arizona Daily Star*      5/29/2025

#### [Pima County plans downtown library move with Wells Fargo building purchase](#)

Carolina Cuellar      *Arizona Luminaria*      5/29/2025

#### [Pima County library could move across the street in downtown Tucson](#)

Raya Torres      *KOLD News*      6/3/2025

#### [County to buy Wells Fargo building as replacement for downtown library](#)

Mark B. Evans      *Pima County newsroom*      6/3/2025

#### [Pima County to move downtown library to old Wells Fargo building](#)

Sean Mooney      *KVOA News 4*      6/3/2025

#### [County approves purchase of former Wells Fargo building to replace downtown library](#)

News staff      *KGUN 9 News*      6/3/2025

#### [Tucson's main library moving across the street](#)

Charles Borla      *Arizona Daily Star*      6/4/2025

#### [Pima County to move Main Library across street into Wells Fargo building](#)

Natalie Robbins      *Tucson Sentinel*      6/4/2025

#### [Checking out on a high note: Mathewson retires as Library director](#)

Justyn Dillingham      *Pima County eScoop*      6/6/2025

### [The Friends Book Barn is a place to find treasures](#)

Bill Finley	<i>Arizona Daily Star</i>	6/7/2025
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### [We Recommend: The case of the museum mysteries on the bookshelf](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	6/7/2025
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### [Himmel Park Library to close for renovation](#)

Justyn Dillingham	<i>Pima County FYI</i>	6/13/2025
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### [Zoo program for kids at Green Valley Library](#)

Newsroom	<i>Green Valley News &amp; Sun</i>	13/2025
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### [Outgoing Tucson library director hails 'safe havens for curiosity'](#)

Amber Mathewson	<i>Arizona Daily Star</i>	6/14/2025
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### [We Recommend: Choose what family you read about](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	6/15/2025
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### [Tucson library to close for renovations, expansion](#)

Newsroom	<i>Arizona Daily Star</i>	6/19/2025
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### [You can be a Bookbike volunteer!](#)

Justyn Dillingham	<i>Pima County eScoop</i>	6/20/2025
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### [Celebrate Pride Month](#)

Newsroom	<i>AZ Luminaria</i>	6/21/2025
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### [Her destiny: 'To heal people with books'](#)

Bill Finley	<i>Arizona Daily Star</i>	6/22/2025
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### [We Recommend: For Pride Month, here are four LGBTQ+ novels set in the past](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	6/25/2025
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### [Across five regions and back to the library](#)

Justyn Dillingham	<i>Pima County FYI</i>	6/27/2025
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### [We Recommend: Summer recipe books](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	6/28/2025
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### [Stressing the importance of summer reading](#)

Devyn Shea	<i>Tucson Now - KOLD News</i>	6/30/2025
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### [Pima Library Foundation boosts Tucson education with scholarships](#)

Newsroom	<i>KVOA News 4</i>	7/2/2025
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### [Pima County Public Library names new director](#)

Natalie Robbins	<i>Tucson Sentinel</i>	7/2/2025
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### [Himmel Park Library closed for two-year renovation, expansion](#)

Martha Serda                                      *KGUN 9 News*                                      7/2/2025

### [Welcoming Tess Mayer as the 16th library director](#)

Justyn Dillingham                                      *Pima County eScoop*                                      7/3/2025

### [We Recommend: Books on resistance movements](#)

Ravenous Readers/PCPL                                      *Arizona Daily Star*                                      7/6/2025

### [Tucson author Logan Phillips returns as Pima Library's Writer in Residence](#)

Mia Kortright                                      *Tucson Sentinel*                                      7/6/2025

### [Summer 2025 Writer in Residence Program](#)

Devyn Shea                                      *Tucson Now - KOLD News*                                      7/7/2025

### [Pima County Library keeps kids reading all summer long](#)

Bri Pacelli                                      *KGUN 9 News*                                      7/8/2025

### [Tucson reopens cooling centers to help residents beat extreme summer heat](#)

Samantha Callicutt                                      *Arizona Public Media*                                      7/9/2025

### [Berkeley library director steps down for job in Tucson](#)

Karina Ioffe                                      *Berkeleyside*                                      7/10/2025

### [Meet Logan Phillips, the Library's newest Writer in Residence](#)

Justyn Dillingham                                      *Pima County FYI*                                      7/11/2025

### [We Recommend: 4 books with soundtracks recommended by Pima County Public Library](#)

Ravenous Readers/PCPL                                      *Arizona Daily Star*                                      7/12/2025

### [Something for everyone' - Comic-con-style event MegaMania in Tucson this weekend](#)

Mia Kortright                                      *Tucson Sentinel*                                      7/15/2025

### [Free local event coming to Pima Community College campus](#)

Devyn Shea                                      *Tucson Now - KOLD News*                                      7/15/2025

### [It's time for MegaMania!](#)

Justyn Dillingham                                      *Pima County eScoop*                                      7/18/2025

### [MegaMania' brings cosplay, crafts, and gaming to PCC Downtown](#)

Madison Thomas                                      *KGUN 9*                                      7/19/2025

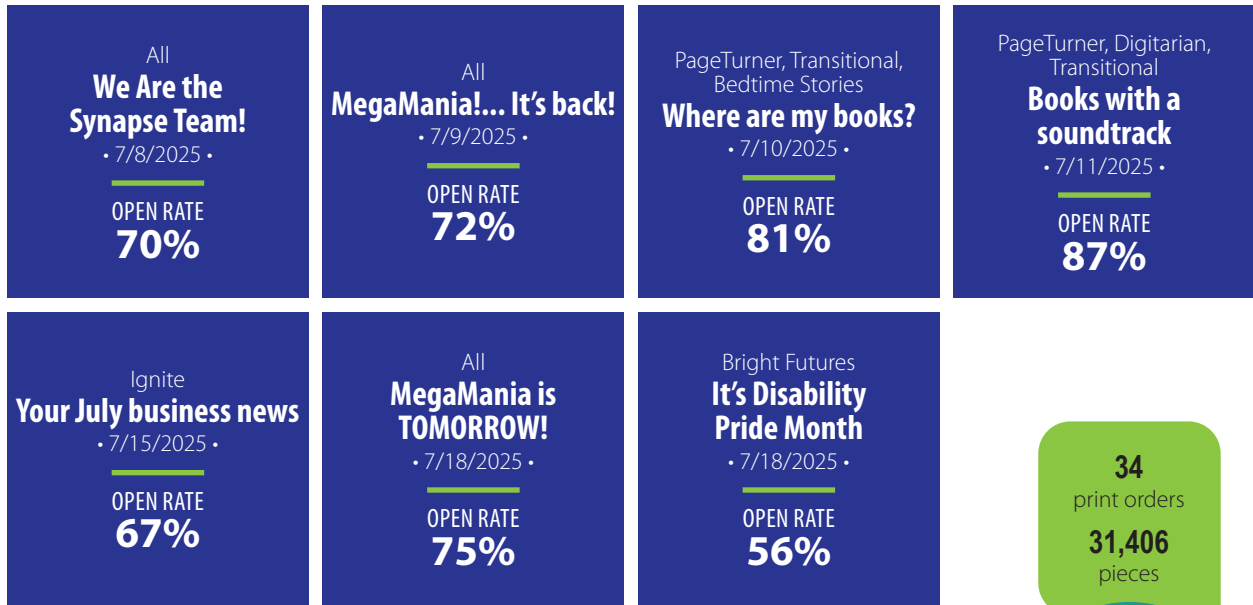
### [Looking for Sesame Street and finding community](#)

Hilary Taber/PCPL                                      *Arizona Daily Star*                                      7/20/2025

## 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>All</p> <p><b>For you from our Pride Team!</b></p> <p>• 5/27/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>81%</b></p>	<p>All</p> <p><b>Thank you for allowing me on this journey</b></p> <p>• 6/3/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>66%</b></p>	<p>Digitarian, Transitional, PageTurner</p> <p><b>SATURDAY! Get creative in this workshop!</b></p> <p>• 6/3/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>68%</b></p>	<p>HIM</p> <p><b>Himmel Park Library: Preparing to close for renovation</b></p> <p>• 6/4/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>54%</b></p>
<p>Bedtime Stories</p> <p><b>It's summer at your library!</b></p> <p>• 6/6/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>59%</b></p>	<p>All</p> <p><b>Hello from the Welcome to America Team!</b></p> <p>• 6/10/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>53%</b></p>	<p>Digitarian, Transitional, PageTurner</p> <p><b>All in the families...</b></p> <p>• 6/13/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>82%</b></p>	<p>All</p> <p><b>Hello from the Kindred Team!</b></p> <p>• 6/17/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>76%</b></p>
<p>HIM</p> <p><b>Reminder! Upcoming closure of Himmel Park Library</b></p> <p>• 6/18/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>91%</b></p>	<p>Bright Futures</p> <p><b>The most beautiful places...</b></p> <p>• 6/20/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>71%</b></p>	<p>HIM</p> <p><b>Himmel Park Library: Last week we are open!</b></p> <p>• 6/23/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>74%</b></p>	<p>All</p> <p><b>Tell your story with Logan Phillips!</b></p> <p>• 6/25/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>72%</b></p>
<p>Audiophile, Dependable</p> <p><b>Need a laugh?</b></p> <p>• 6/27/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>70%</b></p>	<p>HIM</p> <p><b>Himmel Park Library is now closed</b></p> <p>• 6/28/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>69%</b></p>	<p>All</p> <p><b>We are the Pride Team!</b></p> <p>• 7/1/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>70%</b></p>	<p>Digitarian, Transitional, Bedtime Stories, Audiophiles</p> <p><b>Important! Update to Hoopla check outs</b></p> <p>• 7/1/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>95%</b></p>
<p>Grants &amp; nonprofits</p> <p><b>July grant opportunities to check out!</b></p> <p>• 7/1/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>81%</b></p>	<p>All</p> <p><b>Welcoming Tess Mayer!</b></p> <p>• 7/3/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>75%</b></p>	<p>Bedtime Stories</p> <p><b>It's the 4th of July!</b></p> <p>• 7/4/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>71%</b></p>	<p>BCN</p> <p><b>Kirk-Bear Canyon Library - We're Open!</b></p> <p>• 7/8/2025 •</p> <hr/> <p>OPEN RATE</p> <p><b>78%</b></p>



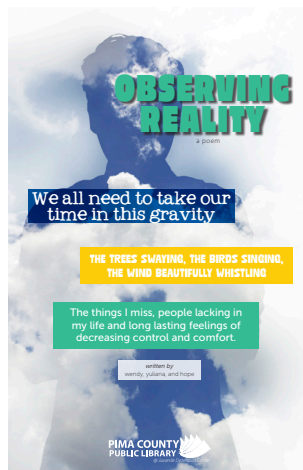
## GRAPHIC DESIGN

Note: Because summer months tend to be slower, our graphic designer, Carolina Caples was able to attend a three-week artist residency in France.



**15**  
Total

## HIGHLIGHTS



SOCIAL MEDIA  
PERFORMANCE

## FACEBOOK

62

NUMBER OF POSTS

84K

OVERALL REACH

3.7K

CONTENT INTERACTIONS

28.2K

HIGHEST REACH

## TIKTOK

12

NUMBER OF POSTS

30K

VIDEO VIEWS

1,862

TOTAL LIKES

2.5K

HIGHEST VIEWED

356

MOST LIKED

## INSTAGRAM

65

NUMBER OF POSTS

36.8K

OVERALL REACH

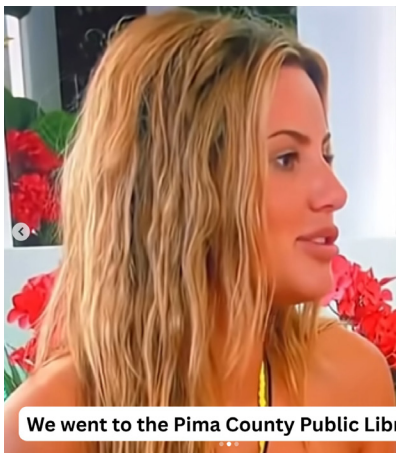
6.4K

CONTENT INTERACTIONS

14.3K

HIGHEST REACH

## HIGHLIGHTS



We went to the Pima County Public Library

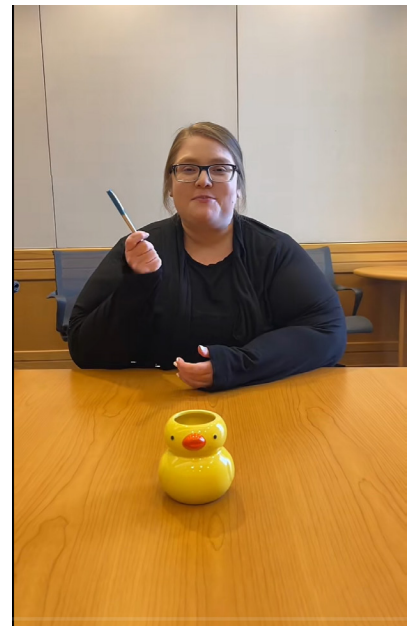


July 9

431 LIKES

Add a comment...

😊



Click the photo above to view the TikTok

## WEBSITE

### WEBSITE CARDS

**150** Staff Lists Cards  
**75** Event Cards

### BOOKLISTS

**9.14%** Booklist Clickthrough  
[\*Social Justice & Resistance Movements\*](#)  
[\*For bereaved parents\*](#)

### MESSAGE BEE

**129,354** Messages Sent  
**66.79%** Open Rate

### BLOGS

**23** Blogs  
[\*Thank you for allowing me on this journey\*](#)  
[\*Meet Tess Mayer!\*](#)

### EVENTS

**2,243** Hosted Events  
**140,585** Event Pageviews  
**8.96%** Event Clickthroughs

### PAGES

**6** Page Updates  
**1** designed  
[\*Synapse Page\*](#)

### WEBSITE FEEDBACK

**37** Customer Support Interactions