

DATE: September 4, 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, August

We have a few additions to ongoing blog and press series:

- [Desert Streams: Justin from Tesoro's Favorites](#)
- [Arizona Daily Star: Growing up in the library](#)
- [InfoIntegrity: Hallucinating with ChatGPT](#)

Library staff member Perri P. recently received a Drachman Impact Award from the University of Arizona's College of Architecture, Planning, and Landscape Architecture. [Read about it on our website!](#)

Biblio Lotus team member, Niki G., interviewed [Dr. Howard J. Eng](#) about his book Pursuing the American Dream: Tucson Chinese-Owned Grocery Stores.

Local author Sarah T. Dubb will kick off the Fall 2025 [Writer in Residence program](#) on Thursday, September 4. Her residency will run through November 13, 2025. Find one-on-one consultations and workshops [on our website](#).

MEDIA RELATIONS

MEDIA OUTCOMES

[Big news! The Main Library is moving](#)

Stephanie Sheaffer	<i>TucsonTopia</i>	7/25/2025
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[A reading list for Disability Pride Month](#)

Justyn Dillingham	<i>Pima County FYI</i>	7/25/2025
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[Check out "Books Invited to the Cookout"](#)

Newsroom	<i>AZ Luminaria</i>	7/26/2025
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[Jon Proudstar talks Native storytelling at Pima library event](#)

Katherine Martinez

Tucson Spotlight

7/31/2025

[We Recommend: Get a sneak peak of new books at PCPL](#)

Ravenous Readers/PCPL

Arizona Daily Star

8/10/2025

[We Recommend: It's National Honey Bee Day - celebrate the pollinator with these books](#)

Ravenous Readers/PCPL

Arizona Daily Star

8/17/2025

[Growing Up in the Library](#)

Meghan Wiggins/PCPL

Arizona Daily Star

8/17/2025

[Mega Fun at MegaMania 2025](#)

Newsroom

AzLA Newsletter

8/20/2025

[Growing up in the library](#)

Meghan Wiggins/PCPL

Pima County FYI

8/22/2025

[We Recommend: New releases from Nigerian authors](#)

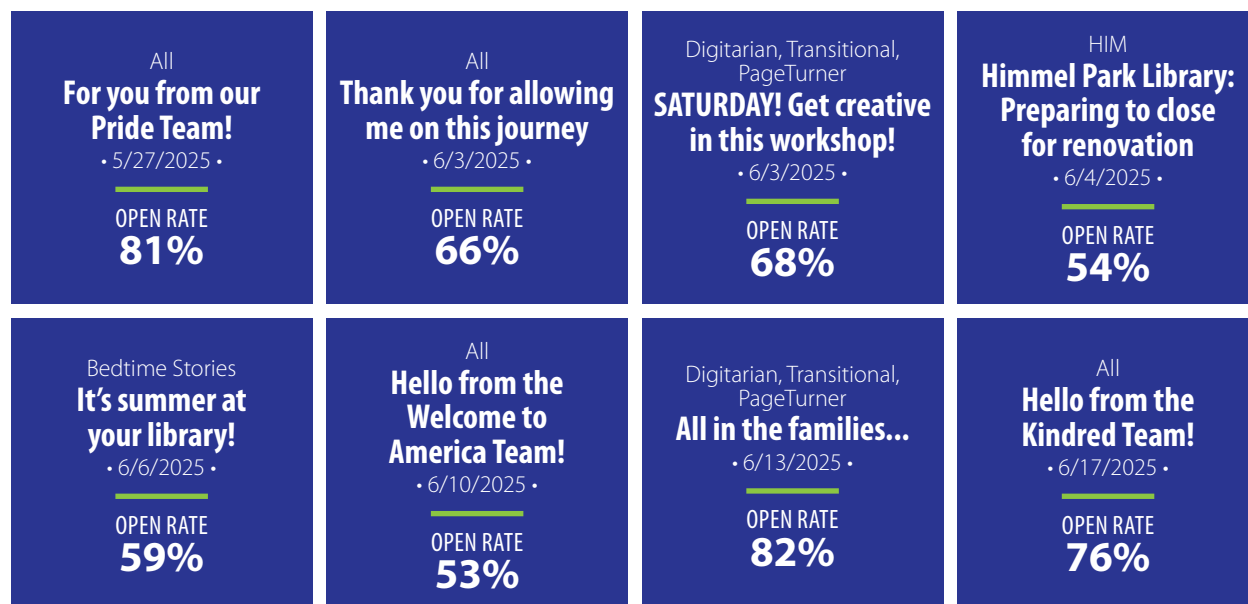
Ravenous Readers/PCPL

Arizona Daily Star

8/25/2025

SAVANNAH MESSAGES SENT TO PCPL CUSTOMERS

Open rates vary from industry to industry, but according to current 2024 digital marketing stats, the average open rate for arts/culture/entertainment (the most comparable to library services) is 22%.



HIM
**Reminder! Upcoming
closure of Himmel
Park Library**

• 6/18/2025 •

OPEN RATE
91%

Bright Futures
**The most beautiful
places...**

• 6/20/2025 •

OPEN RATE
71%

HIM
**Himmel Park Library:
Last week we are open!**

• 6/23/2025 •

OPEN RATE
74%

All
**Tell your story with
Logan Phillips!**

• 6/25/2025 •

OPEN RATE
72%

Audiophile, Dependable
Need a laugh?

• 6/27/2025 •

OPEN RATE
70%

HIM
**Himmel Park Library
is now closed**

• 6/28/2025 •

OPEN RATE
69%

All
We are the Pride Team!

• 7/1/2025 •

OPEN RATE
70%

Digitarian, Transitional,
Bedtime Stories, Audiophiles

**Important! Update to
Hoopla check outs**

• 7/1/2025 •

OPEN RATE
95%

Grants & nonprofits
**July grant
opportunities
to check out!**

• 7/1/2025 •

OPEN RATE
81%

All
Welcoming Tess Mayer!

• 7/3/2025 •

OPEN RATE
75%

Bedtime Stories
It's the 4th of July!

• 7/4/2025 •

OPEN RATE
71%

BCN
**Kirk-Bear Canyon
Library - We're Open!**

• 7/8/2025 •

OPEN RATE
78%

All
**We Are the
Synapse Team!**

• 7/8/2025 •

OPEN RATE
70%

All
MegaMania!... It's back!

• 7/9/2025 •

OPEN RATE
72%

PageTurner, Transitional,
Bedtime Stories
Where are my books?

• 7/10/2025 •

OPEN RATE
81%

PageTurner, Digitarian,
Transitional

**Books with a
soundtrack**

• 7/11/2025 •

OPEN RATE
87%

Ignite
Your July business news

• 7/15/2025 •

OPEN RATE
67%

All
**MegaMania is
TOMORROW!**

• 7/18/2025 •

OPEN RATE
75%

Bright Futures
**It's Disability
Pride Month**

• 7/18/2025 •

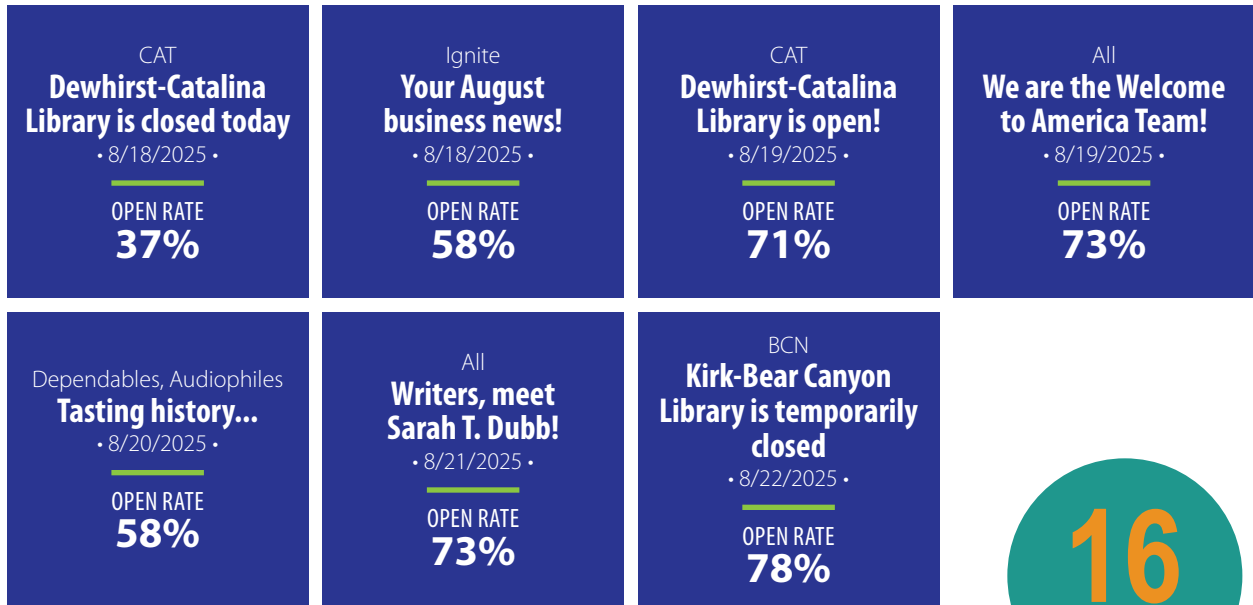
OPEN RATE
56%

All
**We are the
Kindred Team!**

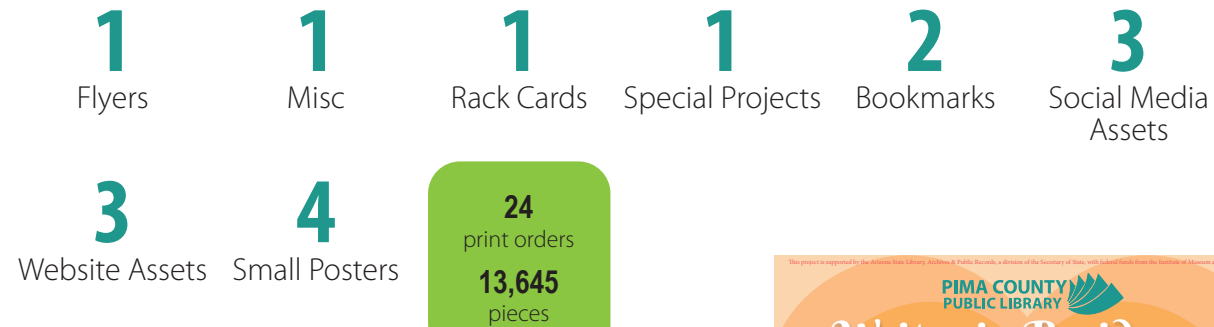
• 7/22/2025 •

OPEN RATE
75%

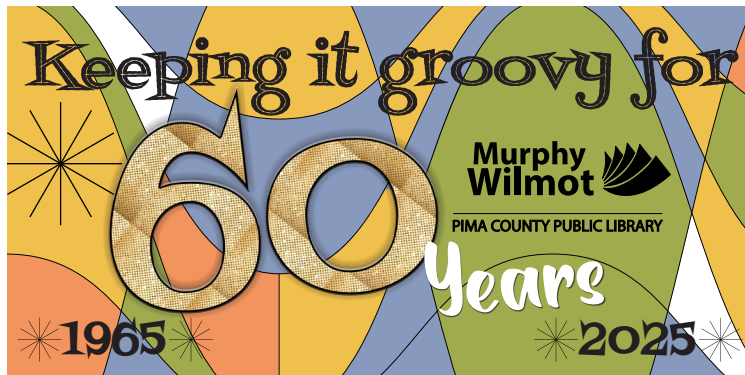
<p>All</p> <p>We Are the Synapse Team!</p> <p>• 7/8/2025 •</p> <hr/> <p>OPEN RATE</p> <p>70%</p>	<p>All</p> <p>MegaMania!... It's back!</p> <p>• 7/9/2025 •</p> <hr/> <p>OPEN RATE</p> <p>72%</p>	<p>PageTurner, Transitional, Bedtime Stories</p> <p>Where are my books?</p> <p>• 7/10/2025 •</p> <hr/> <p>OPEN RATE</p> <p>81%</p>	<p>PageTurner, Digitarian, Transitional</p> <p>Books with a soundtrack</p> <p>• 7/11/2025 •</p> <hr/> <p>OPEN RATE</p> <p>87%</p>
<p>Ignite</p> <p>Your July business news</p> <p>• 7/15/2025 •</p> <hr/> <p>OPEN RATE</p> <p>67%</p>	<p>All</p> <p>MegaMania is TOMORROW!</p> <p>• 7/18/2025 •</p> <hr/> <p>OPEN RATE</p> <p>75%</p>	<p>Bright Futures</p> <p>It's Disability Pride Month</p> <p>• 7/18/2025 •</p> <hr/> <p>OPEN RATE</p> <p>56%</p>	<p>All</p> <p>We are the Kindred Team!</p> <p>• 7/22/2025 •</p> <hr/> <p>OPEN RATE</p> <p>75%</p>
<p>Dependables, Audiophiles</p> <p>Hair-raising heists...</p> <p>• 7/25/2025 •</p> <hr/> <p>OPEN RATE</p> <p>62%</p>	<p>All</p> <p>We are the Biblio Lotus Team!</p> <p>• 7/29/2025 •</p> <hr/> <p>OPEN RATE</p> <p>68%</p>	<p>Grants & nonprofits</p> <p>August grant opportunities to check out</p> <p>• 8/1/2025 •</p> <hr/> <p>OPEN RATE</p> <p>79%</p>	<p>Bedtime Stories</p> <p>It's time for school!</p> <p>• 8/1/2025 •</p> <hr/> <p>OPEN RATE</p> <p>88%</p>
<p>PageTurner, Digitarian, Transitional</p> <p>Checking in?</p> <p>• 8/8/2025 •</p> <hr/> <p>OPEN RATE</p> <p>89%</p>	<p>WIL</p> <p>Monday, August 11: Murphy-Wilmot Library will open at noon</p> <p>• 8/8/2025 •</p> <hr/> <p>OPEN RATE</p> <p>76%</p>	<p>CAT</p> <p>Dewhirst-Catalina Library will be closed on August 18</p> <p>• 8/11/2025 •</p> <hr/> <p>OPEN RATE</p> <p>89%</p>	<p>All</p> <p>We are the Many Nations Team!</p> <p>• 8/12/2025 •</p> <hr/> <p>OPEN RATE</p> <p>74%</p>
<p>BCN</p> <p>Upcoming temporary closure of Kirk-Bear Canyon Library</p> <p>• 8/12/2025 •</p> <hr/> <p>OPEN RATE</p> <p>92%</p>	<p>Bright Futures</p> <p>Hallucinating with ChatGPT</p> <p>• 8/13/2025 •</p> <hr/> <p>OPEN RATE</p> <p>73%</p>	<p>CAT</p> <p>Reminder: Upcoming closure of Dewhirst-Catalina Library</p> <p>• 8/14/2025 •</p> <hr/> <p>OPEN RATE</p> <p>82%</p>	<p>BCN</p> <p>Reminder: Upcoming closure of Kirk-Bear Canyon Library</p> <p>• 8/15/2025 •</p> <hr/> <p>OPEN RATE</p> <p>76%</p>



GRAPHIC DESIGN



HIGHLIGHTS



This project is supported by the Division of Library, Archives & Public Records, a division of the Secretary of State, with indirect funds from the Division of Archives and Library Services.

PIMA COUNTY PUBLIC LIBRARY

Writer in Residence Sarah T. Dubb

Sarah T. Dubb is a writer, public librarian, parent, activist, and born-and-raised desert gal. After focusing on literature and writing in her undergraduate and graduate work, Sarah spent several years writing about eco-friendly living practices for non-profit Green America, then went on to work as Managing Editor of *SCOUTS Birth Journal*, a monthly publication focusing on birth work and reproductive justice. In her late 20s, while in school to become a public librarian, Sarah fell in love with romance and started writing fiction. Her debut novel, *Binding with Beewits*, was a 2024 NPR Books Net Love pick, and is currently being adapted into a movie for the Hallmark Channel. Her second novel, *Bees Miss*, will be published by Simon & Schuster in early 2026. Sarah has also self-published three novellas, and works as a freelance editor focusing specifically on story pitches and opening chapters. Visit her at SarahTDubb.com.

ONE-ON-ONE CONSULTATIONS

Sarah will be available for eight 30-minute one-on-one sessions per week. She can help you brainstorm, write story pitches, edit existing work, explore questions about publishing, and more!

Thursday, September 4 - November 13, 2025
Evening sessions
10 am - 12 pm
Quince Douglas Library
1385 E. 36th St.
Registration opens on the Thursday one week prior to each session.
How to register:
• Call 520-964-5445
• In person at Quince Douglas Library
• Online at library.pima.gov/writer

Thursday, September 4 - November 13, 2025
Evening sessions
4:30 pm - 6:30 pm
Woods Memorial Library
3455 N. First Ave.
Registration opens on the Thursday one week prior to each session.
How to register:
• Call 520-964-5445
• In person at Woods Memorial Library
• Online at library.pima.gov/writer

PROGRAMS

Register online at library.pima.gov/writer

WRITER'S MEET-UP	DEMYSTIFYING TRADITIONAL PUBLISHING	PRESERVING JOY THROUGH YOUR WRITING JOURNEY	WRITING ROMANCE: ROMANCE BEATS PACING AND CONFLICT
WRITER-MEET-UP Monday, Sept 8, 2025 5 pm - 7 pm Woods Memorial Library 3455 N. First Ave. Saturday, Sept 13, 2025 10 am - 12 pm Quince Douglas Library 1385 E. 36th St.	DEMYSTIFYING TRADITIONAL PUBLISHING Saturday, Sept 26, 2025 10:30 am - 12 pm Quince Douglas Library 1385 E. 36th St.	PRESERVING JOY THROUGH YOUR WRITING JOURNEY Saturday, Oct 18, 2025 10:30 am - 12 pm Woods Memorial Library 3455 N. First Ave.	WRITING ROMANCE: ROMANCE BEATS PACING AND CONFLICT Saturday, Nov 8, 2025 10:30 am - 12 pm Quince Douglas Library 1385 E. 36th St.

For readers, learners, doers, & dreamers | Phone: (520) 791-4010 | library.pima.gov

SOCIAL MEDIA
PERFORMANCE

FACEBOOK

26

NUMBER OF POSTS

19K

OVERALL REACH

1.1K

CONTENT INTERACTIONS

6.9K

HIGHEST REACH

TIKTOK

6

NUMBER OF POSTS

18K

VIDEO VIEWS

1,076

TOTAL LIKES

2.8K

HIGHEST VIEWED

135

MOST LIKED

INSTAGRAM

28

NUMBER OF POSTS

9.6K

OVERALL REACH

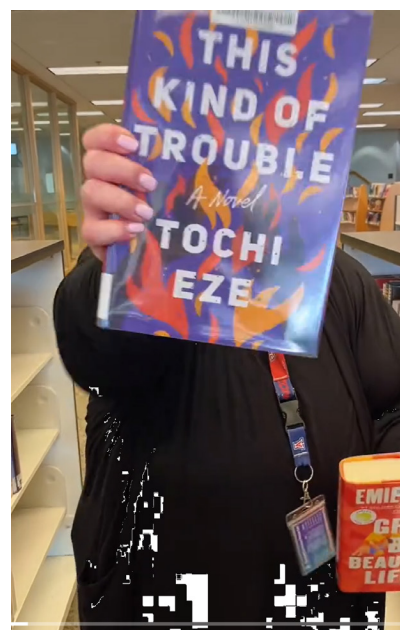
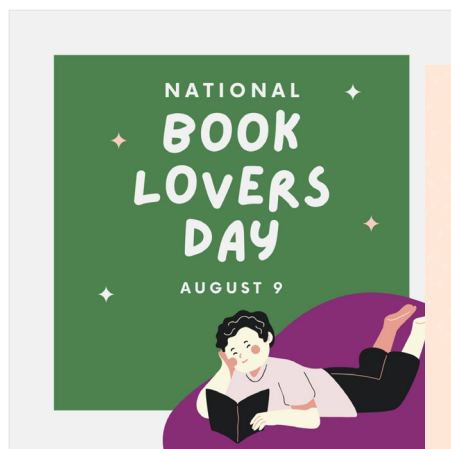
2.1K

CONTENT INTERACTIONS

2.5K

HIGHEST REACH

HIGHLIGHTS



Click the photo above to view the TikTok

WEBSITE

WEBSITE CARDS

73 Staff Lists Cards
31 Event Cards

BOOKLISTS

8.37% Booklist Clickthrough
A top book list [Team Work Makes the Dream Work! Tween Graphic Novels About Clubs and Teams](#)

MESSAGE BEE

59,137 Messages Sent
72.92% Open Rate

BLOGS

15 Blogs
["We must stay vigilant and not let history repeat itself."](#)

EVENTS

972 Hosted Events
52885 Event Pageviews
7.44% Event Clickthroughs

PAGES

5 Page Updates
4 designed
[Books Invited to th Cookout](#)

WEBSITE FEEDBACK

23 Customer Support Interactions