

DATE: October 2, 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, September

September 15 through October 15th marks **Mes de la Cultura**. Learn all about it in [this blog post](#) by Samantha N., Latinx Services Librarian. The post is also available [in Spanish](#).

Kanopy Streaming Video has a wonderful [curated collection](#) of film for Hispanic Heritage Month (Mes de la Cultura).

Looking for books to celebrate Mes de la Cultura? Check out what the [Nuestras Raíces Team is enjoying!](#)

Don't miss the [Tucson Barrio Painters art exhibit](#) at Sam Lena-South Tucson Library through October 31.

We've got two great events coming up:

Presented by Synapse to commemorate World Mental Health Day

Author Talk: Courtney Gustafson, *Poets Square: A Memoir in Thirty Cats*

Saturday, October 11 from 10:30 am to 12:30 pm

[Registration is required.](#)

Presented by the Pride Team during LGBTQ+ History Month

Author Talk: TC Tolbert

Saturday, October 25 from 3 to 4:30 pm

Murphy-Wilmot Library

In person and virtual options. [Registration is required if attending virtually.](#)

MEDIA RELATIONS

MEDIA RELEASES

[Sarah T. Dubb jumps in as newest Writer in Residence](#)

Sent 8/28/2025

MEDIA OUTCOMES

[Tucson author Dubb is newest Pima Library writer in residence](#)

Adrian O’Farrill *Tucson Sentinel* 8/29/2025

[Booklovers delight - Books Invited to the Cookout](#)

Tom McNamara *Arizona Illustrated* 8/30/2025

[Meet the new Pima County Public Library director](#)

Newsroom *KVOA News 4* 9/2/2025

[Viva Tucson! Celebrates Hispanic Heritage Month](#)

Cameron Wasmund *KVOA News 4* 9/15/2025

[Celebrate Hispanic Heritage Month with music, events throughout Pima County](#)

Newsroom *Pima County* 9/12/2025

[Local author Sarah T. Dubb is Library’s newest Writer in Residence](#)

Justyn Dillingham *Pima County FYI* 9/12/2025

[Libraries part of Hispanic Heritage Month celebrations in Tucson](#)

Bill Finley *Arizona Daily Star* 9/13/2025

[We Recommend: Beach mysteries](#)

Ravenous Readers/PCPL *Arizona Daily Star* 9/14/2025

[We Recommend: Enjoy a little library tourism with these books](#)

Ravenous Readers/PCPL *Arizona Daily Star* 9/21/2025

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%.



GRAPHIC DESIGN

1

Bookmarks

1

Special Projects

1

Website Assets

2

Flyers

2

Small Posters

7

Total

18

print orders

7,161

pieces

HIGHLIGHTS



Quincie Douglas
PIMA COUNTY PUBLIC LIBRARY

CELEBRATING
20
YEARS

Quincie Douglas

20 years of empowering and connecting community
20th Anniversary Celebration

Quincie Douglas Library is named in honor of Quincie Bell (Sims) Douglas (1905–1986). She was a community activist known for founding the Low-Income Free Transportation Service (LIFTS) in 1965, now called VanTran. After a stroke limited her mobility, she campaigned to establish a free transportation system for low-income, elderly, and homebound individuals. She also participated in the Model Cities program, which brought infrastructure improvements like sidewalks and food programs to Tucson's disadvantaged areas. Her advocacy led to the naming of the Quincie Douglas Recreation Center and Library in her honor.



PRIDE
PIMA COUNTY PUBLIC LIBRARY

2025 **Pride**
Author Talk

presents
TC Tolbert

TC Tolbert (he/him/hey grrrl) is a trans and genderqueer monkey-goat who never ceases to experience a simultaneous grief and deep love any time s/he pays attention to the world. S/he writes poems, works with wood, learns, teaches, and collaborates in Tucson, AZ where s/he is the current Poet Laureate. Publications include *Gephyromania* (Ahsahta Press, 2014/Nightboat Books, 2022) and five chapbooks including *The Quiet Practices*, winner of the 2023 Chad Walsh Chapbook Prize at Beloit Poetry Journal. TC is co-editor (along with Trace Peterson) of *Troubling the Line: Trans and Genderqueer Poetry and Poetics* (Nightboat Books 2013).

Saturday, October 25th
3 pm – 4:30 pm
Murphy Wilmot Library
530 N. Wilmot Rd.

Murphy Wilmot
PIMA COUNTY PUBLIC LIBRARY

This will be held as a hybrid event, with both in-person and virtual attendance options.
ASL interpretation will be available.

Registration required for virtual attendance.
Register online at:
library.pima.gov/TC-Tolbert

Light refreshments will be served

Call (520) 594-5420 | Visit library.pima.gov | [f](#) [t](#) [i](#) [y](#) [t](#) [i](#) [n](#) [g](#) [i](#) [n](#)

SOCIAL MEDIA

PERFORMANCE

FACEBOOK

21

NUMBER OF POSTS

18.9K

OVERALL REACH

1.8K

CONTENT INTERACTIONS

7K

HIGHEST REACH

TIKTOK

4

NUMBER OF POSTS

13K

VIDEO VIEWS

621

TOTAL LIKES

2.8K

HIGHEST VIEWED

287

MOST LIKED

INSTAGRAM

21

NUMBER OF POSTS

19.3K

OVERALL REACH

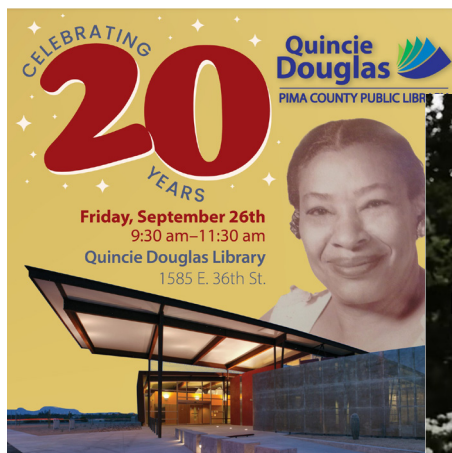
3.7K

CONTENT INTERACTIONS

7.4K

HIGHEST REACH

HIGHLIGHTS



Click the photo above to view the TikTok

WEBSITE

WEBSITE CARDS

82 Staff Lists Cards
46 Event Cards

BLOGS

22 Blogs
[It's Mes de la Cultura](#)

PAGES

3 Page Updates
3 designed
[Adult Education](#)

BOOKLISTS

8.11% Booklist Clickthrough
A top book list [Tucson/S-cuk
Son Memories for Tucson
250+](#)

EVENTS

1,148 Hosted Events
54,789 Event Pageviews
7.93% Event Clickthroughs

WEBSITE FEEDBACK

11 Customer Support
Interactions

MESSAGE BEE

69,832 Messages Sent
67.57% Open Rate