

DATE: November 6, 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, October

If you've not yet seen the news on our website, please [take a look at this blog post](#) regarding the upcoming shutdown of **book distributor Baker & Taylor**, how it will effect customers, and what we're doing to mitigate those effects.

Want to jump into gardening this season? Now (through December) is the perfect time to try **Coneflower**. Once you've done that, you'll be ready to make some echinacea tea! Find more information in this [Now Sowing blog post](#) from our wonderful Seed Library team.

We've got a new **Personalized Reading Assistant!** [Meet Franky Stein!](#) She's not afraid of the dark, be it the expanse of outer space or shadows of a haunted house.

MEDIA RELATIONS

MEDIA RELEASES

[Murphy-Wilmot Library to celebrate 60 years!](#)

Sent 10/7/2025

MEDIA OUTCOMES

[For Pima County's new head librarian, future of the public library lies in the community](#)

Adrian O'Farrill

Tucson Sentinel

9/22/2025

[Help celebrate the Quincie Douglas Center and Quincie Douglas Library anniversaries](#)

Newsroom

City of Tucson NewsNet

9/25/2025

[Writing is personal: Share it at the library with published writer Sarah T. Dubb](#)

Karen Schaffner

Tucson Weekly

9/25/2025

[New library director will coordinate downtown Tucson move](#)

Bill Finley	<i>Arizona Daily Star</i>	9/26/2025
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[Quincie Douglas Library marks 20 years of community service in South Park](#)

Jacqueline Aguilar	<i>KGUN 9 News</i>	9/26/2025
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[We Recommend: Lunchbox ideas for kids](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	9/28/2025
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[The Most Iconic Libraries in Arizona](#)

Newsroom	<i>WorldAtlas</i>	9/29/2025
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[How local librarians keep AI slop off the shelves](#)

Jule Pattison-Gordon	<i>Governing magazine</i>	10/3/2025
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[Library helps explore what's real, what's not in social media](#)

Kate Harrison	<i>Pima County eScoop</i>	10/3/2025
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[National distributor closure could hinder book access at libraries in Pima County](#)

Sean Mahoney	<i>KOLD News</i>	10/10/2025
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[October is Breast Cancer Awareness Month](#)

Justyn Dillingham	<i>Pima County FYI</i>	10/10/2025
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[More librarians, longer hours, new downtown space: Change is underway at the Pima County Library](#)

Yana Kunichoff	<i>Arizona Luminaria</i>	10/15/2025
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[Murphy-Wilmot Library marks 60 years as community hub](#)

Ruby Maldonado	<i>Tucson Spotlight</i>	10/16/2025
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[We Recommend: 4 books to celebrate Mes De La Cultura](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	10/19/2025
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[Poet Laureate TC Tolbert headlines Pride Author Talk](#)

Emma LaPointe	<i>Tucson Spotlight</i>	10/24/2025
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[TC Tolbert to headline annual Pride author talk](#)

Justyn Dillingham	<i>Pima County FYI</i>	10/24/2025
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[We Recommend: Crazy Spooky Love and more](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	10/27/2025
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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%.

Dependables, Audiophiles It's time to read about free speech and censorship • 9/26/2025 • OPEN RATE 52%	Dependables, PageTurners, Digitarians, Transitionals, Audiophiles Get book recs from Franky Stein! • 10/1/2025 • OPEN RATE 63%	WIL, BCN, GLF, MID, COL, RIV Celebrating sixty years at Murphy-Wilmot Library! • 10/2/2025 • OPEN RATE 67%	Grants & nonprofits Fall season grant opportunities to check out! • 10/2/2025 • OPEN RATE 73%
Bedtime Stories You can be a good neighbor! • 10/3/2025 • OPEN RATE 75%	All Greetings from the Pride Team! • 10/7/2025 • OPEN RATE 69%	All Book distributor closure will likely cause delays • 10/8/2025 • OPEN RATE 88%	PageTurner, Digitarian, Transitional Wild weather is all around us • 10/10/2025 • OPEN RATE 81%
All Greetings from the Biblio Lotus Team! • 10/14/2025 • OPEN RATE 73%	WIL, BCN, GLF, MID, COL, RIV This Saturday! 60th anniversary celebration at Murphy-Wilmot Library • 10/15/2025 • OPEN RATE 71%	Ignite Your October business news! • 10/16/2025 • OPEN RATE 53%	Bright Futures Spacing out! • 10/17/2025 • OPEN RATE 70%
Digitarians, PageTurners, Audiophiles, Transitionals, Dependables, new cardholders Not-to-be-missed author talks! • 10/21/2025 • OPEN RATE 88%	Ages 50+ Eye-opening presentations: Scam Prevention • 10/22/2025 • OPEN RATE 80%	Dependables, Audiophiles World-famous author Silvia Moreno-Garcia • 10/24/2025 • OPEN RATE 61%	

GRAPHIC DESIGN

1

Special Projects

2

Flyers

2

Social Media Assets

3

Misc

3

Website Assets

4

Small Posters

HIGHLIGHTS



15
Total

15
print orders
3,885
pieces



SOCIAL MEDIA

PERFORMANCE

FACEBOOK

30

NUMBER OF POSTS

93.9K

OVERALL REACH

2.2K

CONTENT INTERACTIONS

68.6K

HIGHEST REACH

TIKTOK

6

NUMBER OF POSTS

15K

VIDEO VIEWS

746

TOTAL LIKES

1.8K

HIGHEST VIEWED

INSTAGRAM

33

NUMBER OF POSTS

18.2K

OVERALL REACH

3.5K

CONTENT INTERACTIONS

9K

HIGHEST REACH

HIGHLIGHTS

192

MOST LIKED



Click the photo above to view the TikTok

WEBSITE

WEBSITE CARDS

97 Staff Lists Cards
5 Event Cards

BLOGS

16 Blogs
[It's Digital Inclusion Week](#)

PAGES

3 Page Updates
1 designed
[Personalized Reading Recs](#)

BOOKLISTS

8.61% Booklist Clickthrough
A top book list [Banned and Challenged Books by Latin American and Latina/o/x/e Authors](#)

EVENTS

1,209 Hosted Events
47,238 Event Pageviews
8.31% Event Clickthroughs

WEBSITE FEEDBACK

12 Customer Support Interactions

MESSAGE BEE

98,641 Messages Sent
67.13% Open Rate