
DATE: February 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, December and January

Our big news this season is the hiring of Jocelyn Manquero to be our Spanish communications specialist. Jocelyn will provide translation for marketing and circulation materials, generate original content for our Spanish-speaking community, and steward the voice of our Spanish public-facing digital touchpoints. She has a Bachelors of Science & Business Administration in Marketing and a Bachelor of Arts in Spanish Translation & Interpretation.

PCPL's Fall 2025 Writer in Residence, Sarah T. Dubb, wrote a lovely blog post about her time in the role: [The best gift I received this fall? Inspiration!](#) Our first Writer in Residence of 2026 will be Margo Steines, who begins offering [One-On-One consultations February 17.](#)

Looking for something to watch? Check out Kanopy [Streaming Video's Most Watched Films of 2025.](#)

Looking for something to read? Don't miss this list... [Top Check Outs in '25!](#) Looking for more to read? Take a look at what PCPL staff read ([print](#), [audiobooks](#)) last year.

Samantha N., Latinx Services Librarian, recently interviewed [Alex! Jimenez](#), a fourth-generation Tucsonense, who spearheaded the creation of a memorial for those impacted by TCE pollution.

Lunar New Year 2026 is almost upon us—February 17, 2026. To celebrate, members of the Biblio Lotus team have written three blog posts, including one about the Chinese Lion Dance Troupe from the Tucson Chinese Association. [Enjoy this Q&A with Susan Chan](#), the director of the Chinese Cultural Center.

PCPL is now accepting artwork for the 31st Annual High School Art Invitational. Are you – or do you know—a high school art teacher? Encourage them to participate by submitting student artwork! Read more about [the invitational and the submission process on our website.](#)

It's time for another Read Harder Challenge, sponsored by Book Riot. Library staff are working hard to create book lists for each of the reading challenges. Need some inspiration? Take a look at these lists:

- [Read Harder: Read a Microhistory](#)
- [Read Harder: Read a Genre Book in Translation](#)
- [Read Harder: Read a Classic](#)
- [Read Harder: Read a Book by an African Author](#)
- [Read Harder: The Main Character Uses They/Them Pronouns](#)

[Visit our explore page to find more lists!](#)

MEDIA RELATIONS

MEDIA OUTCOMES

[We Recommend: Joyful reads about Indigenous communities](#)

Ravenous Readers/PCPL *Arizona Daily Star* 11/24/2025

[Creating an exclusive space for all at the library](#)

Justyn Dillingham *Pima County FYI* 11/26/2025

[We Recommend: Books set in states with November anniversaries](#)

Ravenous Readers/PCPL *Arizona Daily Star* 11/29/2025

[We Recommend: 4 books about dramatic art heists from museums](#)

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

[Pima County libraries adapt after major book distributor shuts down](#)

Jacqueline Aguilar *KGUN 9* 12/10/2025

[The Read to a Dog program thrives in Tucson](#)

Thatcher Warrick Hess *Arizona Public Media* 12/10/2025

[Tucson eyes redevelopment of main library and transit center, seeks input](#)

Newsroom *KVOA News 4* 12/12/2025

[Enjoy a performance by TucSon Jarocho December 13](#)

Justyn Dillingham *Pima County FYI* 12/13/2025

[We Recommend: 4 of Book Riot's favorite books of 2025](#)

Ravenous Readers/PCPL *Arizona Daily Star* 12/15/2025

[What to do with what building: Joel D. Valdez Main Library](#)

Blake Morlock *Tucson Sentinel* 12/15/2025

[Tucsonans gathered to honor families affected by historic TCE contamination](#)

Marissa Orr *KVOA News 4* 12/15/2025

We Recommend: Celebrate Hanukkah with new books by Jewish authors

Ravenous Readers/PCPL *Arizona Daily Star* 12/17/2025

Tucson wants community help to reimagine future of Valdez library building

Yana Kunichoff *AZ Luminaria* 12/19/2025

Beyond Books: Libraries are climate-resilient community infrastructure

Kimi Waite *Common Dreams* 12/20/2025

Why are my books not here?

Justyn Dillingham *Pima County FYI* 12/26/2025

2025 in review: Tucson Sentinel's top stories of the year

Gene Moreland *Tucson Sentinel* 12/26/2025

We Recommend: 4 classic books recommended by PCPL

Ravenous Readers/PCPL *Arizona Daily Star* 12/27/2025

6 Friendly Towns to Retire In Arizona

Newsroom *WorldAtlas* 1/1/2026

We Recommend: How to rest and relax after the holiday rush

Ravenous Readers/PCPL *Arizona Daily Star* 1/4/2026

We Recommend: Memoirs or fictional accounts of lived experiences

Ravenous Readers/PCPL *Arizona Daily Star* 1/10/2026

Pima Library Foundation boosts Tucson library programs

Newsroom *KVOA News 4* 1/15/2026

We Recommend: Children's books by Asian and Asian American authors

Ravenous Readers/PCPL *Arizona Daily Star* 1/18/2026

We Recommend: 4 books being made into movies in 2026

Ravenous Readers/PCPL *Arizona Daily Star* 1/25/2026

Romantic fantasy was 2025's most checked-out book in Pima County

Bill Finley *Arizona Daily Star* 1/25/2026

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%.

All Greetings from the Many Nations Team! • 10/28/2025 • OPEN RATE 73%	ABB, NAN, FLW, ORO Upcoming temporary closure of Wheeler Taft Abbott Sr. Library • 10/29/2025 • OPEN RATE 78%	Grants & nonprofits New grand opportunities to check out! • 11/1/2025 • OPEN RATE 67%	All Greetings from the Synapse Team! • 11/4/2025 • OPEN RATE 71%
Bedtime Stories Worth a thousand words... • 11/7/2025 • OPEN RATE 76%	ABB, NAN, FLW, ORO Reminder: Upcoming temporary closure of Wheeler Taft Abbott Sr. Library • 11/13/2025 • OPEN RATE 73%	All They make so much possible... • 11/13/2025 • OPEN RATE 75%	PageTurner, Digitarian, Transitional Thank you, veterans • 11/14/2025 • OPEN RATE 78%
Ignite Your November business news! • 11/15/2025 • OPEN RATE 59%	All Greetings from the Seed Library Team! • 11/18/2025 • OPEN RATE 74%	ABB, NAN, FLW, ORO Wheeler Taft Abbott Sr. Library is temporarily closed • 11/20/2025 • OPEN RATE 68%	Bright Futures The events edition... • 11/21/2025 • OPEN RATE 65%
All Greetings from the Nuestras Raíces Team! • 11/25/2025 • OPEN RATE 54%	Audiophiles, Dependables Island Living! • 11/28/2025 • OPEN RATE 52%	Grants & nonprofits Grant opportunities in December • 12/1/2025 • OPEN RATE 73%	All (minus new cardholders) On Giving Tuesday, let's check in with the Pima Library Foundation... • 12/2/2025 • OPEN RATE 56%
All (minus digitarians) Why are my books not here? • 12/3/2025 • OPEN RATE 80%	Bedtime Stories Holidays and traditions for curious minds... • 12/5/2025 • OPEN RATE 76%	All Greetings from the Welcome to America Team! • 12/9/2025 • OPEN RATE 75%	PageTurner, Digitarian, Transitional Wrapping up the year with the best... • 12/12/2025 • OPEN RATE 76%

<p>Ignite Your December business news! • 12/15/2025 •</p> <p>OPEN RATE 47%</p>	<p>All Greetings from the Kindred Team! • 12/16/2025 •</p> <p>OPEN RATE 74%</p>	<p>Bright Futures Your guide to role-playing games! • 12/19/2025 •</p> <p>OPEN RATE 54%</p>	<p>Audiophiles and Dependables Entertainingly bad! • 12/26/2025 •</p> <p>OPEN RATE 61%</p>
<p>Ages 50+ Join us at these events in January! • 12/31/2025 •</p> <p>OPEN RATE 72%</p>	<p>Bedtime Stories Respect for all people... • 1/2/2026 •</p> <p>OPEN RATE 42%</p>	<p>Grants & nonprofits Grant opportunities in January! • 1/2/2026 •</p> <p>OPEN RATE 77%</p>	<p>All The latest news from the Nuestras Raíces Team! • 1/6/2026 •</p> <p>OPEN RATE 65%</p>
<p>PageTurner, Digitarian, Transitional We read... and recommend! • 1/9/2026 •</p> <p>OPEN RATE 92%</p>	<p>ARI Repaving of Caviglia-Arivaca Library parking lot • 1/12/2026 •</p> <p>OPEN RATE 53%</p>	<p>WIL Re-striping of Murphy-Wilmot Library parking lot • 1/12/2026 •</p> <p>OPEN RATE 72%</p>	<p>All The latest news from the Welcome to America Team! • 1/13/2026 •</p> <p>OPEN RATE 73%</p>
<p>Ignite Your January business news! • 1/15/2026 •</p> <p>OPEN RATE 53%</p>	<p>Bright Futures Checkmate! • 1/16/2026 •</p> <p>OPEN RATE 65%</p>	<p>AJO Celebrate the Lorraine Eiler collection with us! • 1/21/2026 •</p> <p>OPEN RATE 76%</p>	<p>Audiophiles and Dependables It's time to Read Harder! • 1/23/2026 •</p> <p>OPEN RATE 58%</p>

GRAPHIC DESIGN

1
Ads

5
Big Posters

7
Flyers

1
Rack Cards

39

Total

12
Website Assets **6**
Social Media Assets **7**
Special Projects Assets

31
print orders
11,980
pieces

HIGHLIGHTS

This website is operated by the American Library Archives & Public Records, a division of the Secretary of State, with federal funds from the Institute of Museum and Library Services.

PIMA COUNTY PUBLIC LIBRARY

Writer in Residence
MARGO

Margo Steines (she/her) is a writer, a born-and-raised New Yorker, a journeywoman improviser, and parent to a small person. She works in literary nonfiction in a hybrid genre that incorporates memoir, cultural criticism, and personal journalism.

Margo holds an MFA in nonfiction writing from the University of Arizona and lives and writes in Tucson. Her work was named Notable in Best American Essays and has appeared in *The Sun*, *Slate*, *the Guardian*, *Air Mail*, *Off Our Rockers*, *The New York Times* (Modernist), *Metropolis Letters*, *Longform*, and *The Art of Memory*, and elsewhere. She is the author of the Kokua-themed memoir-in-essays *Brulolites: A Love Story*.

Margo is faculty at Pima Community College and is also a private creative coach and creative writing facilitator. Her pedagogy is compassionate and trauma-informed, with value placed on process before product. You can read more about her practices at margosteines.com.

ONE-ON-ONE CONSULTATIONS

Margo will be available for eight 30-minute one-on-one sessions per week. Margo believes that every writer has a deep, quiet voice that they can learn to hear. Her work with writers is not just for poets; fiction writers, and genre benders explore genre-agnostic literary elements such as voice, tone, imagery, and style. Limit one session per week.

Tuesdays & Wednesdays, February 17 – April 29, 2026
10 am – 11:30 am
Flowing Wells Library
1730 W. Wilmot Rd.

Registration opens on the Tuesday, one week prior to each session.

How to register:

- * Call (520) 594-5225
- * In person at Flowing Wells Library
- * Online at library.pima.gov/writer

PROGRAMS

Memory Excavation for the Writer
Saturday, Feb 28, 2026
10:30 am – 12 pm
Flowing Wells Library
1730 W. Wilmot Rd.

Writing the Nonfiction Scene
Saturday, March 14, 2026
11:30 am – 12:30 pm
Tucson Festival of Books
Integrated Learning Center Room 125AB
1500 E University Blvd
No registration required

Writing Parenthood
Saturday, April 18, 2026
10:30 am – 12 pm
Flowing Wells Library
1730 W. Wilmot Rd.
Register online at library.pima.gov/writer

(520) 791-4010 | Visit library.pima.gov |



2026 SOUTHWEST BOOKS of the year

ECHOES EP: Music by Driftwood Quintet & Sean Avery Medlin

Saturday, February 7th
2 pm – 4 pm
Murphy-Wilmot Library
530 N. Wilmot Rd.

Join us for a music performance by poet Sean Avery Medlin and wind instrumentalists Driftwood Quintet of their collaboration ECHOES EP.

Released on March 1st, 2024, ECHOES EP features both new and previously published poems by Medlin set to original music written by Driftwood member Ben Paley and Driftwood collaborator Kevin Kerr. Clocking in at 28 mins of Chamber music and Spoken Word, ECHOES EP is a special fusion that alights both the heart and the ear. Three of the poems on the EP can be found in Medlin's collection of poetry and essays, "808s & Otherworlds: Memories, Remixes, and Mythologies."

Visit suporseanavery.com
Instagram: @blackvenusian

Visit driftwoodquintet.com
Instagram: @driftwoodquintet

Murphy Wilmot
PIMA COUNTY PUBLIC LIBRARY

Call (520) 594-5420 | Visit library.pima.gov |



KINDRED
PIMA COUNTY PUBLIC LIBRARY



SOCIAL MEDIA PERFORMANCE

FACEBOOK

54
NUMBER OF POSTS

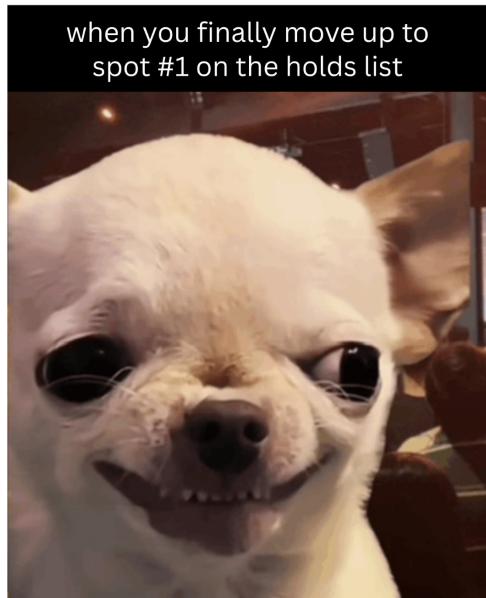
146.1K

VIEWS

3.1K

CONTENT INTERACTIONS

HIGHLIGHTS



TIKTOK

12
NUMBER OF POSTS

39K

VIDEO VIEWS

2,202

TOTAL LIKES

10K

HIGHEST VIEWED

1,037

MOST LIKED



INSTAGRAM

55
NUMBER OF POSTS

94K

VIEWS

3.4K

CONTENT INTERACTIONS



Click the photo above to view the TikTok



WEBSITE

WEBSITE CARDS

121 Staff Lists Cards
64 Event Cards

BOOKLISTS

14.49% Booklist Click-through

January is National Hobby Month

MESSAGE BEE

141,246 Messages Sent
65.84% Open Rate

BLOGS

25 Blogs

Art is storytelling: Mission Manor Park's tile mural

PAGES

16 Page Updates
1 designed
Adult Education

EVENTS

1,807 Hosted Events
76,311 Event Pageviews
15.06% Event Clickthroughs

WEBSITE FEEDBACK

37 Customer Support Interactions