
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 & Bussiness 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	<i>Arizona Daily Star</i>	11/24/2025
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[Creating an exclusive space for all at the library](#)

Justyn Dillingham	<i>Pima County FYI</i>	11/26/2025
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[We Recommend: Books set in states with November anniversaries](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	11/29/2025
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[We Recommend: 4 books about dramatic art heists from museums](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	12/7/2025
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[Pima County libraries adapt after major book distributor shuts down](#)

Jacqueline Aguilar	<i>KGUN 9</i>	12/10/2025
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[The Read to a Dog program thrives in Tucson](#)

Thatcher Warrick Hess	<i>Arizona Public Media</i>	12/10/2025
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[Tucson eyes redevelopment of main library and transit center, seeks input](#)

Newsroom	<i>KVOA News 4</i>	12/12/2025
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[Enjoy a performance by TucSon Jarocho December 13](#)

Justyn Dillingham	<i>Pima County FYI</i>	12/13/2025
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[We Recommend: 4 of Book Riot's favorite books of 2025](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	12/15/2025
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[What to do with what building: Joel D. Valdez Main Library](#)

Blake Morlock	<i>Tucson Sentinel</i>	12/15/2025
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[Tucsonans gathered to honor families affected by historic TCE contamination](#)

Marissa Orr	<i>KVOA News 4</i>	12/15/2025
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[**We Recommend: Celebrate Hanukkah with new books by Jewish authors**](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	12/17/2025
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[**Tucson wants community help to reimagine future of Valdez library building**](#)

Yana Kunichoff	<i>AZ Luminaria</i>	12/19/2025
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[**Beyond Books: Libraries are climate-resilient community infrastructure**](#)

Kimi Waite	<i>Common Dreams</i>	12/20/2025
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[**Why are my books not here?**](#)

Justyn Dillingham	<i>Pima County FYI</i>	12/26/2025
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[**2025 in review: Tucson Sentinel's top stories of the year**](#)

Gene Moreland	<i>Tucson Sentinel</i>	12/26/2025
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[**We Recommend: 4 classic books recommended by PCPL**](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	12/27/2025
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[**6 Friendly Towns to Retire In Arizona**](#)

Newsroom	<i>WorldAtlas</i>	1/1/2026
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[**We Recommend: How to rest and relax after the holiday rush**](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	1/4/2026
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[**We Recommend: Memoirs or fictional accounts of lived experiences**](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	1/10/2026
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[**Pima Library Foundation boosts Tucson library programs**](#)

Newsroom	<i>KVOA News 4</i>	1/15/2026
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[**We Recommend: Children's books by Asian and Asian American authors**](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	1/18/2026
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[**We Recommend: 4 books being made into movies in 2026**](#)

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	1/25/2026
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[**Romantic fantasy was 2025's most checked-out book in Pima County**](#)

Bill Finley	<i>Arizona Daily Star</i>	1/25/2026
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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%.

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

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

GRAPHIC DESIGN

1

Ads

5

Big Posters

7

Flyers

1

Rack Cards

12

Website Assets

6

Social Media Assets

7

Special Projects

39

Total

31

print orders

11,980

pieces

HIGHLIGHTS



Writer in Residence

MARGO

STEINES

Margo Steines (she/her) is a writer, a born-and-raised New Yorker, a journeyman ironworker, and parent to a small person. She works in literary nonfiction, in a hybrid genre that incorporates memoir, essay, cultural criticism, and immersion 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*, *Brevity*, *Off Assignment*, *The New York Times* (*Modern Love*), the anthologies *Letter to a Stranger* and *The Book of Alchemy*, and elsewhere. She is the author of the *Kirkus*-starred memoir-in-essay *Brilliant: A Love Story*.

Margo is faculty at Pima Community College and is also a private creative coach and creative writing class 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 you is to help you access that voice. Margo works strictly in nonfiction but can help poets, fiction writers, and genre benders explore genre-agnostic literary elements such as voice, tone, imagery, and style.

Limit of one session per week

Tuesdays & Wednesdays, February 17 – April 29, 2026
 10 am – 11:30 am
[Flowing Wells Library](http://FlowingWellsLibrary.org)
 1230 W. Wenden Rd.
 Registration opens on the Tuesday, one week prior to each session.

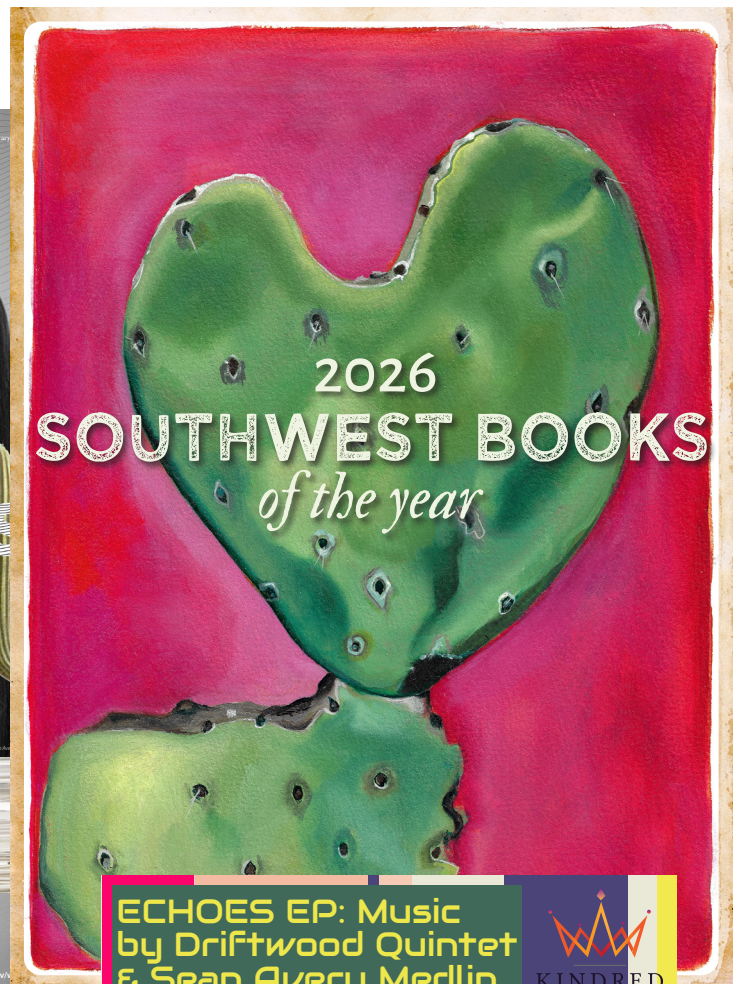
How to register:
 ✦ Call (520) 594-5222
 ✦ In person at Flowing Wells Library
 ✦ Online at library.pima.gov/writer

PROGRAMS

Memory Excavation for the Writer
 Saturday, Feb 28, 2026
 10:30 am – 12 pm
 Flowing Wells Library
 1230 W. Wenden Rd.
 Registration required
 Call (520) 791-4010 | Visit library.pima.gov

Writing the Nonfiction Scene
 Saturday, March 14, 2026
 10:30 am – 12 pm
 Tucson Festival of Books
 Integrated Learning Center Room 125AB
 1500 E University Blvd.
 Registration required
 Call (520) 791-4010 | Visit library.pima.gov

Writing Parenthood
 Saturday, April 18, 2026
 10:30 am – 12 pm
 Flowing Wells Library
 1230 W. Wenden Rd.
 Registration required
 Call (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 Merr. 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 **Sean Avery Medlin** @
superseanavery.com
 Instagram: @blackvenusian

Visit **Driftwood** @
driftwoodquintet.com
 Instagram
 @driftwoodquintet

Murphy Wilmot
 PIMA COUNTY PUBLIC LIBRARY

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

SOCIAL MEDIA PERFORMANCE

FACEBOOK

54

NUMBER OF POSTS

146.1K

VIEWS

3.1K

CONTENT INTERACTIONS

TIKTOK

12

NUMBER OF POSTS

39K

VIDEO VIEWS

2,202

TOTAL LIKES

10K

HIGHEST VIEWED

1,037

MOST LIKED

INSTAGRAM

55

NUMBER OF POSTS

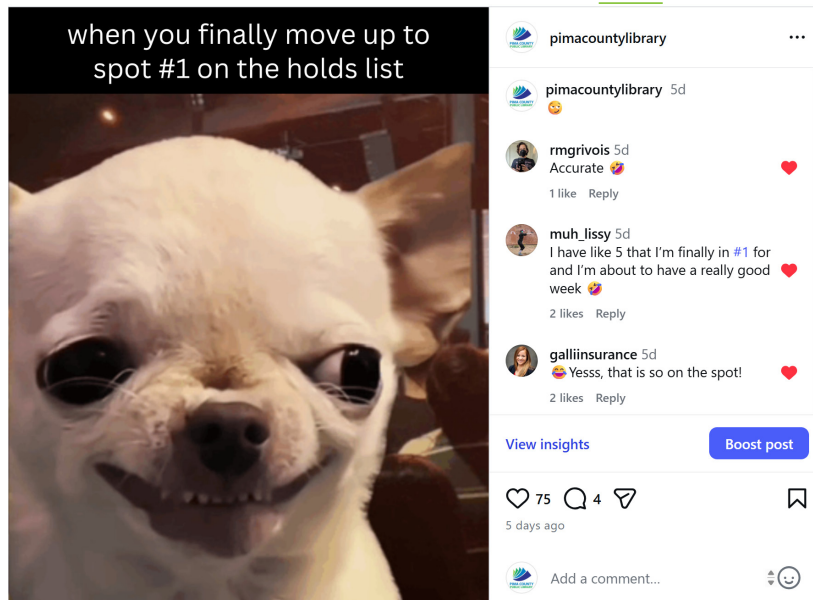
94K

VIEWS

3.4K

CONTENT INTERACTIONS

HIGHLIGHTS





Click the photo above to view the TikTok



WEBSITE

WEBSITE CARDS

121 Staff Lists Cards
64 Event Cards

BLOGS

25 Blogs
[Art is storytelling: Mission Manor Park's tile mural](#)

PAGES

16 Page Updates
1 designed
[Adult Education](#)

BOOKLISTS

14.49% Booklist Click-through
[January is National Hobby Month](#)

EVENTS

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

WEBSITE FEEDBACK

37 Customer Support Interactions

MESSAGE BEE

141,246 Messages Sent
65.84% Open Rate