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**DATE:** March 5, 2026

**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, Communication Specialist  
Reneé Bibby, Library Services Manager  
*Communications and Systems Office*

**SUBJECT: Communications & Systems Office Report, February**

The Library's InfolIntegrity Team released a new blog post—[Know your sources!](#)—about effectively navigating the vast media resources available to us and understanding the ever-changing media landscape.

Biblio Lotus team member Vivian N., Eckstrom-Columbus Library, [wrote about Tét](#), the most important and widely celebrated holiday in Vietnam.

Many Nations team member Lindsey C., Community Engagement Office, shared her [connection to the Lorraine Eiler Collection](#) and its importance to the community.

This month, we're also introducing new metrics for the new Communication Specialist position with a focus on Spanish language, which we announced in the previous board report. The current total covers the time since Jocelyn has joined, approximately six weeks worth of work. We're still exploring which metrics indicate the breadth of her work, and future reports will likely evolve.

## **TRANSLATION**

**9,560** words translated

**49** pieces of material

**6** basic complexity

**11** moderate complexity

**32** advanced complexity

## MEDIA RELATIONS

### MEDIA RELEASES

#### [TC Tolbert to headline annual Pride author talk](#)

Sent 10/15/2025

#### [Presenting Margo Steines, Writer in Residence](#)

Sent 2/3/2026

#### [A new year, a new Southwest Books of the Year!](#)

Sent 2/19/2026

### MEDIA OUTCOMES

#### [Request for information: Redevelopment ideas for the Joel D. Valdez Main Library](#)

City Manager's Office                      *City of Tucson*                      1/26/2026

#### [Pima County supervisors share 2026 priorities](#)

Yana Kunichoff                              *AZ Luminaria*                      1/30/2026

#### [We Recommend: Critical looks at historic power systems](#)

Ravenous Readers/PCPL                      *Arizona Daily Star*                      2/1/2026

#### [Sahuarita Library by Line and Space: Desert-Inspired Innovation in Community Learning](#)

Newsroom                                      *Global Design News*                      2/5/2026

#### [We recommend: Books that focus on cardiovascular health](#)

Ravenous Readers/PCPL                      *Arizona Daily Star*                      2/7/2026

#### [Sharpen your pencils: Pima County Library has a new writer in residence](#)

Karen Schaffner                              *Tucson Weekly*                      2/11/2026

#### [Know your sources: How the library can help you stay informed](#)

Justyn Dillingham                              *Pima County FYI*                      2/16/2026

#### [We Recommend: Celebrating 'all the single ladies'](#)

Ravenous Readers/PCPL                      *Arizona Daily Star*                      2/17/2026

#### ["No nos vamos a dejar borrar": Nuestras Raíces lleva voces latinas al corazón del Festival del Libro de Tucson](#)

Beatriz Limón                                      *AZ Luminaria*                      2/19/2026

#### ["We will not be erased": Nuestras Raíces brings Latino voices to the heart of Tucson Festival of Books](#)

Beatriz Limón                                      *AZ Luminaria*                      2/19/2026

#### [Programming the Future: Tweens and Teens in the Library](#)

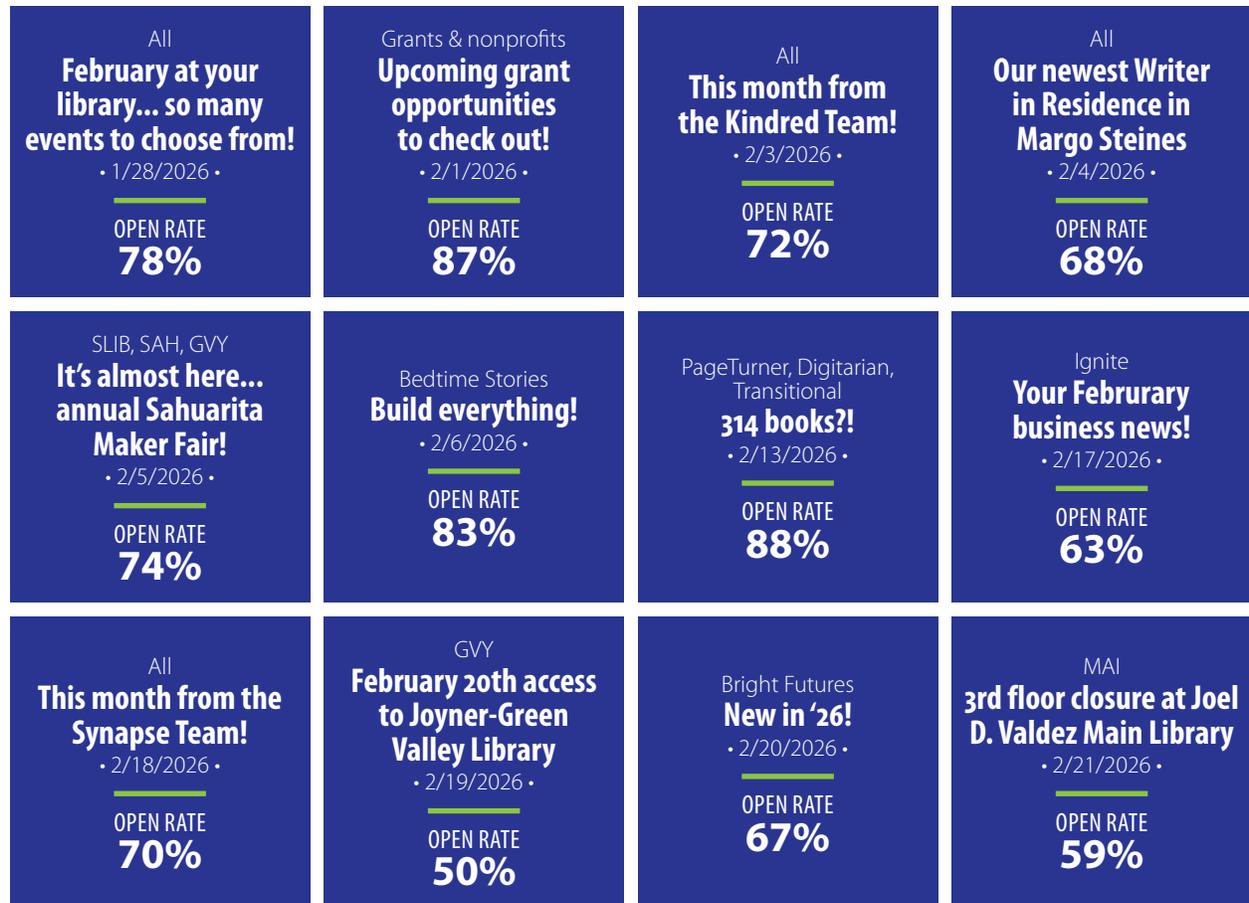
Madian Romero/PCPL                              *AzLA February 2026 Newsletter*                      2/20/2026

#### [We Recommend: Fantasize a do-over day](#)

Ravenous Readers/PCPL                              *Arizona Daily Star*                      2/21/2026

## 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%.



## GRAPHIC DESIGN



# JOIN US AT THE FESTIVAL!

Find us in front of the U of A Main Library

## INDIGENOUS STORYTELLERS

Saturday, March 14th  
10 am

Join us for a morning with celebrated Indigenous storytellers as they dive into their diverse bodies of work. They write for different age groups and genres, but all of their narratives explore Indigenous identity and heritage.

Cynthia Leitich Smith

Julian Brave NoiseCat

Julian Brave NoiseCat

Brandon Hobson

PIMA COUNTY PUBLIC LIBRARY

MANY NATIONS

Call (520) 594-5315 | Visit library.pima.gov

## HIGHLIGHTS

# JONNY GARZA VILLA

Friday, March 13th  
3 pm - 4:30 pm

Martha Cooper Library  
1377 N. Catalina Ave.

Join Nuestras Raíces and Pride for an afternoon with Jonny Garza Villa! We will be hosting an author talk with Jonny Garza Villa about their latest book, *Futbolista*, ahead of the Tucson Festival of Books with time for audience Q & A at the end. Do you like romance? Friends-to-lovers stories? Football (aka soccer)? Then this event is for you. Plus, there will also be pan dulce!

### 2026-27 ONE SEED PIMA COUNTY ONE SEED, ONE COMMUNITY

Mexican Sunflower - *Tithonia rotundifolia*

As an annual, the Mexican Sunflower completes its life cycle in one growing season. It has a bushy, upright growth habit with robust stems. It reaches a height of 4-6 feet and a spread of 2-3 feet.

**Feed the Bees, Butterflies, and Birds—Plant Mexican Sunflowers**

This plant delivers in both adding beauty to the garden and benefiting wildlife!

Butterflies and bees continually visit the brightly colored flowers, while the seeds provide a valuable food source for goldfinches.

The plant is native to Mexico, Colombia, Guatemala, Honduras, Nicaragua, Panama and US. The amazing sunflower boasts of stunning orange or reddish flowers which set it apart from other sunflowers.

Visit: [Gardenia.net](http://Gardenia.net)

Visit: [Visit Backyard Gardener.com](http://VisitBackyardGardener.com)

Como planta anual, el girasol mexicano completa su ciclo de vida en una sola temporada de cultivo. Tiene un porte arbustivo, vertical, con tallos robustos. Alcanza una altura de 4 a 6 pies y un ancho de 2 a 3 pies.

**Alimenta a las abejas, a las mariposas y a las pajaros - Plante girasoles mexicanos**

Esta planta aporta belleza al jardín y beneficia a la fauna silvestre!

Las mariposas y las abejas visitan continuamente sus flores de colores vivos, mientras que las semillas son una valiosa fuente de alimento para jilgueros.

La planta es originaria de México, Colombia, Guatemala, Honduras, Nicaragua, Panamá y Estados Unidos. Este increíble girasol destaca por sus impresionantes flores de color naranja o rojizas, que lo diferencian de otros girasoles.

### BENEFITS OF TITHONIA ROTUNDFOLIA

According to Maundu P. and Bo Tengnas (2005), studies have shown that in America it has been used for treatment of abscesses, infections, snake bites, malaria, and diabetes. In Africa, infusion used for constipation, indigestion, and sore throat. In Venezuela, used for treatment of abscess.

In Mexico it is used to treat malaria, hematomas, and muscular pain. In Taiwan, used for diabetes. In Kenya, used for malaria and as antidote for snake bite and to treat ectoparasites in cattle.

### BENEFICIOS DE LA TITHONIA ROTUNDFOLIA

Según investigaciones hechas por Maundu P. y Bo Tengnas (2005), los estudios han demostrado que en America se ha utilizado para el tratamiento de abscesos, infecciones, mordeduras de serpiente, malaria y diabetes. En Africa, la infusión se usa para el estreñimiento, la indigestión y el dolor de garganta. En Venezuela, se utiliza para el tratamiento de abscesos.

En Mexico se usa para tratar la malaria, los hematomas y los dolores musculares. En Taiwan, se usa para la diabetes. En Kenia, se usa para tratar la malaria y como antidoto para las mordeduras de serpiente y para tratar los ectoparásitos en el ganado.

### OTHER USES

Fodder: it is a suitable species for fodder for cows and goats. Tithonia has a high nutrition value.

### OTROS USOS

Para el forraje: es una especie adecuada para el forraje de vacas y cabras. La tithonia tiene un alto valor nutricional.

Learn more here:  
Más información aquí:

Visit: Useful trees & shrubs for Kenya! Visite árboles y arbustos útiles para Kenia

### 2026-27 UNA SEMILLA CONDADO PIMA UNA SEMILLA, UNA COMUNIDAD

El Girasol Mexicano - *Tithonia Rotundifolia*

**SOCIAL MEDIA  
PERFORMANCE**

**FACEBOOK**

**29**

NUMBER OF POSTS

**107.2K**

VIEWS

**3K**

CONTENT INTERACTIONS

**TIKTOK**

**6**

NUMBER OF POSTS

**23K**

VIDEO VIEWS

**1,635**

TOTAL LIKES

**6.8K**

HIGHEST VIEWED

**731**

MOST LIKED

**INSTAGRAM**

**30**

NUMBER OF POSTS

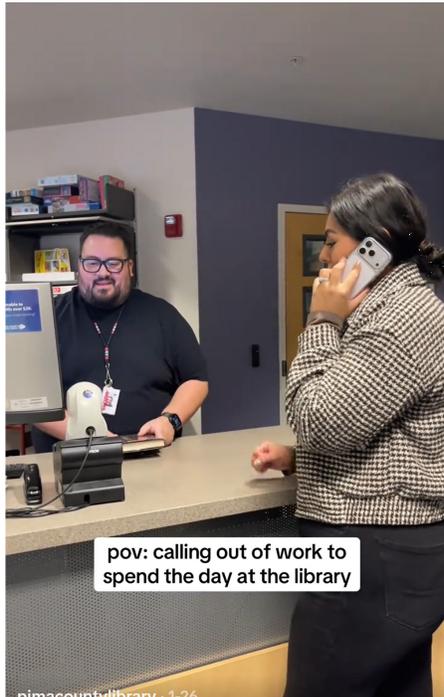
**43.9K**

VIEWS

**3.1K**

CONTENT INTERACTIONS

**HIGHLIGHTS**



pimacountylibrary - 1-26



Click the photo above to view the TikTok

## WEBSITE CARDS

**86** Staff Lists Cards  
**28** Event Cards

## BLOGS

**18** Blogs  
[Korean New Year: "A fresh start and prosperity"](#)

## PAGES

**3** Page Updates  
[Kindred](#)

## BOOKLISTS

**6.09%** Booklist Clickthrough  
*A top book list* [Tucson Festival of Books Many Nations Authors](#)

## EVENTS

**1510** Hosted Events  
**52,468** Event Pageviews  
**8.14%** Event Clickthroughs

## WEBSITE FEEDBACK

**18** Customer Support Interactions

## MESSAGE BEE

**74,948** Messages Sent  
**67.32%** Open Rate