

DATE: May 7, 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, April 2026

On April 27, we made a [very exciting and long-awaited announcement!](#) The Richard Elías-Mission Library will reopen on May 4 at 10 am after being closed for a major renovation and expansion.

[Desert Streams](#) is going strong! Our Spring 2026 submission period ran from April 1 to April 30. Stay tuned for some music on this streaming platform made with music lovers in mind!

In anticipation of the 2026 midterm elections, the Library’s InfoIntegrity Team published a [blog post about polls, polling, and polling statistics](#). In it they share information about what to think about when you come across poll numbers in the coming months.

MEDIA RELATIONS

MEDIA OUTCOMES

We Recommend: 4 books about the great outdoors

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	3/30/2026
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Pima County Libraries dive into swimming-themed children’s books

Newsroom	<i>Raising Arizona Kids</i>	4/2/2026
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We Recommend: 4 soccer romances for getting into the World Cup mood

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	4/5/2026
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Library’s Read to a Dog program brings joy to kids, canines

Justyn Dillingham	<i>Pima County FYI</i>	4/11/2026
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We Recommend: 4 books about new beginnings

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	4/13/2026
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We Recommend: 4 books by new authors

Ravenous Readers/PCPL

Arizona Daily Star

4/19/2026

Does Your Library Have Its Own Annual Book Lists?

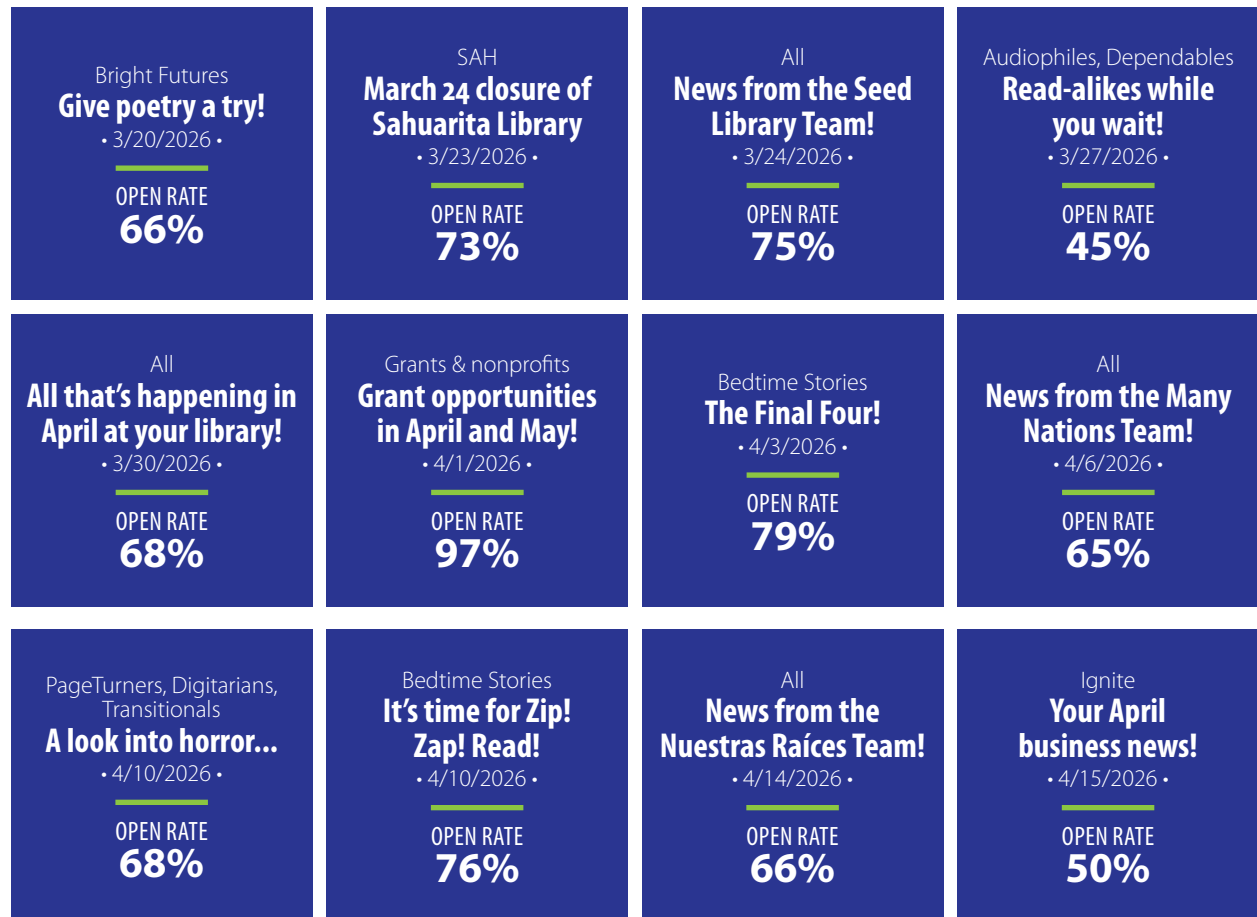
Jessica Pryde

Book Riot

4/24/2026

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%.



TRANSLATION

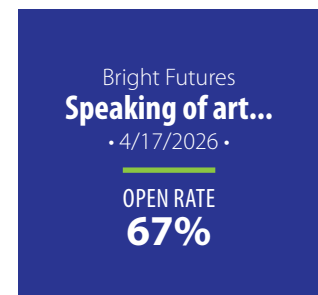
6,810 words translated

20 pieces of material

8 basic complexity

8 moderate complexity

4 advanced complexity



GRAPHIC DESIGN

1

Poster

3

Flyers

1

Rack Card

2

Special Projects

1

Social Media Assets

8

Total

17

print orders

20,902

pieces

HIGHLIGHTS

The project is supported by the Arizona State 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

JENNIFER J. STEWART



Award-winning author Jennifer J. Stewart writes seriously funny books for children. Her seven published children's books include both fiction and educational nonfiction. She also writes for older audiences: articles, personal essays, and poems. As a freelance editor, she enjoys making her clients' ideas and words sparkle, by providing consultations and developmental editing.

She supports early literacy, believing that every child deserves the chance to read and succeed. She is proud to be a founding board member of Make Way for Books.

ONE-ON-ONE CONSULTATIONS

Jennifer will be available for eight to ten one-on-one sessions per week. Every writer, whether seasoned or inexperienced, needs encouragement and constructive feedback to improve. Bring your writing and your questions, and let's brainstorm together.

Limit of one session per week for one-on-one sessions, unless noted. If Bear is accompanied by a reader or caregiver.

Thursdays & Saturdays, May 21 - July 30, 2026
 Thursdays, 1 pm - 3 pm
 Saturdays, 10 am - 12 pm
 Kirk-Bear Canyon Library
 8550 E. Tanque Verde Rd.

Registration opens in the morning, one week prior to each session.

How to register:
 Online at library.pima.gov/with
 Call (520) 994-5275
 In person at Kirk-Bear Canyon Library

WORKSHOPS

No registration required

Pulling Back the Curtain: Writing for Children
 Saturday, June 13, 2026
 1:30 pm - 3 pm
 Kirk-Bear Canyon Library
 8550 E. Tanque Verde Rd.

Digging Deep into Story
 For children ages 10-14
 Saturday, June 27, 2026
 1:30 pm - 3 pm
 Kirk-Bear Canyon Library
 8550 E. Tanque Verde Rd.

When Writing Seems Impossible
 Saturday, July 25, 2026
 1:30 pm - 3 pm
 Kirk-Bear Canyon Library
 8550 E. Tanque Verde Rd.

For readers, learners, doers, & dreamers | Infoline (520) 791-4010 | Visit library.pima.gov |

PIMA COUNTY PUBLIC LIBRARY

UNEARTH A STORY™

SUMMER READING 2026

Tuesday, June 2 - Friday, July 31, 2026



DESENTIERRA UNA HISTORIA™

LECTURA DE VERANO

martes, 2 de junio - viernes, 31 de julio del 2026

BIBLIOTECA PÚBLICA del CONDADO PIMA

SOCIAL MEDIA

PERFORMANCE

FACEBOOK

36

NUMBER OF POSTS

86.6K

VIEWS

2K

CONTENT INTERACTIONS

TIKTOK

6

NUMBER OF POSTS

14K

VIDEO VIEWS

1,500

TOTAL LIKES

INSTAGRAM

39

NUMBER OF POSTS

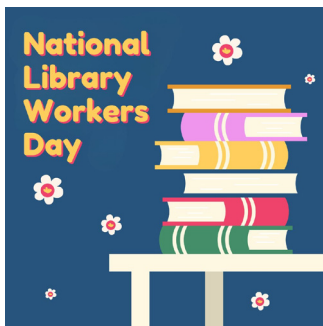
70.2K

VIEWS

4.1K

CONTENT INTERACTIONS

HIGHLIGHTS

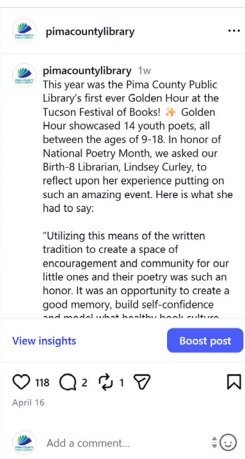


1.9K

HIGHEST VIEWED

145

MOST LIKED



Click the photo above to view the TikTok

WEBSITE

WEBSITE CARDS

52 Staff Lists Cards
35 Event Cards

BLOGS

11 Blogs
[It's Time for One Seed](#)

PAGES

3 Page Updates
1 designed
[Zip! Zap! Read](#)

BOOKLISTS

6.81% Booklist Clickthrough
A top book list [Urban Gardening](#)

EVENTS

1,550 Hosted Events
54,822 Event Pageviews
7.93% Event Clickthroughs

WEBSITE FEEDBACK

9 Customer Support Interactions

MESSAGE BEE

100,097 Messages Sent
65.93% Open Rate