

**DATE:** June 4, 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, May**

Margo Steines wrapped up her residency (Writer in Residence) with [this blog post](#) reflecting on her time working with the community during one-on-one sessions and at three workshops.

We also [welcomed a new Writer in Residence, Jennifer J. Stewart](#), whose residency will run through July 30.

To celebrate Asian American, Native Hawaiian, and Pacific Islander Heritage Month ([AANHPI](#)) in May, Biblio Lotus team member Megan H. (Kirk-Bear Canyon Library) [interviewed Jessica Yoon](#), author of [Jeong Is Jeong](#) and [The Legend Of Ban-Dal: A New Korean Folktale](#).

May was Period Poverty Awareness Month and PCPL launched [a Hygiene Drive](#) collecting period and incontinence products as well as toiletries and hygiene supplies for our community members in need.

## **MEDIA RELATIONS**

### **MEDIA OUTCOMES**

#### **We Recommend: Gen-X indie rock memoirs**

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	5/3/2026
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#### **We Recommend: 4 graphic novels about mental health, wellness**

Ravenous Readers/PCPL	<i>Arizona Daily Star</i>	5/10/2026
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#### **Pima County's Mission Library is back after two years**

Caitlin Schmidt	<i>Tucson Spotlight</i>	5/13/2026
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#### **Tucson Summer Reading Club for grown-ups returns for year 2**

Caitlin Schmidt	<i>Tucson Spotlight</i>	5/13/2026
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## Local opinion: How much should we value literacy?

Judi Moreillon *Arizona Daily Star* 5/17/2026

## We Recommend: 4 feel-good reads

Ravenous Readers/PCPL *Arizona Daily Star* 5/17/2026

## Tucson Now: Pima County Public Library hosts poetry showcase

Devyn Shea with Lindsey Curley *Tucson Now KOLD News* 5/22/2026

## We Recommend: 4 Love Stories

Ravenous Readers/PCPL *Arizona Daily Star* 5/24/2026

## MEDIA RELEASES

### Join Pima County Public Library at the Tucson Festival of Books

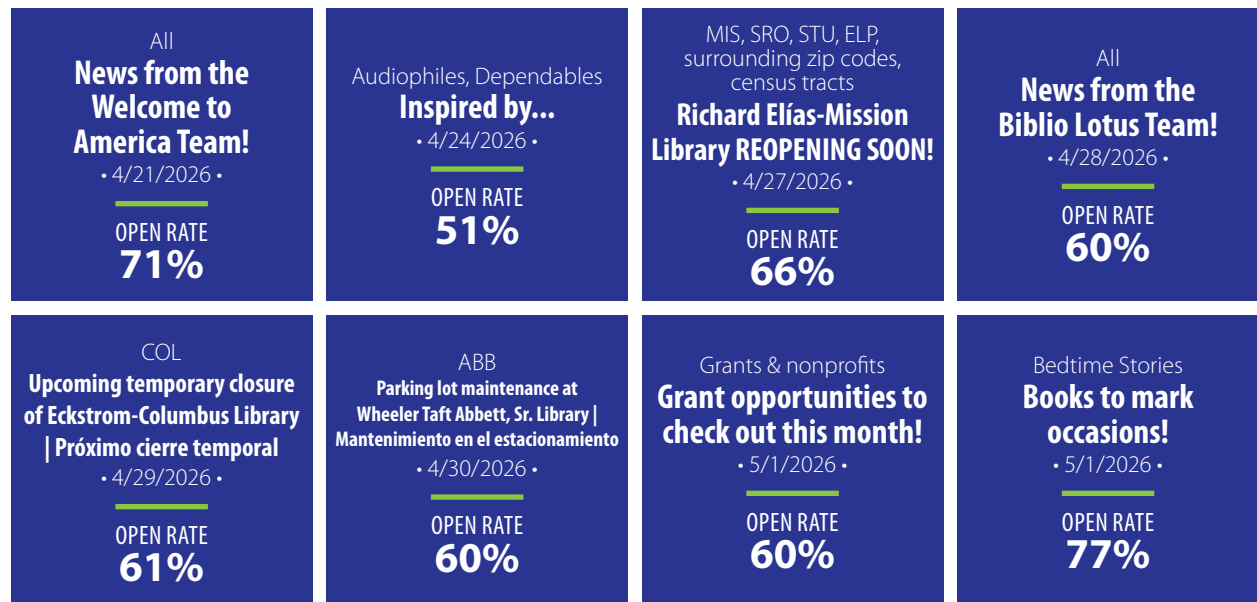
Sent 2/25/2026

### There's a new Writer in Residence at the library!

Sent 5/7/2026

## 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%.



<p>MIS, SRO, STU, ELP, surrounding zip codes, census tracts</p> <p><b>Richard Elías-Mission Library is NOW OPEN!   ¡La biblioteca Richard Elías-Mission ya está abierta!</b></p> <p>• 5/4/2026 •</p> <hr/> <p>OPEN RATE <b>63%</b></p>	<p>Participating branches</p> <p><b>Will you support our Hygiene Drive?   ¿Apoyará nuestra campaña de higiene?</b></p> <p>• 5/4/2026 •</p> <hr/> <p>OPEN RATE <b>42%</b></p>	<p>VAL</p> <p><b>Mushrooms, garbanzo beans and new hours at the PLAZA Mobile Market!</b></p> <p>• 5/5/2026 •</p> <hr/> <p>OPEN RATE <b>53%</b></p>	<p>All</p> <p><b>There's a new Writer in Residence at the library!</b></p> <p>• 5/6/2026 •</p> <hr/> <p>OPEN RATE <b>67%</b></p>
<p>PageTurners, Digitarians, Transitionals</p> <p><b>Sci-fi books turned acclaimed films...</b></p> <p>• 5/8/2026 •</p> <hr/> <p>OPEN RATE <b>80%</b></p>	<p>GVY</p> <p><b>Parking lot maintenance at Joyner-Green Valley Library   Mantenimiento en el estacionamiento</b></p> <p>• 5/10/2026 •</p> <hr/> <p>OPEN RATE <b>79%</b></p>	<p>Ignite</p> <p><b>Your May business news!</b></p> <p>• 5/15/2026 •</p> <hr/> <p>OPEN RATE <b>64%</b></p>	<p>Occasionals, New cardholders, PageTurners, Transitionals, Dependables, Audiophiles, Alternative users</p> <p><b>Ready for check out... popular, high-demand titles!   Libros en préstamo populares y muy solicitados</b></p> <p>• 5/15/2026 •</p> <hr/> <p>OPEN RATE <b>70%</b></p>
<p>Bedtime Stories, Bright Futures</p> <p><b>Calling all youth poets!   ¡Atención, jóvenes poetas!</b></p> <p>• 5/15/2026 •</p> <hr/> <p>OPEN RATE <b>79%</b></p>	<p>WDS</p> <p><b>Parking lot maintenance at Woods Memorial Library   Mantenimiento en el estacionamiento</b></p> <p>• 5/17/2026 •</p> <hr/> <p>OPEN RATE <b>65%</b></p>	<p>COL</p> <p><b>Reminder: Upcoming temporary closure of Eckstrom-Columbus Library</b></p> <p>• 5/18/2026 •</p> <hr/> <p>OPEN RATE <b>61%</b></p>	<p>All</p> <p><b>News from the Synapse Team!</b></p> <p>• 5/20/2026 •</p> <hr/> <p>OPEN RATE <b>64%</b></p>
<p>Audiophiles and Dependables</p> <p><b>Thrillers, mysteries, and more!</b></p> <p>• 5/22/2026 •</p> <hr/> <p>OPEN RATE <b>52%</b></p>	<p>COL</p> <p><b>Eckstrom-Columbus Library is temporarily closed   está temporalmente cerrada</b></p> <p>• 5/24/2026 •</p> <hr/> <p>OPEN RATE <b>49%</b></p>		

We're updating the reporting on the translation services as we get a better gauge of the flow of work. Jocelyn is now tracking them as levels. Level 1 is indicated as having basic complexity, Level 2 as moderate, and Level 3 as advanced complexity. We're also adding in a mathematical buffer the total count of words to better reflect the amount of rewriting and editing Jocelyn has to do to finalize materials; therefore the total number of completed words will be higher than the individual word counts.

## TRANSLATION



## GRAPHIC DESIGN

1

Bookmark

2

Special Projects

4

Flyers

2

Signs

3

Misc.

6

Website Assets

18

Total

8

print orders

12,473

pieces

The Pima County Public Library in collaboration with the Mary Nations Affinity Team are proud to present

# Golden Hour

A Showcase of Youth Poets

MANY NATIONS PIMA COUNTY PUBLIC LIBRARY

We are looking for young local poets ages 9 - 18 to submit their poetry for a chance to share their poem live at one of three libraries

### Guidelines for the poems

- Should be short enough to be read in 3 minutes or less
- Can be in any language or mix of languages
- Can focus on any topic but has to be appropriate to be read in front of all ages

Richard Elías-Mission Library	Valencia Library	Woods Memorial Library
3770 S. Mission Rd	202 W. Valencia Rd	3455 N. 1st Ave
<b>Submit your poems</b> May 6th – May 20th by Midnight library.pima.gov/ GoldenHourMission	<b>Submit your poems</b> May 20th – June 3rd by Midnight library.pima.gov/ GoldenHourValencia	<b>Submit your poems</b> May 27th – June 10th by Midnight library.pima.gov/ GoldenHourWoods
<b>SHOWTIME</b> Wednesday, May 27, 2026 4:30 pm – 5:30 pm	<b>SHOWTIME</b> Tuesday, June 9, 2026 4:30 pm – 5:30 pm	<b>SHOWTIME</b> Tuesday, June 16, 2026 4:30 pm – 5:30 pm

PIMA COUNTY PUBLIC LIBRARY

Infoline (520) 791-4010 | Visit [library.pima.gov](http://library.pima.gov)

PIMA COUNTY PUBLIC LIBRARY

HIBLIOTECA PÚBLICA del CONDADO PIMA

¡Llena los libros sin color con los dibujos que lees durante el verano! Gana un premio para cada 5 libros que lees. Puedes pasar los premios en tu biblioteca local o como visitas terminando cada chico libros. No tienes que esperar hasta que se termine el programa para pasar por los primeros tres premios. Los premios están disponibles hasta agotar existencias.

¡Feliz lectura de verano!

Happy summer reading!

Fill in the uncolored books with the titles you read! Win a prize for reading 10 books.

Any reading counts - books, magazines, comic books, audiobooks, etc.

This book tracker belongs to:

Esta es el libro de:

## SOCIAL MEDIA

### PERFORMANCE

## FACEBOOK

29

NUMBER OF POSTS

62.5K

VIEWS

1.8K

CONTENT INTERACTIONS

## TIKTOK

10

NUMBER OF POSTS

58K

VIDEO VIEWS

6,344

TOTAL LIKES

## INSTAGRAM

39

NUMBER OF POSTS

83.2K

VIEWS

5.2K

CONTENT INTERACTIONS

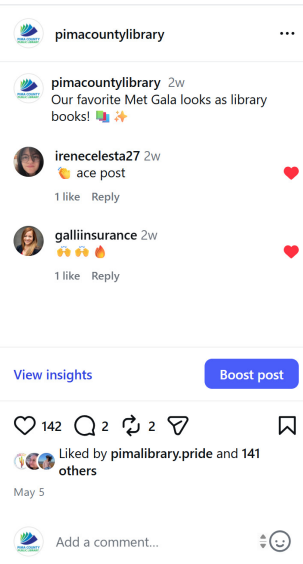
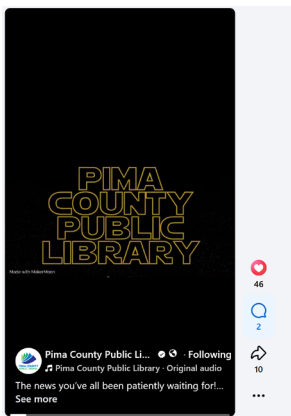
### HIGHLIGHTS

19.5K

HIGHEST VIEWED

2,895

MOST LIKED



Click the photo above to view the TikTok

## WEBSITE

### WEBSITE CARDS

**56** Staff Lists Cards  
**34** Event Cards

### BLOGS

**15** Blogs  
[During AANHPI month, Meet Author Jessica "Jess" Yoon](#)

### PAGES

**8** Page Updates  
**2** designed  
[Himmel Building Project](#)

### BOOKLISTS

**7.95%** Booklist Clickthrough  
[A top book list 2026 Kids' Mental Health Awareness Week Picks](#)

### EVENTS

**1,271** Hosted Events  
**66,026** Event Pageviews  
**8.71%** Event Clickthroughs

### WEBSITE FEEDBACK

**13** Customer Support Interactions

### MESSAGE BEE

**88543** Messages Sent  
**65.75%** Open Rate