

DATE: July 2, 2020

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 Pima-Green Valley Library, Board of Directors
Friends of the Kirk-Bear Canyon Library, Board of Directors
Friends of the Arivaca Library, Board of Directors
Friends of the Oro Valley Public Library, Board of Directors
Pima Library Foundation, Board of Directors

FROM: Holly Schaffer
Communications & Publicity Report

SUBJECT: Communications & Publicity Report – March, April, May, June 2020

Media Relations Activities – Highlights

During the Library's 8-week closure, news outlets helped spread the word about digital services. Stories ran in the [Arizona Daily Star](#), [Green Valley News](#), [KOLD News 13](#), and the [Tucson Weekly](#), among others.

While print materials were unavailable during COVID-19 closure, we didn't put our We Recommend column (*Arizona Daily Star*). Nope! We got creative with We Recommend – Digital. Throughout the closure, we highlighted [Acorn TV](#), [Kanopy Kids](#), [IndieFlix](#), and others. Feedback from *Star* readers was positive!

A shout out to PCPL's Daniel Behrend, who wrote the most recent *Arizona Daily Star* column on March 6. In his column, titled [Using Compassion to Make a Difference](#), he wrote, "After a dozen years with Pima County Public Library, I can't exactly remember the first thing I ever learned, but I do remember the first thing that really stuck with me: how to smile at strangers."

| Media Outreach | |
|-----------------------|---|
| Date | Press releases |
| 6/8/20 | Meet with our newest Writer in Residence... virtually! |
| 6/1/20 | Summer Learning... it's still on! |
| 5/22/20 | No need to reread – it's true... We're going FINE FREE! |
| 5/15/20 | Here's what you need to know about Library reopening |
| 5/13/20 | Libraries to Open with Limited Services |
| 5/6/20 | Salazar-Ajo Library closed, phone lines are open |
| 4/30/20 | Ready, Set, School! now offered on Facebook Live |
| 4/24/20 | Grab-N-Go Super Snacks to begin at 10 libraries |
| 4/20/20 | Library's Infoline service open during COVID-19 closure |

| Media Outcomes | | | |
|-----------------------|------------------------|---------------|-------------|
| Headline | Reporter/Author | Outlet | Date |

| | | | |
|---|-----------------------|------------------------------|---------|
| We Recommend: Memoirs for your summer reading list | Holly Schaffer, PCPL | Arizona Daily Star | 6/14/20 |
| #WeAreDoneDying campaign materials available through local libraries | Kate Harrison | Pima County FYI | 6/12/20 |
| SUSD students can tap into thousands of free books anytime, anywhere | Brooke Chaplain | KOLD News 13 | 6/5/20 |
| Senseless loss of life in the Black community | Tara Foulkrod | The Range, Tucson Weekly | 6/3/20 |
| Pima County Summer Learning Program | Press release desk | Patch.com | 6/3/20 |
| School district partners with library system to give students access to more ebooks | Veronica Acosta | KGUN 9 News | 6/2/20 |
| Pima County Library seeks to improve access by clearing overdue fines | News desk | Arizona Daily Star | 5/30/20 |
| The Pima County library created 10 books lists inspired by our Summer Reading Challenge | Johanna Willett | #ThisIsTucson | 5/29/20 |
| Pima Library Director: We're still here for you! | Amber Mathewson, PCPL | Arizona Daily Star | 5/29/20 |
| Librarian Annie Wicks receives a Ben's Bell | Press release desk | Patch.com | 5/29/20 |
| A testament to the caring community we call home | Holly Schaffer, PCPL | Urban Libraries Council blog | 5/26/20 |
| It's fine free time at the Library! | Tara Foulkrod | The Range, Tucson Weekly | 5/25/20 |
| Education notes | Danyelle Khmara | Arizona Daily Star | 5/24/20 |
| We Recommend: It's Barbecue Season | Holly Schaffer, PCPL | Arizona Daily Star | 5/24/20 |
| Pima County Public Library going fine free | Press release desk | Patch.com | 5/23/20 |
| Pima County Public Libraries introducing new auto-renewal system July 1 | Logan Burtch-Buus | The Range, Tucson Weekly | 5/22/20 |
| Pima County Library's Writer in Residence: My family cherished reading, writing | Press release desk | Patch.com | 5/22/20 |
| Excerpt from Tucson author's <i>The Death of Josseline</i> | Press release desk | Patch.com | 5/22/20 |
| Check out this summer reading challenge list | Kate Harrison | Pima County FYI | 5/22/20 |
| Choosing restorative justice: Engagement, not punishment, fosters | Kelley R. Taylor | School Library Journal | 5/20/20 |

| | | | |
|---|-----------------|--------------------------|---------|
| community and respect in the library | | | |
| GV library open and staff are busy catching up after shutdown | Jorge Encinas | Green Valley News | 5/19/20 |
| Pima County libraries reopen Monday | Brooke Chaplain | KOLD News 13 | 5/18/20 |
| Pima County Public Libraries to reopen on May 18 | News Desk | Patch.com | 5/17/20 |
| County playing lead role in food distribution efforts | Anthony Gimono | Pima County eScoop | 5/15/20 |
| Limited library reopenings bring some services back to the public | Jorge Encinas | Green Valley News | 5/15/20 |
| Pima County Libraries re-opening with temperature checks, mask requirements | News desk | Arizona Daily Star | 5/14/20 |
| Libraries reopening, but it'll look quite different | Jorge Encinas | Sahuarita Sun | 5/13/20 |
| Pima County Public Libraries to open with limited services | Nikki Gaskins | Patch.com | 5/13/20 |
| Pima County Public Library plans to open select branches with limited hours | Kate Harrison | Pima County newsroom | 5/13/20 |
| PIMA COUNTY LIBRARIES. Abrira sus puertas el lunes 18 de mayo con servicios limitados | News desk | Arizona Bilingual | 5/13/20 |
| Pima County Libraries re-opening limited services on May 18 | Jeff Gardner | The Range, Tucson Weekly | 5/13/20 |
| Libraries in Pima County set to open on Monday | Rogelio Mares | KGUN 9 News | 5/13/20 |
| Daily Tucson coronavirus updates – everything you need to know | Newsroom | #ThisIsTucson | 5/13/20 |
| More than books: County libraries see huge increase in digital use | Jorge Encinas | Green Valley News | 5/12/20 |
| We Recommend – Unlock genealogy tools with your library card | PCPL | Arizona Daily Star | 5/10/20 |
| We Recommend – Stream movies and tv for kids with Kanopy Kids | PCPL | Arizona Daily Star | 5/3/20 |
| Pima County Library plans to offer curbside pickup | Jasmine Ramirez | KOLD News 13 | 5/3/20 |
| Pima County Public Library wishes Ramadan to Muslim Community | News Desk | Patch.com | 4/29/20 |

| | | | |
|---|--------------------|--------------------|---------|
| 10 libraries offer grab-n-go snacks to youth | Maria Arey | KGUN 9 News | 4/27/20 |
| We Recommend – Stream full length concerts with Qello | PCPL | Arizona Daily Star | 4/26/20 |
| Local public libraries distribution Grab-N-Go Super Snacks | Newsroom | KVOA News 4 | 4/26/20 |
| Friends of Pima Library hosts online read-a-longs for kids stuck at home | Bivian Contreras | Tucson Local Media | 4/24/20 |
| Pima County established hotline to help with rental assistance amid COVID-19 | Kate Harrison | Pima County e-news | 4/22/20 |
| Pima County libraries see a spike in online content during COVID-19 shutdown | Megan McNeil | KOLD News 13 | 4/21/20 |
| Despite Coronavirus closures, Pima librarians still answering questions | Dylan Smith | TucsonSentinel.com | 4/20/20 |
| We Recommend – Classic movies and TV with IndieFlix | PCPL | Arizona Daily Star | 4/19/20 |
| 6 important life tasks to complete to complete from home while you have some time | Veronica Cruz | #ThisIsTucson | 4/18/20 |
| Reopening: Not “When” but “How”? | Cass Balzer | American Libraries | 4/17/20 |
| Pima County’s dislocated worker hotline assists in multiple ways | Kate Harrison | Pima County e-news | 4/16/20 |
| 8 Tucson organizations taking storytime online | Veronica M. Cruz | #ThisIsTucson | 4/15/20 |
| Join the Pima County library’s haiku challenge because poetry is not cancelled | Johanna Willett | #ThisIsTucson | 4/14/20 |
| We Recommend – Try a new recipe or learn a new hobby with digital magazines | PCPL | Arizona Daily Star | 4/12/20 |
| Make Way for Books opens the door to early childhood literacy | Logan Burtch-Buus | Tucson Weekly | 4/10/20 |
| Tucson nonprofit offers children’s books through app, online storytime for families | Stephanie Casanova | Arizona Daily Star | 4/7/20 |
| Make Way for Books launches bilingual app and online storytime | Lifestyle | AZ Big Media | 4/7/20 |

| | | | |
|--|----------------------|-----------------------------------|---------|
| Library employee belled for creating welcoming atmosphere for kids | Newsroom | Arizona Daily Star | 4/6/20 |
| We Recommend – Get your laugh on with audiobooks | PCPL | Arizona Daily Star | 4/5/20 |
| Adapting to life under social distancing | Christopher Conover | Arizona Public Media | 4/3/20 |
| You can still get a library card online if you don't have one | Tara Foulkrod | The Range, Tucson Weekly | 3/31/20 |
| We Recommend – Digital books | PCPL | Arizona Daily Star | 3/29/20 |
| Cabin fever? Don't worry, the Library is here for you! | Tara Foulkrod | The Range, Tucson Weekly | 3/26/20 |
| Being smarter in 2020: Go to the library without leaving home | Johanna Eubank | Arizona Daily Star | 3/23/20 |
| 6 free educational resources to keep kids busy while Tucson schools are closed | Newsroom | Arizona Daily Star | 3/20/20 |
| Your guide to social distancing in Tucson: How to stay home, stay sane, and support local businesses | Johanna Willett | #ThisIsTucson | 3/18/20 |
| We Recommend: Bingeworthy British TV with Acorn | PCPL | Arizona Daily Star | 3/17/20 |
| Things to do with your kids at home online during COVID-19 closures | Tara Foulkrod | The Range, Tucson Weekly | 3/16/20 |
| New eReading room gives Tucson children free access to hundreds of audiobooks | Newsroom | Arizona Daily Star, #ThisIsTucson | 3/14/20 |
| Explore Read-Alongs with Pima County Public Library | Kate Harrison | Pima County FYI | 3/13/20 |
| Pima County Libraries to reopen with limited services | News Desk | KOLD News 13 | 3/13/20 |
| Arizona receives \$20 billion annually from Census data | Jeff Gardner | Marana News | 3/11/20 |
| Photos: 6 significant buildings in Tucson, Murphy-Wilmot Library | Rick Wiley | Arizona Daily Star | 3/7/20 |
| #ReadBlack launching at Himmel Park Library | Tara Foulkrod | The Range, Tucson Weekly | 3/6/20 |
| Using compassion to make a difference | Daniel Behrend, PCPL | Pima County eScoop | 3/6/20 |
| Nine earn community leadership awards | Kate Harrison | Pima County eScoop | 3/6/20 |
| Pima County Library announces eReading Room | Bivian Contreras | Tucson Weekly | 3/4/20 |

| | | | |
|--|--------------------|--------------------|------------|
| Dusenberry-River Library temporarily closed for renovation until mid-June | EJ Jimenez | KGUN 9 | 3/2/20 |
| We Recommend: Immigration stories | PCPL | Arizona Daily Star | 3/1/20 |
| Places for teens to volunteer in Tucson | Stephanie Sheaffer | TucsonTopia | March 2020 |
| Dusenberry-River Library to close temporarily for interior refresh | Kate Harrison | Pima County FYI | 2/28/20 |
| Pima County creates new way to borrow children's books | EJ Jimenez | KGUN 9 | 2/25/20 |
| Event Listings March – May 2020 | | | |
| Puppet workshop, poisonous animals of Arizona lecture, art talks Master gardener talks Read to a Dog, Storytimes, Local Author Showcase Master gardener talks | - | Arizona Daily Star | - |
| Become a master gardener | - | Pima County eScoop | - |
| 3 free things to do in downtown Tucson | - | #ThisIsTucson | - |
| Art invitational | - | Tucson Weekly | - |

| Savannah emails sent to PCPL customers | |
|---|-------------|
| Subject line | Date |
| Bedtime Stories: Imagine Your Story | 6/5/20 |
| We're going fine free | 5/22/20 |
| Library re-opening, more information | 5/15/20 |
| Library re-opening May 18 | 5/13/20 |
| Bright Futures: Not your mother's audiobook | 5/8/20 |
| Audiophiles, Dependables: Stream audiobooks directly in your browser! | 5/1/20 |
| PageTurners, Transitionals, Dependables: Diversify your reading this month | 5/1/20 |
| Grab-N-Go Super Snacks | 4/29/20 |
| Bedtime Stories: Just for kids - online learning, eBooks, and more! | 4/15/20 |
| We're still here for you - a message from our Director, Amber Mathewson | 4/14/20 |
| Bright Futures: Make online school your BFF | 4/10/20 |
| Audiophiles, Dependables: Enjoy an audiobook, you deserve it | 3/31/20 |
| PageTurners, Transitionals, Dependables: We miss you, but we've still got books to recommend! | 3/31/20 |
| Update about library closure | 3/21/20 |
| Coronavirus – all libraries closed | 3/17/20 |