

DATE: August 6, 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
Friends of the Esmond Station Library, Board of Directors
Pima Library Foundation, Board of Directors

FROM: Holly Schaffer
Communications & Publicity Report

SUBJECT: Communications & Publicity Report –July 2020

Media Relations Activities – Highlights

In a [kind Letter to the Editor](#) after the Library re-opened with limited services, one customer wrote “What would we do without our public libraries? We didn’t even realize how much we needed them until now. **Thank you for being there for your faithful readers.**”

Our **Savannah emails to customers** are (still) a big hit! Recent email messages have seen **open rates above 100%!**

Staff members [Lupita Chavez](#) and [Ray Baca](#) knocked it out of the park with their recent contributions to the Library’s *Arizona Daily Star* column.

Do you know any kids, tweens, or teens who would like to submit a story to our Story Sketches program? [Here’s a link to send along!](#)

Media Outreach	
Date	Press releases
7/24/20	Announcing the Esmond Station Library!
7/17/20	Library changes service model to minimize exposure to COVID-19
7/15/20	Authors, publishers – submit your books for Southwest Books of the Year
7/1/20	Kids, tweens, and teens – check out what’s happening at the Library

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
We Recommend: Feel like a celebrity while reading their words	Amy Boelman, PCPL	Arizona Daily Star	7/26/20

Seeds are the most valuable thing for humanity	Veronica V. Zentella	Explica.co	7/25/20
Library that will serve greater Vail area officially named Esmond Station Library	Anthony Victor Reyes	KVOA News 4 Tucson	7/24/20
Pima County libraries shift to regionally based service	Newsroom	KOLD News 13	7/20/20
Public library changes service model to minimize exposure to COVID-19	Newsroom	KVOA News 4 Tucson	7/20/20
You aren't just our customers, you are our purpose	Lupita Chavez, PCPL	Arizona Daily Star	7/19/20
Face masks now required at Pima County libraries	Newsroom	KGUN 9 On Your Side	7/17/20
Ground broken on new Sahuarita Library	Angelo Lavo	Green Valley News	7/17/20
Let the Seed Library help you plant a pandemic garden	Kate Harrison	Pima County FYI	7/17/20
A call for community-based see diversity during the COVID-19 pandemic	Newsroom	Food Tank	7/15/20
We Recommend: Revisit protests and social movements through these books	Karyn Prechtel-Altman, PCPL	Arizona Daily Star	7/12/20
Your local library has all the history behind Hamilton	Kate Harrison	Pima County FYI	7/10/20
We Recommend: Short stories to get a quick reading fix	Sam Ryersbach, PCPL	Arizona Daily Star	7/5/20
The Pima County library is illustrating and narrating stories written by Tucson kids	Johanna Willett	#ThisIsTucson	6/27/20
Library wants you to create your own story	Kate Harrison	Pima County FYI	6/26/20
We Recommend: Books to celebrate Father's Day	Kelly Kottmer, PCPL	Arizona Daily Star	6/21/20
I am where I belong	Ray Baca, PCPL	Arizona Daily Star	6/21/20
Library announces poetry contest for kids and teens	Press release desk	Patch.com	6/19/20
Adjusting to this new normal is taking time	Jeannie Spenner-Constantine, PCPL	Patch.com	6/19/20
Letter: Pima County Public Library	Mary Vida	Arizona Daily Star	6/17/20
A testament to the caring community that we call home	Holly Schaffer, PCPL	Tucson Weekly	6/17/20

eBook program partners Sunnyside Schools with Pima County Library	Sam Burdette	Tucson Local Media	6/16/20
Looking to read more books by Black authors: the Pima County library can help.	Johanna Willett	#ThisIsTucson	6/14/20
Pima County libraries reopen with new coronavirus protocols	Kassandra Lau	Arizona 360, AZPM	6/12/20

Savannah emails sent to PCPL customers	
Subject line	Date
Audiophiles: Your imagination is a powerful tool	7/24/20
Tomorrow! Come write with us!	7/24/20
Bright Futures: Poetry is a call to action	7/17/20
PageTurners: No need to leave the house to attend author events	7/9/20
Kids, jump into Words at Play	6/29/20
Audiophiles: There's no shortage of antiracism reading	6/26/20
Breakfast and weekend packs at Flowing Wells Library	6/24/20
Bright Futures: #WeBelongInCollege	6/22/20
#WeAreDoneDying	6/12/20
Martha Cooper Library survey	6/9/20