

DATE: September 3, 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 Arivaca Library, Board of Directors
Friends of the 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
Friends of the Pima-Green Valley Library, Board of Directors
Pima Library Foundation, Board of Directors

FROM: Holly Schaffer, Community Relations Manager
Communications & Publicity Report

SUBJECT: Communications & Publicity Report – August 2020

Media Relations Activities – Highlights

Aw, so sweet! [Love in the Time of COVID](#) is a Love Letter to my Library that compiles some of the kind comments Library staff has received since re-opening. Here's just one:

"You sure know how to perk up an old lady's day! **You are a blessing** to many in your service, knowledge, and wisdom."

No one wants Dad to run out of books: [Take a look at this blog post](#) about 97-year old Larry Haag, a Books by Mail customer, who says, **"This service is a lifesaver."**

Spread the word! Do you know someone learning from home? **We've got the resources** that can help them thrive. [Learn more on our Learn at Home page.](#)

Media Outreach	
Date	Press releases
8/14/20	August 22 marks the first annual Ray Bradbury Read-A-Thon

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
Well Done! Librarians earn kudos	Kate Harrison	Pima County eScoop	8/21/20
5 ways the library can help with your learn-at-home needs			

We Recommend: Be adventurous without leaving the house	Betsy Langley, PCPL	Arizona Daily Star	8/16/20
Pima County Library delivery manager pivots to serve the community during COVID-19	Brandon Milligan, PCPL	Arizona Daily Star	8/16/20
Prescott Public Library adds more ways for you to borrow materials	Staff	Signals AZ	8/7/20
Library offers personalized reading recommendations	Kate Harrison	Pima County eScoop	8/7/20
Some food assistance programs to end, help is still available	Megan McNeil	KOLD News 13	8/5/20
Libraries stepping up during pandemic	Paul Negron	County News: National Association of Counties	8/3/20
We Recommend: Celebrate national sandwich month with these yummy titles	Holly Schaffer, PCPL	Arizona Daily Star	8/2/20
Photos: Pima County adding two new libraries	Rebecca Sasnett	Arizona Daily Star	7/28/20
Pima County Library announcing Esmond Station Library	Press release desk	Patch.com	7/26/20
Library that will serve greater Vail area officially named Esmond Station	Anthony Victor Reyes	KVOA News	7/24/20
Kids can create virtual masterpieces with Pima County Library	Susie Blevins	NW Macaroni Kid	7/18/20

Savannah emails sent to PCPL customers	
Subject line	Date
PageTurners, Transitionals, Digitarians: NoveList, Niche Academy, and other exciting news!	8/14/20
Dusenberry-River Library will begin offering limited services on Monday, August 10!	8/8/20
Bedtime Stories: Announcing book bundles and personalized reading recommendations!	8/7/20
An easier-to-use curbside service just for you!	7/31/20