

DATE: October 1, 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 – September 2020

Media Relations Activities – Highlights

The Library's Children's Team continues to create some amazing blog posts about **great ways to interact with little ones**. Here are a few of their recent posts: [Why, why, why?](#), [How to read to a squirmly child](#), and [Clowning around is good for kids' brains](#). Visit the [Birth to Five page](#) to read more!

Awesome news! Honoring the memory of PCPL Librarian, humanitarian, and social activist, Frank De La Cruz, the Library's [Nuestras Raíces team](#) created and launched the [Frank De La Cruz collection](#).

Did you know you can **get a library card online**? It's true! [Check it out here](#) and tell everyone you know (that doesn't have one already)!

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
Pima County Public Library can help with your learning at home needs	Brooke Chaplain	KOLD News 13	9/15/20
We Recommend: Picks that make your heart flutter	Ravenous Readers – PCPL	Arizona Daily Star	9/13/20
Teens can join the library's Civic Engagement Challenge	Kate Harrison	Pima County FYI	9/11/20
Letter: Re: the August 26 article "Letter: Pima County	Karen Hollish	Arizona Daily Star	9/11/20

Public Libraries have gone too far"			
Binge on these low-cal options at the library	Kate Harrison	Pima County eScoop	9/4/20
What are you reading next? Get personal recommendations from a Pima County librarian	Johanna Willett	#ThisIsTucson	9/1/20
We Recommend: Get a sneak peak of new books	Ravenous Readers – PCPL	Arizona Daily Star	8/30/20
8 awesome things the Pima County Library can help you do during the pandemic	Veronica M. Cruz	#ThisIsTucson	8/30/20
We Recommend: Go back in time with these 2019 NY Times favorites			8/30/20
A lifeline. A community center. A business safety net. In Arizona, the mail means more than you may think	Rachel Leingang	Arizona Republic	8/29/20
Library program lets teens become virtual volunteers	Kate Harrison	Pima County FYI	8/28/20
We Recommend: Travel vicariously	Ravenous Readers – PCPL	Arizona Daily Star	8/23/20

Savannah emails sent to PCPL customers	
Subject line	Date
New hours beginning Wednesday!	9/14/20
PageTurners, Transitionals, Digitarians: Book events, birthdays, and literary prizes!	9/11/20
Teens, join us in our Youth Civic Engagement Challenge	9/9/20
Reminder: Next Tuesday, big change coming to RBdigital eBooks and audiobooks	9/8/20
Bedtime Stories: Books for Labor Day, TumbleMath, and more!	9/4/20
Apply now for these grant opportunities!	9/3/20
An important message about RBdigital eBooks and audiobooks	9/2/20
Audiophiles: Listen to the love!	8/28/20
Bright Futures: Join the Library's virtual volunteer program	8/21/20