

DATE: February 4, 2021

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
 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 – December 2020, January 2021

Media Relations Activities – Highlights

- Since we last met, we've had some awesome contributions to our **monthly Arizona Daily Star** column:
 - Amy Bivins on [Memory Kits](#)
 - Megan Hellwig on [Story Sketches](#)
 - Jeannie Constantine on [loving picture books](#)
- Did you know nearly **28,000 seed packets** were checked out in 2020? It's true! [Here's a blog post](#) from our Seed Library team.
- It should come as no surprise... we've got [award-winning staff](#)! Caitlin Burns, Heather Severson, and Elma Shaffer were recently **honored by the Arizona Library Association**.

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
We Recommend: In honor of Martin Luther King, Jr., read up on some human rights activists	Ravenous Readers/PCPL	Arizona Daily Star	1/17/21
Pima County Library Memory Kits connect generations, deepen relationships	Amy Bivins	Arizona Daily Star	1/16/21
Pima County Library hits 1 million mark in digital checkouts	Ellen Sussman	Sahuarita Sun	1/15/21

Pima County Library saw 1 million digital checkouts in 2020	Lindsay Walker	Patch.com	1/12/21
Library encourages 'reading harder' in 2021	Kate Harrison	Pima County FYI	1/8/21
We Recommend: Ring in 2021 with nonfiction audiobooks	Ravenous Readers/PCPL	Arizona Daily Star	1/6/21
We Recommend: Start the New Year with a clean slate	Ravenous Readers/PCPL	Arizona Daily Star	12/27/20
Some Pima County libraries offering new service model to help reduce the spread of COVID-19	On Your Side	KGUN 9	12/21/20
Some Pima County employees told to stay home for three weeks to stop COVID-19 spike	Jasmine Demers	Arizona Daily Star	12/21/20
We Recommend: Books to read or gift over the holidays	Ravenous Readers/PCPL	Arizona Daily Star	12/20/20
Pima County Library brings stories by Tucson children to life	Megan Hellwig/PCPL	Arizona Daily Star	12/19/20
Well Done! Library has award-winning staff	Kate Harrison	Pima County eScoop	12/18/20
We Recommend: Magical realism	Ravenous Readers/PCPL	Arizona Daily Star	12/13/20
Invisible Chapters: Writing the Black communities into the stories of libraries, bookstores, and publishing	Haillie Park and Allie Barton	Cronkite News/Arizona PBS	12/11/20
Library offering new virtual volunteer opportunities for teens	Kate Harrison	Pima County FYI	12/11/20
We Recommend: Books to read before they become movies or TV series	Ravenous Readers/PCPL	Arizona Daily Star	12/6/20
We Recommend: Cozy mysteries featuring knitting and crocheting	Ravenous Readers/PCPL	Arizona Daily Star	11/29/20
We Recommend: Encouraging Gratitude	Ravenous Readers/PCPL	Arizona Daily Star	11/22/20
Esmond Station Library renamed to honor community member Anne Gibson	Kate Harrison	Pima County FYI	11/20/20
New Vail library to be named after community advocate Anne Gibson	Newsroom	Arizona Daily Star	11/18/20
Picture books that inspire are the perfect gift for loved ones young and old	Jeannie Constantine, PCPL	Arizona Daily Star	11/16/20

For library patrons it's back to the stacks	Kate Harrison	Pima County FYI	11/13/20
Don't just Google it: Use these research tips	Kate Harrison	Pima County eScoop	11/6/20
America votes: See photos of the 2020 election from across the country	Hollis Johnson	Business Insider Australia	11/4/20
We Recommend: National Book Award finalists	Holly Schaffer, PCPL	The Vail Voice	11/4/20
Who is that again? Lots of county parks, facilities named for people	Dan Shearer	Green Valley News	11/2/20
We Recommend: Milestones in women's rights	PCPL Ravenous Readers	Arizona Daily Star	11/1/20
Campaign under way to fund outdoor performance space for Sahuarita Library	Newsroom	Arizona Daily Star	10/31/20
Sahuarita Library underway with outdoor area for events	Jorge Encinas	Green Valley News	10/28/20
Paul's Note: Woods Memorial Library	Paul Durham, Ward 3	City of Tucson Daily News	10/23/20

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Bright Futures: A deeper understanding...	1/15/21	85%
PageTurners, Digitarians, Transitionals: Tucson author earns top honor!	1/8/21	106%
A great composer, a fascinating book, and a free virtual book club!	1/4/21	103%
A new year, new grant opportunities!	1/1/21	97%
Bedtime Stories: Rock, roll, and read!	1/1/21	92%
Audiophiles, Dependables: Read Harder in 2021!	12/23/20	98%
Bright Futures: Comic book characters to inspire you!	12/18/20	66%
PageTurners, Digitarians, Transitionals: "The Book Collectors," celebrating sweets, and a field guide to the world's smells	12/11/20	98%
Bedtime Stories: Eat a cookie, read a cookie book	12/4/20	92%
Grant opportunities in December!	12/1/20	79%
Audiophiles, Dependables: Escape for a bit with a celebrity memoir!	11/27/20	83%
Bright Futures: It's National Novel Writing Month!	11/20/20	52%
PageTurners, Digitarians, Transitionals: Families make for great books...	11/13/20	83%
Bedtime Stories: Stay home with your library!	11/6/20	99%
An outdoor performance space at your new Sahuarita Library!	11/2/20	76%
Check out these upcoming grant opportunities!	11/1/20	86%