

DATE: March 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 – February 2021

Media Relations Activities – Highlights

- We have a great new **virtual volunteer project for teens** to create bookmarks for distribution at libraries. [Check it out!](#)
- 2021 is The Year of the Ox! [Learn more in this blog post](#) written by our **new affinity team, BiblioLotus**.
- Library Program Instructor Kim Barton wrote a [thorough blog post](#) about all the ways the Library can help folks “**revitalize their reading resolutions**” in 2021.

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
Vail area gets Pima County Public Library branch	Emma Gibson	Arizona Public Media	2/18/21
Southeast W. Anne Gibson-Esmond Station Library opens with limited services	Jeff Gardner	Tucson Weekly	2/17/21
We Recommend: Celebrate Arizona Statehood	Ravenous Readers/PCPL	Arizona Daily Star	2/14/21
Meet the Library’s newest Writer in Residence	Kate Harrison	Pima County FYI	2/12/21
How libraries connect kids with books during pandemic	Amadee Rickets	Free Spirit blog	2/11/21
Resource Café: Interview with Matt Landon	Ernesto Portillo, Jr.	Thrive in the 05	2/10/21

Buckmaster Show: Interview with Amber Mathewson	Bill Buckmaster	Buckmaster Show	2/10/21
We Recommend: Get Valentine's Day ready with RomCom stories	Ravenous Readers/PCPL	Arizona Daily Star	2/6/21
Take part in <i>Evicted</i> book discussion March 11	Kate Harrison	Pima County eScoop	2/5/21
Librarian McKinney serving Esmond Station	Anne Gibson	The Vail Voice	2/4/21
Pima County Library names Gregory McNamee as Writer in Residence	Jeff Gardner	Tucson Weekly	2/1/21
We Recommend: Books by and about female musicians who rock	Ravenous Readers/PCPL	Arizona Daily Star	1/31/21
Designing the future: The post-pandemic library	David Vinjamuri and Joseph Huberty	Ditto Press	1/27/21
Pima Public Library Celebrates 1 Million ebook and Audiobook Checkouts in 2020	Jeff Gardner	Tucson Weekly	1/26/21
We Recommend: Up your bird watching game with these books	Ravenous Readers/PCPL	Arizona Daily Star	1/24/21
#ReadBlack book club is changing it up in 2021	Kate Harrison	Pima County FYI	1/22/21

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Bright Futures: The 2021 Rainbow Book List, and a new volunteer opportunity!	2/19/21	65%
W. Anne Gibson-Esmond Station Library now open with limited services	2/16/21	81%
PageTurners: Books and more for Black History Month!	2/12/21	79%
Bedtimes Stories: Books about books are the best!	2/5/21	92%
February Nonprofit grants newsletter	2/1/21	131%
All things literary at your library	1/28/21	104%
Audiophiles: Is the book better than the movie?	1/21/21	97%