

DATE: April 1, 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 – March 2021

Media Relations Activities – Highlights

- Check out some of these awesome blog posts from various affinity teams:
 - **Many Nations** – [Water, Water Everywhere, Nor any Drop to Drink](#)
 - **Seed Library** – [Tales of Novice Gardener: Growing Red Malabar Spinach](#)
 - **LGBTQ+ Services Committee** – [We're inspired by...](#)
 - **Biblio Lotus** – [Reflections on February 19, The Day of Remembrance](#)
- We had some incredible artwork submitted to our 29th annual **High School Art Invitational**. [The winners were recently announced!](#)
- [Mark your calendars](#) for upcoming monthly **#ReadBlack** programs!
- Do you know someone who could use a **helping hand putting food on the table?** Remember, we've got [Grab-N-Good food services at 14 libraries](#).

Media Outcomes			
Headline	Reporter/Author	Outlet	Date
Library renaming honors longtime manager	Kate Harrison	Pima County eScoop	3/19/21
Help name the Sahuarita Library	Lindsay Kerr	KGUN-9	3/19/21
Name for the new Sahuarita Library? County wants your thoughts.	Staff desk	Green Valley News	3/18/21
A vacation and the Pima County Library prompted	Xuan Zhou, PCPL	Arizona Daily Star	3/17/21

this woman's move international move			
We Recommend: Books to demystify mental illness	Ravenous Readers, PCPL	Arizona Daily Star	3/14/21
Pima County Library has plenty to explore for Women's History Month	Kate Harrison	Pima County FYI	3/12/21
Hot Picks: High School Art Invitational	Staff desk	Tucson Weekly	3/10/21
The W. Anne Gibson-Esmond Station library now open	Lucretia Free	The Vail Voice	3/5/21
We Recommend: Brush up on your communication skills with these book recommendations	Ravenous Readers, PCPL	Arizona Daily Star	3/4/21
The road to normal	Mark Lawton	American Libraries	3/1/21
Class, gender, race explored in memoir of author who grew up in a Tucson barrio	Ernesto Portillo, Jr.	Arizona Daily Star	2/27/21
Join the library at this year's Festival of Books	Kate Harrison	Pima County FYI	2/26/21
These southwest-themed books shed light on the region and cultures within it	Alexis Huicochea	Arizona Daily Star	2/25/21
We Recommend: Celebrate Black History Month with these fictional reads	Ravenous Readers, PCPL	Arizona Daily Star	2/21/21
I believe community begins with its youth	Tima Farhat, PCPL	Arizona Daily Star	2/20/21

Savannah emails sent to PCPL customers		
Subject line	Date	Open rate
Bright Futures: "All the board games" coding contest!	3/19/21	75%
Global Arts Spotlight, and an introduction	3/15/21	72%
PageTurners: It's Women's History Month, grab a book!	3/12/21	65%
Bedtime Stories: Everybody dance now!	3/5/21	96%
Nonprofit newsletter: Grants to check out in March	3/1/21	99%
Audiophiles: It's still on! See you at the virtual Tucson Festival of Books!	2/26/21	129%