
DATE: October 3, 2024

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
Reneé Bibby, Library Services Manager
Communications and Systems Office

SUBJECT: Communications & Systems Office Report, September 2024

We published a blog about the [upcoming Himmel Park Library expansion and renovation](#), which included information about the project as well as a link to view the 2nd community meeting for those who could not attend.

On September 14, the Library – in collaboration with three University of Arizona scholars – hosted a program at Murphy-Wilmot Library: Misinformation and the Election. All slots filled quickly, but [it's available for viewing online](#).

September 15 marked El Grito—Mexican Independence Day—and the start of Mes de la Cultura (Hispanic Heritage Month). To kick it off, Samantha N. in the Community Engagement Office authored a [blog post about the holiday](#) as well as the ways to celebrate with the library and the materials we offer.

Local author Meg Files took the reins as our newest Writer in Residence. She is offering eight 30 minute one-on-one sessions per week at Quincie Douglas Library and Wheeler Taft Abbett Sr. Library. More information about the sessions (and three workshops she'll offer) is available in [this press release](#). Her residency will run through November 21.

MEDIA RELATIONS

MEDIA RELEASES

[Worlds of Imagination Art Showcase open for submissions](#)

Sent 8/23/2024

[Local music performance for all ages at Desert Streams Live!](#)

Sent 8/27/2024

[Meg Files to kick off Fall 2024 Writer in Residence program](#)

Sent 8/29/2024

[Martha Cooper Library will reopen on Tuesday, September 17](#)

Sent 9/11/2024

MEDIA OUTCOMES

[Community spotlight: Providing much-needed support](#)

Mia Kortright *Pima County FYI* 8/23/2024

[Pima County library proposal would shrink and move downtown branch, close more locations this year](#)

Yana Kunichoff *AZ Luminaria* 8/27/2024

[Pima County proposes closing several libraries](#)

Bri Pacelli *KGUN 9 News* 8/28/2024

[Facing staff shortage, Pima County Public Library checks out closing multiple locations](#)

Natalie Robbins *Tucson Sentinel* 8/28/2024

[Pima County proposal could close some libraries by end of year](#)

Emilee Miranda *KOLD 13* 8/29/2024

[Library system refocusing, plans several closures](#)

Jorge Encinas *Green Valley News* 8/30/2024

[We Recommend: Pick up one of these recommended reads from a new voice in fiction](#)

Ravenous Readers / PCPL *Arizona Daily Star* 9/1/2024

[Closing Tucson's main library included in the cost-saving plan](#)

Charles Borla *Arizona Daily Star* 9/3/2024

[Showcase to highlight art by Tucson teen, tween artists](#)

Newsroom *Arizona Daily Star* 9/4/2024

[New proposal could see doors close at three library branches this year](#)

Conor McGill *KVOA* 9/5/2024

[Calling all creatives: Library calls for student artwork](#)

Karen Schaffner *Tucson Weekly* 9/5/2024

["Nothing's set in stone" PCPL still drafting Libraries of the Future plan](#)

Alex Dowd *KGUN 9 News* 9/6/2024

[5 new updates about library closures in Tucson](#)

Yana Kunichoff *AZ Luminaria* 9/6/2024

[We Recommend: Comforting reads for little ones starting 1st grade](#)

Ravenous Readers/PCPL *Arizona Daily Star* 9/8/2024

[Celebrate Hispanic Heritage Month with music, events throughout Pima County](#)

Newsroom *Pima County Communications Office* 9/9/2024

[Tucson streaming service artists hitting the stage for free concert](#)

Newsroom *Arizona Daily Star* 9/12/2024

[60 fun events happening in Tucson this weekend](#)

Gloria Knott *Arizona Daily Star* 9/13/2024

[Check out this evening's Desert Streams live show](#)

Mia Kortright *Pima County FYI* 9/13/2024

[Local librarian recognized for his dedication to youth mental health](#)

Mark McLemore *Arizona Spotlight* 9/13/2024

[Desert Streams shining spotlight on local artists](#)

Renee Romo *KOLD News 13* 9/13/2024

[Midtown's Martha Cooper Library set to reopen Tuesday](#)

Charles Borla *Arizona Daily Star* 9/15/2024

[Op Ed: Solving the Library's immediate problems while planning for its future](#)

Amber Mathewson / PCPL *Arizona Daily Star* 9/15/2024

[Healing through the practice of information](#)

Lindsey Curley / PCPL *Arizona Daily Star* 9/15/2024

[We Recommend: Teach kids about the importance of voting with these books](#)

Ravenous Readers / PCPL *Arizona Daily Star* 9/15/2024

[Martha Cooper Library reopens after undergoing renovations](#)

Newsroom *KVOA News Tucson* 9/16/2024

[This local author's debut novel has seen widespread success - and it's set in Tucson!](#)

Bill Finley *Arizona Daily Star* 9/17/2024

[Midtown Tucson library now open after major renovations](#)

Grace Trejo *Arizona Daily Star* 9/17/2024

Martha Cooper Library reopens with renovations after two years

Jacqueline Aguilar

KGUN 9 News

9/17/2024

Solving the Library's immediate problems while planning for the future

Mia Kortright

Pima County eScoop

9/20/2024

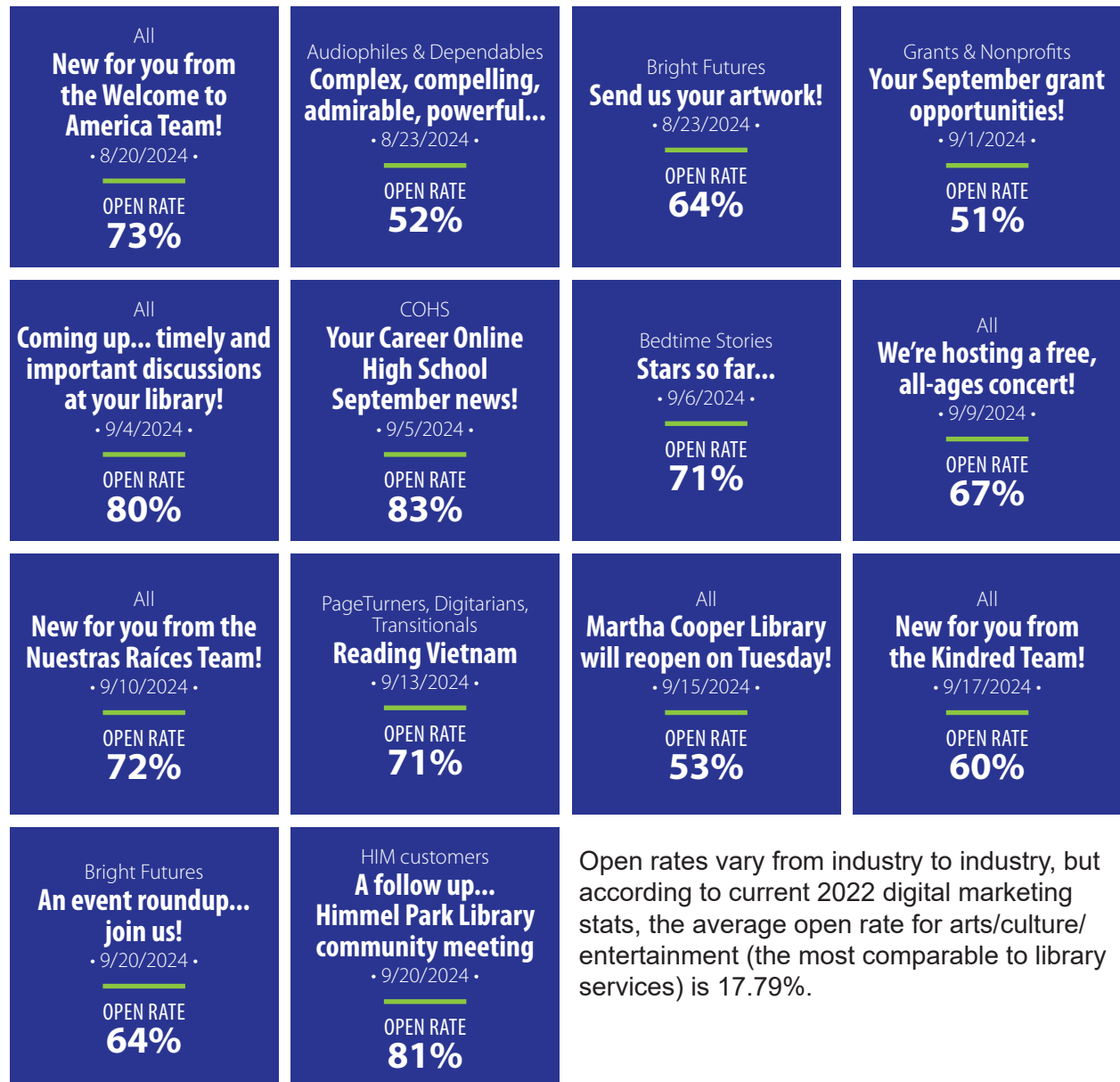
We Recommend: Vampire novels to get you in the mood for spooky season

Ravenous Readers/PCPL

Arizona Daily Star

9/22/2024

SAVANNAH MESSAGES SENT TO PCPL CUSTOMERS



GRAPHIC DESIGN

2 Special Projects
3 Flyers
3 Website Assets
2 Small Posters
2 Social Media Assets

12
Total

11
print orders
10,556
pieces



Would you like to reach a wider audience? **BANDS! MUSICIANS!**
BUILD YOUR FOLLOWING?
 Maybe earn a little money too?

PIMA COUNTY PUBLIC LIBRARY

Desert Streams is a free streaming platform featuring original local music that represents the talent and diversity of our region—and we want your music!

We are looking for music—in ALL genres—from no earlier than 2019, from artists currently living, performing, or recording in Pima County, who have a completed, released album or EP of at least four songs.

HERE'S HOW IT WORKS

- 1 Submit a sample track for consideration.
- 2 A panel of jurors from the library and the local music community review the submissions.
- 3 25 selected artists will have their music featured on Desert Streams AND have their own page with photos, bios, and links to social media, upcoming shows, and merch.
- 4 The selected artists/bands receive a \$250 honorarium!
- 5 We'll be accepting submissions and adding new music twice a year.

SUBMISSIONS ACCEPTED
SEPTEMBER 15–OCTOBER 15, 2024

Questions? Email desertstreams@pima.gov

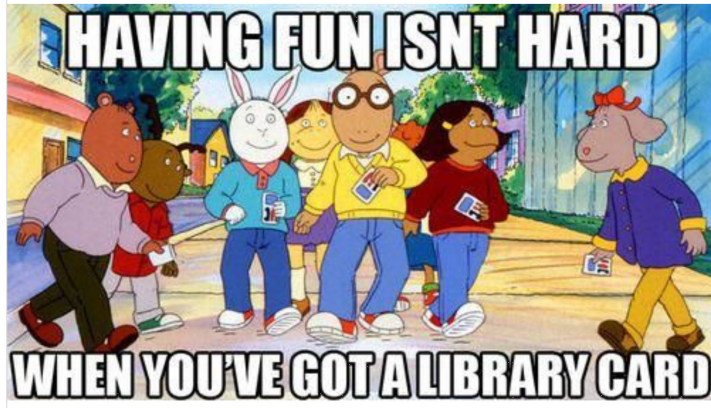
Submit your sample track to PimaDesertStreams.org/submit

For more detailed information visit our FAQ page PimaDesertStreams.org/faq

Info@pima (520) 791-4010 Visit library.pima.gov

SOCIAL MEDIA

HIGHLIGHTS



Buying all the books you read



Using your library card to borrow physical books, audiobooks, eBooks, DVDs, blood pressure kits, seeds, culture passes and more from the library for FREE



Click the photo above to view the TikTok

PERFORMANCE

FACEBOOK

31

NUMBER OF POSTS

11.2K

OVERALL REACH

1.3K

CONTENT INTERACTIONS

2.7K

HIGHEST REACH

TIKTOK

6

NUMBER OF POSTS

13K

VIDEO VIEWS

853

TOTAL LIKES

1.7K

HIGHEST VIEWED

INSTAGRAM

29

NUMBER OF POSTS

13.1K

OVERALL REACH

3.2K

CONTENT INTERACTIONS

2.6K

HIGHEST REACH

WEBSITE

164

MOST LIKED

WEBSITE CARDS

105 Staff Lists Cards
44 Event Cards

BOOKLISTS

6.92% Booklist Clickthrough
A top book list [Children's Books for Mes de la Cultura 2024](#)

MESSAGE BEE

62,657 Messages Sent
98.11% Open Rate

BLOGS

22 Blogs
[Healing Through the Practice of Information](#)

EVENTS

1,144 Hosted Events
29,013 Event Pageviews
13.11% Event Clickthroughs

PAGES

2 Page Updates
[Landing Page](#)

WEBSITE FEEDBACK

22 Customer Support Interactions