

**DATE:** December 5, 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, November 2024**

For Transgender Day of Remembrance on November 20, TW, a longtime member of the Pride Team, marked the occasion with this blog post: [We will remember those we've lost. Always.](#) Trigger warning: In addition to a very heartfelt narrative, TW included information from the Human Rights Campaign about transgender individuals who were killed or discovered to have been killed this past year.

Woods Memorial Library manager Chinyere Olumba wrote the most recent addition to our Arizona Daily Star column. She focused on censorship and banning books: [Suppressing ideas today will help suppress ideas tomorrow.](#)

For Native American Heritage Month (November), we highlighted [films from Kanopy Streaming Video](#) that explore the diverse narratives of Native Americans.

In an effort to support our longtime friends/partners at Literacy Connects, we published a blog post about their need for volunteers: [If you're a good listener, you can be a successful volunteer.](#)

We are heading into the slower months when branches have fewer big projects that we'd showcase. This allows us to get ahead on a variety of projects, most notably the Annual Report, followed by Southwest Books of the Year. Holly has written 25 articles for the report and Carolina has designed alongside Holly.

Turning the corner on 2024 will kick off a new Writer-in-Residence, Southwest Books of the Year 2025, and the annual report. Look for those big announcements in upcoming board reports.

## **MEDIA RELATIONS**

### **MEDIA OUTCOMES**

[We Recommend: Books to inspire the next generation of change-makers](#)

Ravenous Readers/PCPL

*Arizona Daily Star*

10/27/2024



<p>MAI</p> <p><b>Expected delays near Joel D. Valdez Main Library</b></p> <p>• 11/5/2024 •</p> <p>OPEN RATE <b>61%</b></p>	<p>Grants &amp; Nonprofits</p> <p><b>Addendum to recent grants email</b></p> <p>• 11/6/2024 •</p> <p>OPEN RATE <b>62%</b></p>	<p>MID</p> <p><b>We're celebrating at Martha Cooper Library! Join us!</b></p> <p>• 11/7/2024 •</p> <p>OPEN RATE <b>67%</b></p>	<p>PageTurners, Digitarians, Transitionals</p> <p><b>To all those who served...</b></p> <p>• 11/8/2024 •</p> <p>OPEN RATE <b>80%</b></p>
<p>BCN</p> <p><b>Kirk-Bear Canyon Library: Upcoming temporary closure</b></p> <p>• 11/9/2024 •</p> <p>OPEN RATE <b>91%</b></p>	<p>Bright Futures</p> <p><b>Get outside!</b></p> <p>• 11/15/2024 •</p> <p>OPEN RATE <b>46%</b></p>	<p>Ignite business</p> <p><b>Your November business news!</b></p> <p>• 11/15/2024 •</p> <p>OPEN RATE <b>47%</b></p>	

**GRAPHIC DESIGN**



**Cookies for Heroes**

*"You are our Hometown Heroes!"*

**Libraries that received cookies:**  
 Dusenberry-River Eckstrom-Columbus El Rio Flowing Wells Himmel Park Marjorie-Whitmet Quivic Douglas San Lena Santa Rita Southmont Valencia Wheeler Taft Woods Memorial

The Girl Scout Cookies for our Heroes program is a community supported effort. Girl Scouts Lela, Ari and Marley (The Begay Girls) of Troop #789 delivered over 180 boxes to places that are meaningful to them, including select library locations.

According to Yui, mother of The Begay Girls: When Troop #789 first started, we would hold our meetings at Quincy Douglas Library. The meeting space was free and allowed our families to come from many places to meet. Many of our troop families are and patrons of our public libraries. Lela, Ari and Marley offered to deliver cookies as spokespersons to as many libraries as we could. They did this to be sure that libraries are pillars in our community. Public libraries are places that support everyone in our community. You are our Hometown Heroes!

The cookies that libraries received were donated by the community to our troop. The 3 Begay girls raised over 180 boxes of cookies to donate to places that are meaningful to them. The girls like like library staff are heroes because they provide access to anyone who needs technology, information, a place to read off, snacks, books, movies, games, a safe place for families to enjoy time together, education for children, skills for adults, and so much more.

Anyone who works in our public libraries is HERO. Thank you for dedication and service to our community.

Lela, Ari & Marley

YOU'RE SO KIND!

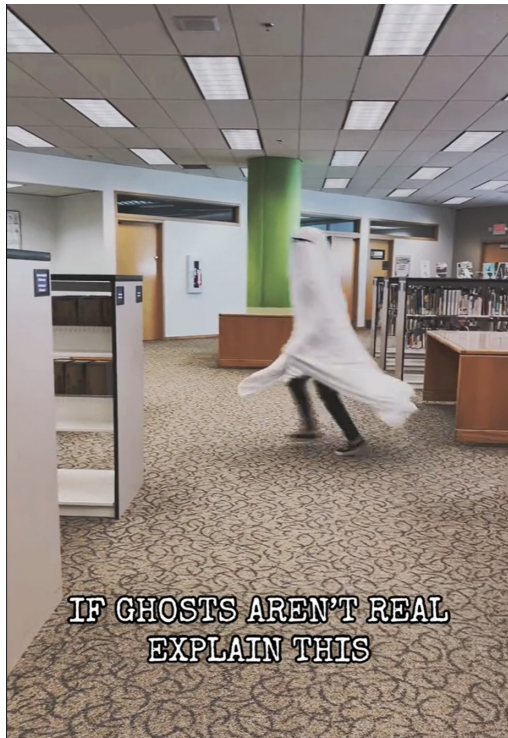
*"The kindness and goodness of this Girl Scout community, re-blessing the very people who shower them with support, are the feel-good stories of community we all need to hear. Their generosity in donating cookies to our heroes and beyond is a beautiful example of how kindness comes full circle. It's a powerful reminder that, together, we can make the world a better place through small acts of love and appreciation."*

— T. Elizabeth Locke-Thomas, Chief Mission Delivery Officer, Girl Scouts of Southern Arizona

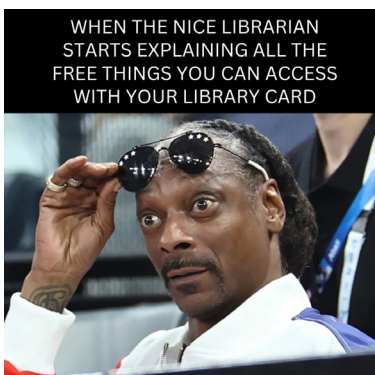
**Plants of Pima County**

PIMA COUNTY PUBLIC LIBRARY

## SOCIAL MEDIA HIGHLIGHTS



Click the photo above to view the TikTok



## PERFORMANCE

### FACEBOOK

30

NUMBER OF POSTS

13.9K

OVERALL REACH

2.3K

CONTENT INTERACTIONS

3K

HIGHEST REACH

### INSTAGRAM

30

NUMBER OF POSTS

15.6K

OVERALL REACH

4.5K

CONTENT INTERACTIONS

3.1K

HIGHEST REACH

### TIKTOK

6

NUMBER OF POSTS

30K

VIDEO VIEWS

2,385

TOTAL LIKES

11.2K

HIGHEST VIEWED

1,107

MOST LIKED

## WEBSITE

### WEBSITE CARDS

**75** Staff Lists Cards

**41** Event Cards

### BLOGS

**22** Blogs

[Suppressing ideas today will help suppress ideas tomorrow](#)

### PAGES

**2** Page Updates

[Seasons of Pima County](#)

### BOOKLISTS

**8.17%** Booklist Clickthrough

*A top book list:* [Getting Started with Romantic Comedy](#)

### EVENTS

**1,259** Hosted Events

**32,585** Event Pageviews

**7.57%** Event Clickthroughs

### WEBSITE FEEDBACK

**14** Customer Support Interactions

### MESSAGE BEE

**63,750** Messages Sent

**99.62%** Open Rate