



San Francisco Chronicle

Young San Franciscans aren't going to bars. They're hanging at the library



2025 SFPL Media Coverage Analysis

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Overview

The 2025 media coverage analysis provides a comprehensive summary of SFPL's news presence to develop insights into coverage trends.

This includes:

- Amount of SFPL news coverage throughout the entirety of 2025
- News coverage highlights
- Areas of interest for reporters
- Marketing-generated news coverage
- Cultural Amplifier (CAMP) Group coverage
- Each Vision 2030 Strategic Priority's news presence



Library Love Is a Spectrum

Many still have an outdated image of a library. When that image is broken, we engage new audiences.

For example, exhibits like *Skateboarding San Francisco* and *Living Tattoo Traditions: American Irezumi and Beyond* as well as archival punk content were notable drivers behind some of 2025's coverage and social peaks.

At the same time, the conventionally-minded still have much to love.

As people look to log off, re-engage reading and return to communal spaces, media has taken note of SFPL's role in this resurgence: the hangout spot for Gen Z, the summer reading challenge that's reviving San Francisco's inner bookworm, a silent book club perfect for introverts and more.



AXIOS

Bay Area book clubs are going silent

San Francisco Chronicle

Young San Franciscans aren't going to bars.
They're hanging at the library

The New York Times

Summer Reading Challenges
Aren't Just for Kids

Library Love Is a Spectrum

Expect it to be loud: SF Public Library's Bay Beats program hosts a punk show

By Andre Torrez | Published March 19, 2026 6:34pm PDT | San Francisco | KTVU FOX 2 | [➔](#)



Bay Area punk band, Middle Aged Queers. Photo by Alan Snodgrass.

Preserving punk culture

One of the bands on Saturday's bill is Oakland's [Middle Aged Queers](#). Living up to their namesake, they are literally comprised of middle-aged queers, says vocalist and frontperson, Shaun Osburn. The band, who have enjoyed recording parodies of Mötley Crüe (not available on Bay Beats due to copyright laws), jumped at the chance to get exposure and to be paid through Bay Beats. They've been with the program since the beginning.

"We've received more money (from Bay Beats') stipend than Apple Music and Spotify," says Osburn.

"We are expecting it to get loud. I think that's OK," says Brian Weaver, SFPL's 3rd Floor manager. "We're usually associated with shushing people."

But on Saturday, March 21, shushing will be frowned upon as three bands, part of the lineage of the Bay Area's storied punk scene, will take to the stage as [Bay Beats](#), the library's free, local streaming music platform, continues to expand its catalog of local bands and musicians on their website.



C(h)AMPions

SFPL empowers all diverse experiences. Our heritage month programming features frequently in event roundup coverage. Cultural Amplifier, or “CAMP” programs, were included in 46 articles that highlighted ways to celebrate events such as African American History Month.

Coverage related to CAMP Groups (AANHPI, African American, Latinx, LGBTQ+, Native American) made up **33%** of mentions (**102** articles) of SFPL’s 2025 coverage.

However, coverage focused on African American (**28** articles), AANHPI (**22**) and LGBTQ+ (**43**) groups; Latinx (9) and Native American (1) groups are an area for growth.



San Francisco's 1st Chinese-American poet laureate shines light on Asian-American experience



"More Than a Month" with SFPL



San Francisco Public Library highlights LGBTQ+ stories for Pride Month



City Pride

San Franciscans take pride in the City's culture, of which SFPL is a key cornerstone. Bay Area legends like The Grateful Dead (9 articles) and mascots like Claude the Alligator (covered by KTVU) are beloved, and news noted SFPL's role in the festivities.

Drag Laureate and Drag Story Hour programs have spread nationwide and been well-received by press (14 articles), with many noting SFPL as a trailblazer.

Our promotion of San Franciscan poets as well as Poet Laureate programs were also covered year-round in 12 articles.

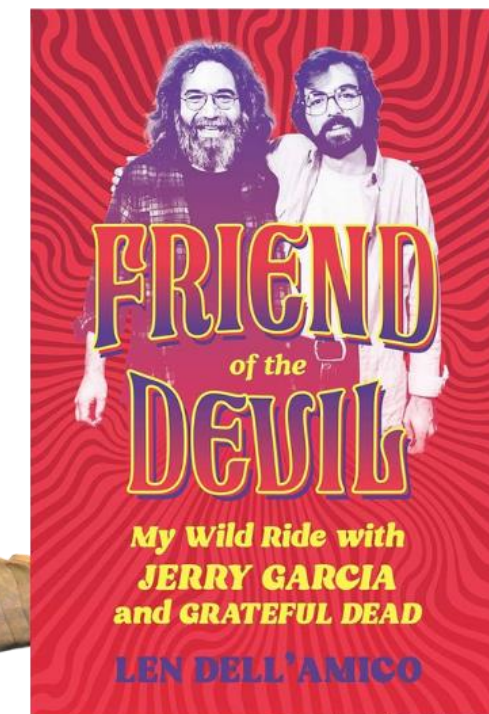
San Francisco Chronicle

What San Franciscans were reading and listening to in 2025

**YARD
BARKER**

Skateboarding San Francisco From the Words of Locals and Immigrants

FOX 2
K T V U



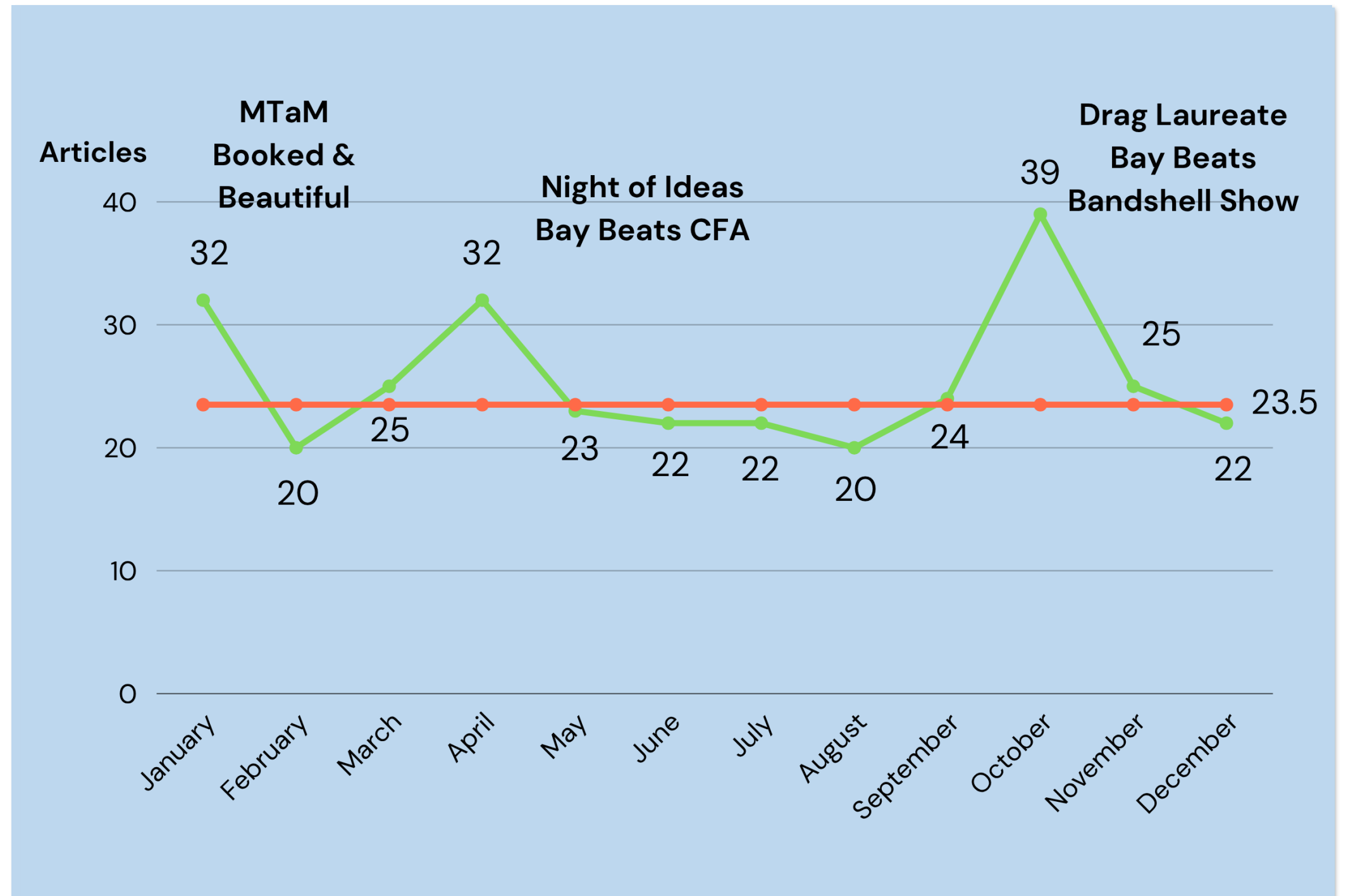
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Poetry in San Francisco lives on at Market and Spear streets

2025 Monthly View

Which stories led to the highest amount of coverage?

308
total articles



* Data compares with the median to account for outlier months (ex. mentions spike in October)

Top Marketing Coverage

Marketing Campaign	Mentions	Publication Highlights
Drag Laureate/Story Hour	14	SF Chronicle, KRON, KTVU
Poet Laureate <i>(includes non-inauguration coverage)</i>	13	CBS, SF Chronicle, SF Standard
<i>Skateboarding San Francisco</i>	11	New York Times, KQED, NBC
Night of Ideas	10	Axios, SF Standard, SFist
Booked & Beautiful	10	Axios, SF Chronicle
One City One Book	7	SF Examiner, SF Weekly, Local News Matters



Top Marketing Coverage

Marketing Campaign	Mentions	Publication Highlights
<i>American Irezumi</i>	6	CBS, Axios
Imagination Library	6	KTVU, KQED, SF Examiner
Bay Beats Call for Artists (Feb.–May)	6	KQED, SFGate, SFist
Summer Stride	5	New York Times, SF Chronicle
National Library Card Sign-up Month	5	SF Chronicle, ABC7, 48 Hills
Bay Beats Relaunch (October)	4	KQED, SF Examiner, SF Weekly



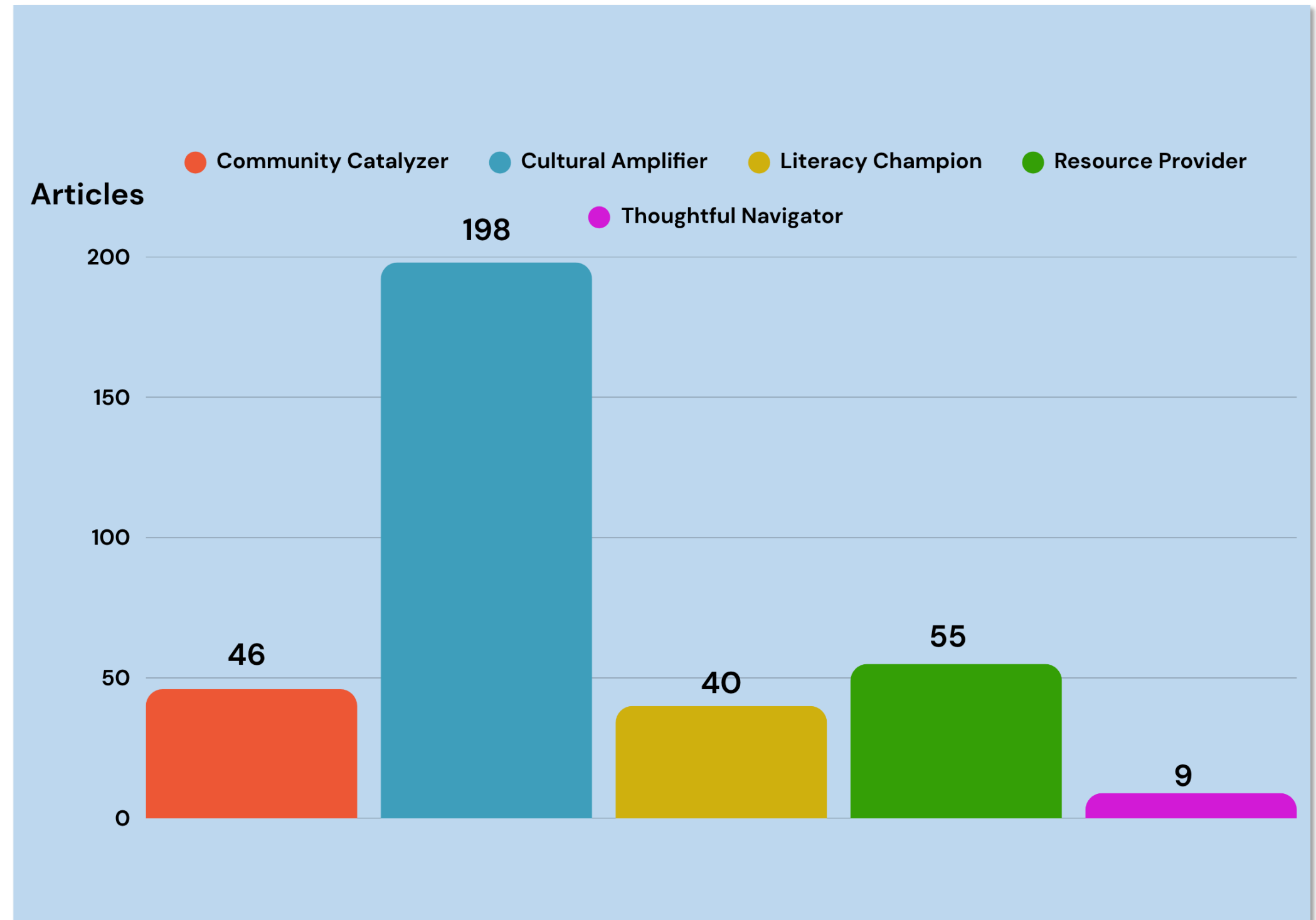
Top Marketing Coverage

Marketing Campaign	Mentions	Publication Highlights
Everybody's Climate	4	SF Chronicle, KQED, SF Examiner
Poet Laureate Inauguration	3	CBS, SF Chronicle, Local News Matters
Read to Recovery	2	American Libraries Mag, Richmond Mag
JARS Tapped In	1	Axios
Drumbeats, Heartbeats	1	SF Examiner
Top 10 of the Year	1	SF Chronicle

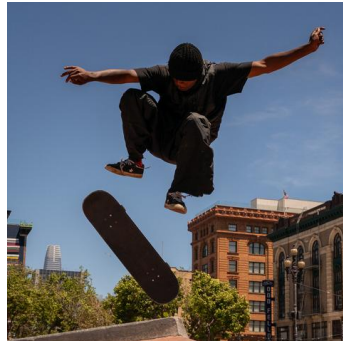


Strategic Priorities

Community Catalyzer	Night of Ideas; Jerry Day; Book Clubs
Cultural Amplifier	<i>Skateboarding San Francisco; American Irezumi</i> ; More Than a Month; Poet Laureate; Bay Beats
Literacy Champion	Summer Stride; Imagination Library; Library Card Sign-up Month
Resource Provider	Physical and Digital Collections; Archives
Thoughtful Navigator	JARS; Read to Recovery



Strategic Priority Highlights

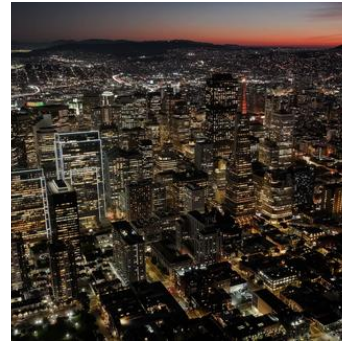


Cultural Amplifier

The New York Times

A San Francisco Plaza Was Down and Out. Then Skaters Moved In.

#Skateboarding
#Exhibitions



Community Catalyzer

AXIOS

San Francisco's Night of Ideas Returns

#Night of Ideas



Literacy Champion

The New York Times

Summer Reading Challenges Aren't Just for Kids

#Summer Stride



Resource Provider

AXIOS

3 book trends to watch in 2025

#eResources
#Collections



Thoughtful Navigator

AXIOS

SFPL event to highlight formerly incarcerated authors and artists

#JARS



Q1 2025/2026

Q1 2025 Mentions: **77**

Q1 2026 Mentions: **90**

Highlights

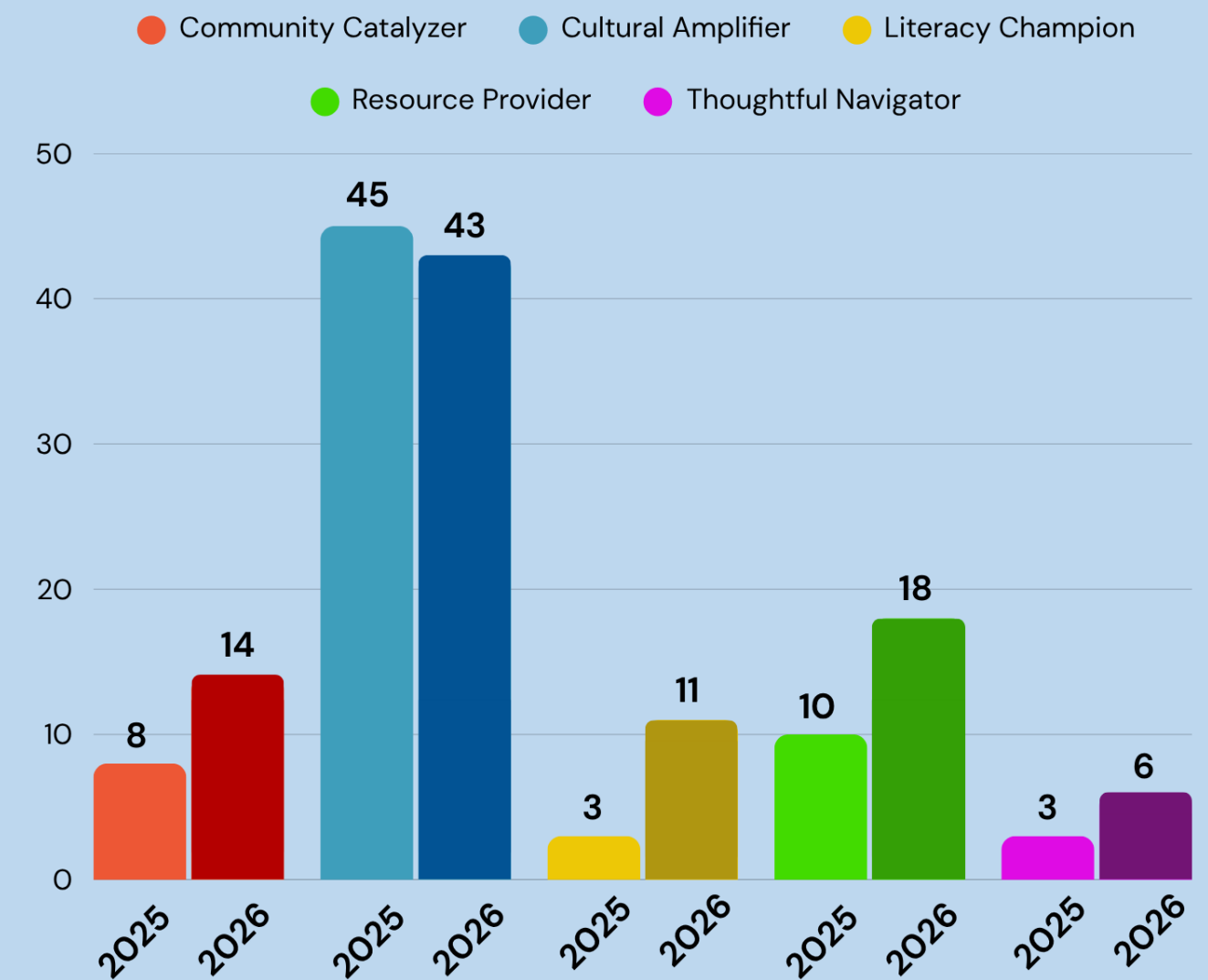
Pride in Panels: **7 articles**

Star Trek Library Card: **4 articles**

Drumbeats, Heartbeats: **↑ 3 articles**

JARS: **↑ 3 articles**

Strategic Priorities



Q1 2025/2026

Forbes

10 Things To Do In San Francisco This February 2026

“San Francisco doesn't just celebrate **Black History Month**; it expands the conversation... this year's programming is set to be more profound and extensive than ever before.”



San Francisco's jail library service program serving as a national model

“Research has suggested that programs like **[JARS]** can have long-term benefits. A recent report from the American Library Association found that every dollar spent on prison education programs yields about \$5 in savings on future incarceration costs over three years.”



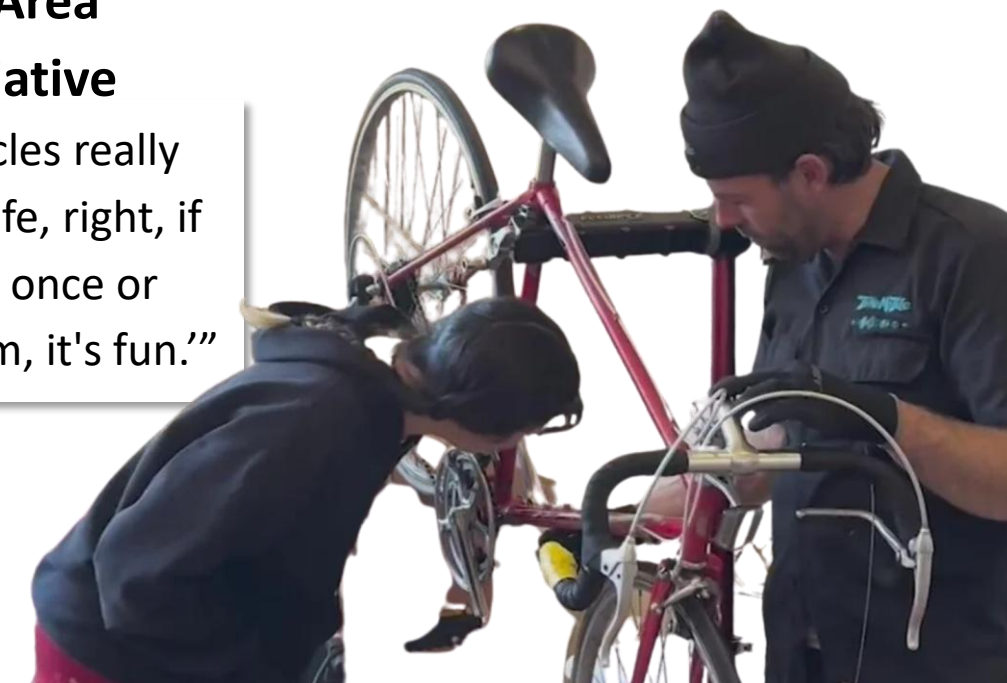
SF queer comics fest expands, stays free in second year

“Partnering with the SFPL James C. Hormel LGBTQIA Center team, the organizers turned their idea into [Pride in Panels]... ‘Every single exhibitor told me it felt like a sea of hugs from the entire Bay Area.’”



Fix-it clinic pop-ups hosted at Bay Area libraries as part of Zero Waste Initiative

“Working on bikes, and seeing how bicycles really bring people together, from all walks of life, right, if you like a bicycle, just to get out and ride once or twice a week, just to blow off some steam, it's fun.”



Thank You!



This summer, my pursuit of the coveted mini tote helped me realize how libraries can be a refuge from the crush and cynicism of contemporary society. Anyone can sit down and read in their cool and quiet embrace. No one is judging you for your age or aesthetic or your drinking choices. And the incredible amenities — a daily printing allowance, access to major publications and streaming services, job training, museum and park passes — cost you nothing.

— Emily Hoeven, *San Francisco Chronicle*