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Press and Publicity Report



The Pueblo Chieftain

Pueblo library system names associate executive director

By Ryan Severance

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The Pueblo City-County Library District has named a new associate executive director.

Sherri Baca will fill the role as second in command at the library district to Executive Director Jon Walker, beginning today.

Baca served as the library district's chief finance officer since January 2016.

According to library officials, her new duties will include leading strategic, tactical and financial activities as well as providing leadership, guidance and direction to all departments and branches within the district.

Baca will work closely with Walker to set goals and objectives, make decisions, and measure and report on the district's successes and areas for development. She also will continue to serve as the district's principal financial officer.

Baca has prior experience as a nonprofit leader and her credentials include a master's degree in business administration from Colorado State University-Pueblo, being a certified public accountant and certified public finance officer.

"These changes will better enable effective administration of this robust institution," Walker said. "The Pueblo City-County Library District has earned a reputation locally and nationally for its great return on investment in helping ensure citizens benefit from free and open access to information, lifelong learning, literacy and reading. The library district has grown now to eight branch locations throughout the county and use of our libraries has more than doubled."

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LIFE

ARTS&ENTERTAINMENT

Author sees first novel published

'Not Yet' is a compelling relection on suicide

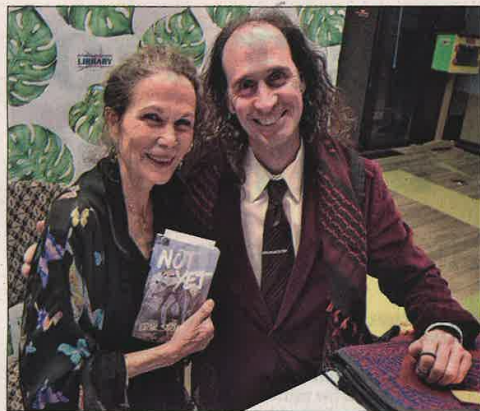
By Jon Pompia
The Pueblo Chieftain

Several years ago, Erik Segall was taking calls as a night-time volunteer with the Pueblo Suicide Prevention Center. His days were spent with his grandmother, "helping her to die with dignity."

It was, to say the least, an intriguing juxtaposition that saw "trying to prevent suicide at night clashing with my grandmother's daily request to help her die," in Segall's words.

From this challenging but enriching time in his life sprang the idea for "Not Yet," Segall's debut novel recently published by Harvard Square Editions.

Nearly three years in the making, "Not Yet" is characterized by the publisher as "a literary, psychological novel imbued with social commentary that reflects on the depressive conditions that lead to suicide. This introspective, in-depth character study of a single father, who is utterly surrounded by women, details the emotional struggle of raising a



Erik Segall, right, author of "Not Yet," with Julia Alvarez, whose "In the Time of the Butterflies" served as this year's Pueblo City-County Library District's All Pueblo Reads book. Alvarez helped promote "Not Yet" during a signing of her own works. [COURTESY PHOTO]

teenage daughter while confronting the imminent demise of his grandmother slowly engulfed by Alzheimer's.

"The dark theme of suicide is uplifted by musings on race, religion, history and feminism, and with humor occurring

suddenly in the midst of dialogue-driven Socratic therapy. 'Not Yet' offers a temporarily deconstructed glimpse of a man conflicted by the contemplation of assisting his grandmother in death."

"It's fiction, which means it's

99% true," Segall said. "We've all heard to 'write what you know,' but I mistakenly wrote 'who I am' — which is embarrassing and yet also cathartic. And here's the interesting part: I wrote about real trauma and loss in a fictional manner as a way to remember differently."

"So, when people ask, 'Did it really happen like that?,' the story has become real because I used the writing process as a way to heal."

With an underlying sense of humor running throughout, Segall hopes his work will help readers, especially those facing their own personal challenges, "find that laughter and hope that helps brighten the darkness. I believe the title tells you everything. I present the same solace to readers that I offered to those in great pain on the hotline."

"Suicide may seem like an option, an end to suffering, and maybe they were resolved to take their own life, but please ... not yet."

Segall, who earned a bachelor's degree in creative writing from the University of Southern Colorado, and a master of arts in Eastern Classics from St. John's

College, is a past contributing writer to The Pueblo Chieftain.

"To progress from writer to author, you'll need three traits: a lot of time, a little money and a love of rejection," he said. "Sadly, you will never have enough time, and it will be more expensive than you expected, but you will learn to forget the rejection and remember only success. The journey is arduous and at times, you'll feel like a pawn trudging through life's game."

"Not Yet" is available in trade paperback and e-book formats, from Barnes & Noble, Amazon, Ingram, Brodart, Baker & Taylor and from the author, who can be reached via eriksegall.com.

Segall has scheduled a pair of book signings: from 7-8 p.m. Jan. 10 at Blo Back Gallery, 131 Spring St., and 11 a.m.-1 p.m. Jan. 11 at Barnes & Noble, 4300 N. Freeway. For those in crisis and suffering from thoughts of suicide, Segall encourages calls to the National Suicide Prevention Lifeline, 800-273-8255, and Colorado Crisis Services, 844-493-8255.

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Photography show seeks entries Jan. 11

By Jon Pompia
The Pueblo Chieftain

The Southern Colorado Photography Society and the Pueblo City-County Library District will accept entries for its co-sponsored 2020 Photography Show from 10 a.m.-4 p.m. Jan. 11 at the Ryals Room, on the fourth floor of the Rawlings Public Library, 100 E. Abriendo Ave.

There are two categories: emerging artists (photographers with limited experience, and students) and established artists.

For Southern Colorado Photography Society members, the entry fee is \$9 per photograph, and \$10 for non-members. All entries must be

ready to hang, with wire on the back, and photographs must be either framed under glass, gallery wrapped, or metal laminate. The maximum outside frame size is 20 inches by 30 inches.

Photographs must not have been displayed in a previous SCPS show, and there is a limit of two entries per person.

For more information, or to request an entry form, email socolophoto@gmail.com. To find out more about the society or to download an entry form, visit Facebook/Southern Colorado Photography Society.

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LOCAL NEWS

City considers plan for panhandling

By Ryan Severance
The Pueblo Chieftain

Panhandlers are seen on street corners throughout the community on any given day — and a local group is working on a plan to discourage residents from giving money to them and rather donate that money to area service providers.

A new Pueblo commission is seeking to start an anti-panhandling campaign and has requested money from the city of Pueblo and the Board of Pueblo County Commissioners for its operation.

On behalf of the Community Commission on Housing & Homelessness, Kathy Cline, the executive director of the Pueblo Rescue Mission, and Sara Rose, the chief operating officer for the Pueblo City-County Library District, presented the plan to council members and Mayor Nick Gradisar this week.

The county has kicked in \$8,050 to get the anti-panhandling plan launched, and the commission is asking the

city to do the same.

The commission wants to fight panhandling for myriad reasons, Rose explained to city officials,

For one, it impedes traffic and is a safety issue. She said seven panhandlers have been hit by cars and two have died in the past two years.

Panhandling also negatively impacts Pueblo's image — as well as Pueblo businesses by discouraging customers — from entering stores where it's happening.

Homeless individuals make up a small percentage of panhandlers, Rose said, and money given to panhandlers could better be spent in donations to organizations that directly serve the homeless. Most panhandlers are people with low income; con artists needing money for gas, prescriptions, kids or other reasons; human trafficking offenders; drug and alcohol addicts; and transients, Rose said.

The scope of the campaign the commission is proposing would center around crafting messages targeted

at Pueblo community members to encourage them to easily donate funds to direct service providers through text messages rather than giving money directly to panhandlers.

The messages would be strategically placed throughout the community and would include billboards, bus benches, city buses and median signs.

The messages would have a phone number that residents can use to text money to service providers from their smartphones. The slogan planned for the messages is: "Give a hand up, not a handout."

The fiscal agent for donated money would be the United Way of Pueblo County, and donation recipients from the campaign would include the Pueblo Rescue Mission, Posada, the Pueblo Community Soup Kitchen, Cooperative Care, and Volunteers of America.

The campaign also would include community engagement via a graphic design contest aimed at schools in

which students and those taking public library classes in graphic design would be asked to create designs for billboards, store window signs, parking lot signs and flyers.

"We think it will create a lot of conversation about the topic for those participating," Rose said.

The projected cost for the project is \$16,100 and with the county having already chipped in half, the commission hopes the city will do the same.

Rose said the commission would assess the results of the campaign by collecting data, tracking donations, seeing if it reduces the number of people panhandling, and looking at how donated funds are being used by the agencies that receive them to see what kind of impact they've had.

Rose said the campaign would be conducted for a year — and if it's successful, the commission would pursue ways to sustain it.

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LOCAL NEWS

City, county announce marketing partnership



Pueblo County Commissioner Garrison Ortiz speaks about the PuebloShares initiative as Mayor Nick Gradisar listens Thursday at the Rawlings Public Library. (CHIEFTAIN PHOTO/ZACHARY ALLEN)

Goal is to produce positive content about area

By Ryan Severance
The Pueblo Chieftain

The city of Pueblo and Pueblo County on Thursday announced the launch of a collaboration between the two governments aimed at producing positive content about the area in order to promote the greater Pueblo region to citizens, visitors, investors, businesses and new residents.

The partnership, called PuebloShares, will use a variety of storytelling strategies via an online platform at the website PuebloShares.com. The website will allow for the uploading or downloading of content related to living, investing or visiting the Pueblo region, officials behind the campaign said. The stories posted will be available for free to others to download and share.

Citizens will be able to use the stories, pictures, videos,

or documents for personal or commercial purposes to showcase the amenities, people and culture of Pueblo.

The city and county are populating the site with existing content about the Pueblo community and also will be creating new content throughout the year to share.

Stories will be published in other places such as ChoosePueblo.com and the Pueblo Proud Facebook group. PuebloShares also plans to promote content in other media outlets that connect with key audiences.

The total cost of the marketing initiative is \$100,000, and the city and county will split that cost in half. The marketing effort will be created and executed by independent contractors, and the Greater Pueblo Chamber of Commerce will facilitate the initiative and serve as fiscal agent. The agreement will be before City

Council for a final vote Feb. 10.

The project has two components. The first will focus on internal marketing activities under the label "Pueblo Proud." Services related to that component will be provided by the local company EasySocial. The second component will focus on external activities labeled "Choose Pueblo," and services for that component will be fulfilled by Digital Hart Media, another local company.

The collaborators for the project include Mayor Nick Gradisar and Pueblo County Commissioner Garrison Ortiz, as well as a creative team that includes members from the Greater Pueblo Chamber of Commerce, Digital Hart Media, Active Media Professionals and EasySocial. There also is a 10-person advisory board.

"Pueblo has a great story to tell. By engaging our citizens

and organizations with relevant and up to date content, we can continue to share our success with the world," Gradisar said.

Ortiz has been involved in the formation of this collaboration and he said he is ready to get it launched.

"We are excited to invest in fresh local content that our entire community can benefit from," he said. "Sharing our stories helps residents and organizations become advocates that will continue to grow our community and build awareness to those looking to make Pueblo their home."

An announcement for the new project by city and county officials was held Thursday afternoon in the fourth floor Rawlings Library InfoZone Room at the Rawlings Public Library, 100 E. Abriendo Ave.

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AT THE LIBRARY

From the Pueblo City-County Library District

Fiction

1. "Fleishman is in Trouble" – Taffy Brodesser-Akner*
2. "The Water Dancer" – Ta-Nehisi Coates*
3. "Sabrina & Corina: Stories" – Kali Fajardo-Anstine*
4. "Maggie Brown & Others: Stories" – Peter Orner*
5. "Tuesday Mooney Talks to Ghosts" – Kate Racculia*
6. "Olive, Again" – Elizabeth Strout*

Non-Fiction

1. "Bottle of Lies: The Inside Story of the Generic Drug Boom" – Katherine Eban*
2. "Becoming Dr. Seuss: Theodor Geisel and the Making of the American

- Imagination" – Brian Jay Jones*
3. "Maid: Hard Work, Low Pay, and a Mother's Will to Survive" – Stephanie Land*
 4. "When Death Becomes Life: Notes from a Transplant Surgeon" – Joshua D. Mezrich*
 5. "Beneath the Tamarind Tree: A Story of Courage, Family, and the Lost Schoolgirls of Boko Haram" – Ishā Sesay*
 6. "The Uninhabitable Earth: Life After Warming" – David Wallace-Wells*

*Titles are either available or can be recommended in the eBook format through PCCLD's Cloud Library Collection.

AT THE LIBRARY

From the Pueblo City-County Library District

Fiction

1. "The Wives" – Tarryn Fisher*
2. "Hindsight" – Iris Johansen*
3. "The Vanishing" – Jayne Ann Krentz*
4. "Come Tumbling Down" – Seanan McGuire*
5. "Dead Astronauts" – Jeff VanderMeer*
6. "Hunter Killer: A Pike Logan Novel" – Brad Taylor*

Non-Fiction

1. "The Self-Care Solution: A Year of Becoming Happier, Healthier, and

- Fitter — One Month at a Time" – Dr. Jennifer Ashton*
2. "Trump and His Generals: The Cost of Chaos" – Peter Bergen*
 3. "Why We Can't Sleep: Women's New Midlife Crisis" – Ada Calhoun*
 4. "Jay-Z: Made in America" – Michael Eric Dyson*
 5. "How Not to Diet: The Ground Breaking Science of Healthy, Permanent Weight Loss" – Dr. Michael Greger*
 6. "Great Society: A New History" – Amity Shlaes*

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AT THE LIBRARY

From the Pueblo City-County Library District

Fiction

1. "The Country Guesthouse" – Robyn Carr*
2. "Big Lies in a Small Town" – Diane Chamberlain*
3. "Just Watch Me" – Jeff Lindsay*
4. "Mr. Nobody" – Catherine Steadman*
5. "Moral Compass" – Danielle Steel*
6. "Treason" – Stuart Woods*

Non-Fiction

1. "How to Be a Dictator: The Cult of Personality in the Twentieth Century" – Frank Dikötter*
2. "Be a Startup Superstar: Ignite Your Career Working

- at a Tech Startup" – Steven Kahan*
3. "You're Not Listening: What You're Missing and Why It Matters" – Kate Murphy*
 4. "The Impossible First: From Fire to Ice—Crossing Antarctica Alone" – Colin O'Brady*
 5. "Consider This: Moments in My Writing Life after Which Everything Was Different" – Chuck Palahniuk*
 6. "A World Without Work: Technology, Automation, and How We Should Respond" – David Susskind*

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AT THE LIBRARY

From the Pueblo City-County
Library District

Fiction

1. "Gwendy's Magic Feather" – Richard Chizmar*
2. "American Dirt" – Jeanine Cummings*
3. "House on Fire" – Joseph Finder*
4. "Heart of Black Ice: Sister

of Darkness: The Nicci
Chronicles, Volume IV" –
Terry Goodkind*

5. "Dear Edward" – Ann
Napolitano*
6. "Lost" – James Patterson*

Non-Fiction

1. "The Age of Entitlement:
America Since the Sixties" –
Christopher Caldwell*
2. "The Third Rainbow Girl:

The Long Life of a Double
Murder in Appalachia" –
Emma Copley Eisenberg*

3. "The Ultimate Engineer:
The Remarkable Life of
NASA's Visionary Leader
George M. Low" –Richard
Jurek*

4. "My Penguin Year: Life
Among the Emperors" –
Lindsay McCrae*
5. "Cat Tale: The Wild, Weird

Battle to Save the Florida
Panther" –Craig Pittman*
6. "Between the Fires: Truth,
Ambition, and Compromise
in Putin's Russia" –Joshua
Yaffa*

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