

March 2020 Public Relations Report for Board of Directors

Press Releases:

- Sent 3 releases and 1 media advisory

Media mentions:

- 10 from The Chattanooga, The Pulse, WTVN Channel 9 News, WRCB Channel 3 News, Times Free Press, American Libraries Magazine, and NoogaToday.

Interviews:

- 1 with WTVN Channel 9 This N That

Social Media:

- 16,529 Followers - increased by 324 from February
- 8,048 Engagements (likes, comments and shares) - increased by 4,602 from February
- 127,654 People Reached - increased by 59,797 from February

Celebrity Storytime Stats (as of Tuesday, April 14 @ 6 pm):

- Posted Leslie Jordan's Storytime video on April 9 at 7 pm.
- Head's up post on social media reached 24,997 people with 2,118 engagements.
- Press release picked up 14 times.
- National media coverage:
 - [CNN live coverage \(click to 00:57 in this video\)](#)
 - [Fodor's Travel blog with link to our video](#)
- Video reached 478,232 people with 21,691 engagements and 4,248 shares. Top shares came from WTVN Channel 9 and FOX Chattanooga.
- Since the video aired, we added the following:
 - 1,786 new followers on Facebook
 - 138 new followers on Instagram
 - 22 new followers on Twitter.