

April 2020 Public Relations Report for Board of Directors

Press Releases:

- Sent 2 releases and 1 media advisory

Media mentions:

- 23 total from CNN, Fodor's Travel blog, Big 95.3, Business Trend (Chattanooga Area Chamber of Commerce), This N That, WUTC, The Chattanooga, The Pulse, WTV Channel 9 News, WRCB Channel 3 News, Times Free Press and NoogaToday.

Interviews:

- 3 with WTV Channel 9 This N That, Business Trend magazine, and Yelp Chattanooga.

Social Media:

- 18,500 Followers - increased by 2,241 from March
- 105,585 Engagements (likes, comments and shares) - increased by 97,537 from March
- 875,449 People Reached - increased by 747,795 from March

Celebrity Bedtime Stories:

- Posted 3 Bedtime Stories in April
 - Leslie Jordan video on April 9 at 7 pm.
 - Tom Griscom video on April 17 at 7 pm.
 - Leslie Jordan video on April 24 at 6 pm.
- Posting 5 in May
 - Scottie Summerlin video on May 1
 - Leslie Jordan video (last one) on May 8
 - TN Secretary of State Tre Hargett video on May 15
 - Realtor Ryan King video on May 22
 - James Howard video on May 29

What's New in May:

- 2020 Vision: A Look at COVID-19 in Chattanooga: Pass It Down created a new online gallery for people to share their COVID-19 stories at chattlibrary.org/2020vision
- [Virtual Hoopla Book Club](#)
- [Library Lounge Podcast](#) by Cameron Williams
- Make. Play. Read. Learn. Online summer learning program for both kids and adults launching March 18 at mpri.chattlibrary.org
- *USA Today* interview with Corinne Hill
- *School Library Journal* interview with Lee Hope
- Special reading with Dorothy Allison (courtesy of Susan Robinson)