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, WTVC Channel 9 News, WRCB Channel 3 News, Times Free Press and NoogaToday.

Interviews:
- 3 with WTVC 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 mprl.chattlibrary.org
- USA Today interview with Corinne Hill
- School Library Journal interview with Lee Hope
- Special reading with Dorothy Allison (courtesy of Susan Robinson)