

May 2020 Public Relations Report for Board of Directors

Press Releases:

- Sent 4 releases about Book Drop Reopening, Summer Learning (MPRL), 2020 Vision (COVID-10 gallery) and LibArt Live! (AVA art program).

Media mentions:

- 14 total from the following outlets: WRCB Channel 3 News, WTVN Channel 9 News, This N That, Business Trend (Chattanooga Area Chamber of Commerce), WUTC, The Chattanooga, The Pulse, Times Free Press and NoogaToday.

Interviews:

- 5 with the following outlets: WTVN Channel 9 News, WTVN Channel 9 This N That, WRCB Channel 3 News, *School Library Journal* and *USA Today*.

Social Media:

- 19,002 Followers - increased by 502 from April
- 12,236 Engagements (likes, comments and shares) - decreased by 93,349 from April, but increased by 4,188 from March
- 246,371 People Reached - decreased by 629,078 from April, but increased by 118,717 from March

Note: *Engagement and Reach were significantly higher in April due to the widespread media coverage of our first Leslie Jordan video. Despite the decrease in May's numbers, our numbers are still growing compared to March and previous months.*

Celebrity Bedtime Stories:

- Posted 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
 - James Howard video on May 22
 - Realtor Ryan King video on May 29
- Posting 4 in June
 - James Howard video on June 5
 - Greg Funderburg video on June 12
 - Stratton Tingle of Soundcorps video on June 19
 - Either Mayor Andy Berke or CDOT Big Truck video on June 26

What's New in June:

- Curbside Service for hold pickups
- Anti-racism statement
- Patron Point email newsletter

- LibArt Live!
- Humanaut production begins
- *USA Today* interview with Corinne Hill scheduled for print
- River City partnership
- FY'20 Annual Report creation begins