

## June 2020 Public Relations Report for Board of Directors

### Press Releases:

- Sent 1 release about Curbside Pickup Service

### Media mentions:

- 10 total from the following outlets: WRCB Channel 3 News, WTVC Channel 9 News, This N That, WUTC, The Chattanooga, The Pulse, Times Free Press and NoogaToday

### Interviews:

- 2 with the following outlets: WTVC Channel 9 This N That and KQED San Francisco NPR station

### Social Media:

- 19,471 Followers - increased by 469 from May
- 12,467 Engagements (likes, comments and shares) - increased by 231 from May
- 260,673 People Reached - increased by 14,302 from May

### Celebrity Bedtime Stories:

- Posted 4 in June:
  - James Howard video on June 5
  - Greg Funderburg video on June 12
  - Greg Funderburg video on June 19
  - Stratton Tingle of Soundcorps video on June 26
- Posting 5 in July:
  - James Howard video on July 3
  - CDOT Big Truck video on July 10
  - Mayor Andy Berke video on July 17
  - CDOT Big Truck video on July 24
  - Dr. Clark White/DeaconBluz video on July 31

### What's New in July:

- *School Library Journal* interview with Lee Hope
- Patron Point email newsletter and welcome email series
  - First email went out July 1 - read by 12,278 people / 18% of recipients  
(Note: average read rate is between 15-20% of fully subscribed recipients)
- This N That Road Trippin' segment in Downtown feature video
- Humanaut production ongoing
- *USA Today* interview with Corinne Hill
  - Did not run in June
- FY'20 Annual Report creation
- KQED feature in series about public libraries
  - Waiting on more info about release date
- MPRL virtual art show on July 22 and wrap up on July 31