

July 2020 Public Relations Report for Board of Directors

Press Releases:

- Sent 0 press releases in July

Media mentions:

- 11 total from the following outlets: [Public News Service](#), [USA Today](#), [School Library Journal](#), [KQED San Francisco NPR station](#), WRCB Channel 3 News, WTVN Channel 9 News, This N That, [This N That Road Trippin' segment](#), WUTC, The Chattanooga, The Pulse, Times Free Press and NoogaToday

Interviews:

- 5 with the following outlets: Public News Service, KQED San Francisco NPR station, Times Free Press *Edge Magazine*, WTVN Channel 9, and This N That - WTVN Channel 9

Social Media:

- 19,635 Followers - increased by 164 from June
- 7,585 Engagements (likes, comments and shares) - decreased by 4,882 from June
- 213,203 People Reached - decreased by 47,470 from June

Celebrity Bedtime Stories:

- Posted 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
- Posting 4 in August:
 - School of Language video on August 7
 - School of Language on August 14
 - CDOT Big Truck video on August 21
 - Either Chattanooga Fire or Police on August 28

What's New in August:

- Patron Point August email newsletter and welcome email series
 - 2nd email newsletter went out August 1 - read by 9,498 people / 14% of recipients (Note: working with Patron Point on an issue with Yahoo emails)
- *Edge Magazine* interview with Corinne about books she's read and recommends.
- This n That interview with Lee Hope on August 9
- FY'20 Annual Report
- Staff Picks - 2 book recommendations each week on social media in August
- Fall programs testing out Take & Make kits for teens and Crafting with Craft Beers
- Social media strategy: reducing the number of social media posts per day to try increasing engagement and reach