Press Releases:
● Sent 2 press releases in October about reopening/passport appointments and Holocaust exhibition postponement

Media mentions:
● 10 total from the following outlets: Courthouse News Service, WRCB Channel 3 News, WTVC Channel 9 News, This N That, WUTC, The Chattanooga, The Pulse, Times Free Press and NOOGAToday

Interviews:
● 1 with WTVC Channel 9 This N That

Social Media:
● 19,249 Followers - increased by 120 from September
● 6,561 Engagements (likes, comments and shares) - decreased by 474 from September
● 154,294 People Reached - decreased by 11,639 from September
Note: Facebook and Twitter both saw a significant drop in overall users in October. Market expects people to return late November.

Celebrity Bedtime Stories:
● Posted 1 in October:
  ○ Secretary of State Tre Hargett on October 16

● Posting 2 in November:
  ○ Greg Funderburg on November 6
  ○ Stratton Tingle on November 20

What’s New in November:
● Patron Point November email newsletter
  ○ Conducted A/B test with different subject lines for November 6 newsletter - overall read rate of 15% with short, generic subject line performing better.
● No This N That interview in November. Next one is scheduled for December 2.
● FY’20 Annual Report is being used for a bite-sized social media campaign featuring highlighted stats each week.
● Crafting with Craft Beers on November 22 featuring a guest bartender (via Zoom) and Take & Make supply kits had 30 reservations.
● Chatt Library TV: Subscriber count is now up to 322, and videos were watched 2,878 times in October.
● Website redesign update: PR and IT conducting demos for 2 Polaris discovery layers, date for relaunch set for February 1.
● Humanaut restarting campaign with a targeted completion date of mid-January.