November 2020 Public Relations Report for Board of Directors

Press Releases:
- Sent 0 press releases in November

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

Interviews:
- 0 (This N That was bumped to December 3)

Social Media:
- 19,333 Followers - increased by 84 from October
- 6,276 Engagements (likes, comments and shares) - decreased by 285 from October
- 145,670 People Reached - decreased by 8,624 from October
Note: Facebook and Twitter both saw a significant drop in overall users in October, and we’re already seeing a jump in followers this month. We also made fewer posts in November.

Celebrity Bedtime Stories:
- Posted 2 “reruns” in November:
  - Greg Funderburg on November 6
  - Stratton Tingle on November 20

- Posting 2 “reruns” in December:
  - James Howard on December 4
  - Tom Griscom on December 18 (since we’re keeping the Lookouts!)

What’s New in December:
- Patron Point December email newsletter scheduled for December 16.
  - Promoting new book and DVD bundle request form as a part of the new Curbside Concierge services.
  - Featuring a staff article with an inside look at curbside pickup.
- [December 3 This N That interview](#).
- Social media campaign featuring stats from [FY'20 Annual Report](#) will continue through January.
- Crafting with Craft Bevvies on December 13 had 47 reservations, which is the most participants since going virtual.
- [Chatt Library TV](#): Subscriber count is now up to 336, and videos were watched 3,145 times in November.
- Website 2.0 update: site map and layout presented to Corinne on December 14.
- Marketing Campaign update:
  - Humanaut will present final script and billboard design on December 18, with completion scheduled for January 15.
  - Gathering TV advertising proposals and billboard material costs this month.