



## TOWN OF CLAYTON COMMUNICATION & OUTREACH

111 E Second Street  
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**FOR IMMEDIATE RELEASE**  
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### **STORYTELLING HIGHLIGHTS VALUABLE TOWN RESOURCES AND SERVICES**

CLAYTON, NC – At the Hocutt-Ellington Memorial Library, a book sits quietly on a table, wrapped in brown paper with only a short description hinting at its contents. Visitors pick it up, curious, and embark on a “Blind Date with a Book.” This creative program became a reality thanks to the Town of Clayton Communication and Outreach Department, which helped turn a simple idea into a memorable experience for the community.

Communication Specialist Emily Stoll helped bring the concept to life, including a playful “book costume” that traveled to Town Square, along Downtown Clayton sidewalks, inside a local coffee shop, and to Municipal Park. Children waved excitedly, and passersby stopped to take photos. One little girl hugged the costumed book, her delight capturing the joy of discovery that this program provides. “Every day I get to see residents interact with the programs we share,” said Stoll. “Moments like these, when someone discovers something new or gets excited about a resource, are the highlight of my work.”

Stoll works closely with staff at the Clayton Fire Department, Clayton Police Department, and Hocutt-Ellington Memorial Library to highlight initiatives, resources, and programs. From the launch of a Women’s Self-Defense Class to an interactive Fire Prevention Week video series for children, Stoll and her colleagues help residents learn about and engage with what the Town provides.

Once a story is identified, Stoll brings it to the Communication and Outreach Department. Together, they select the best way to share the message. A short video may capture movement and emotion, a photograph can tell a story in a single frame, or a social media post or news release may reach a wider audience. “We want residents to see not just what we do, but how it affects their lives,” said Stoll. “Seeing each story come to life and sharing it in a way that meets people where they are makes the work truly meaningful.”

Stoll draws on her background in broadcast journalism to shape how stories are told. “My broadcast experience taught me how to uncover the heart of a story and make it engaging for the audience,” she said. “It helps me highlight the amazing work of our staff and bring attention to the programs and resources the Town provides. Each story pushes me to be creative and discover new ways to reach our community.”

No two days are alike in the Communication and Outreach Department. Every project brings new challenges, opportunities, and stories to tell, which keeps the team learning and adapting as they go. The department focuses on making information accessible and memorable through a mix of text, visuals, and video.



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Keeping an open line of communication with the public is central to the team's mission. "We want people to feel informed and connected," said Stoll. "Our goal is to be approachable and maintain an open line of communication with the public. When someone talks with us at an event, sends a message, or shares what interests them, it helps us tell better stories and serve the community more effectively."

The Town of Clayton will celebrate the efforts of its Communication and Outreach Department on Government Communications Day, which is Friday, February 20. The day highlights the work of government communicators in helping residents stay informed, engaged, and aware of programs and resources that improve daily life.

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Photo 1: Interview with Communication Specialist Emily Stoll

Photos 2-5: Communication Specialist Emily Stoll takes photos of the library's new StoryWalk® book at East Clayton Community Park (1774 Glen Laurel Road).