



MEMORANDUM

TO: Nick Breedlove, Julie Spiro, Stephanie Edwards
Jackson County Tourism Development Authority

CC: Ann Self
Jackson County Tourism Development Authority

FROM: Deborah Stone, Melissa Webb and Haley Barton
Pineapple Public Relations

RE: Public Relations Update – April 2019

DATE: May 6, 2019

Following is an update on public relations efforts provided during the month of April 2019. As always, your questions and comments are welcomed and encouraged.

April Publicity

The Jackson County Tourism Development Authority received publicity that reached **44,559,223** readers/viewers with an earned media value of **\$104,134.59**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR continued personally pitching the press release on the trend of female fly fishing to select national, regional and local media.
- Pineapple PR drafted a press release about N. Breedlove's appointment to the STS board and distributed to relevant media.
- Pineapple PR distributed a press release about the Baxley's and Innovation pairings to relevant media.
- Pineapple PR continued pitching and following up on spring/summer hikes with relevant short lead regional media.
- Pineapple PR connected writer Pat Barcas with RTX Magazine with Jacque at the Cut, Timm with the Green Energy Park, Robin for Panthertown, Mark with Therapy Hikes, Alex Bell with AB Fly Fishing for his upcoming visit and feature on the area.

- Pineapple PR worked with Vanessa Infanzon on her piece about Cashiers and Jackson County waterfalls for Upstate Lake Living.
- Pineapple PR brainstormed and sent over descriptions for free places to visit in Jackson County for Airbnb Magazine.
- Pineapple PR distributed a press release about the 2019-2020 Visitor Guide to relevant media.

Media Visits

- Pineapple PR drafted and confirmed Deena Bouknight's itinerary with N. Breedlove and relevant partners.
- Pineapple PR worked with Deena after her visit to ensure she has all materials she needs. Pineapple pulled additional information for Deena on historic hotels, spas and rental companies in Jackson County for inclusion in her story.

FAM

- Pineapple PR continued outreach to secure media for the June FAM. Pineapple now has five confirmed media guests:
 - Katie McElveen
 - Christiana Roussel
 - Maryellen Kennedy
 - Rachel Quatarone
 - Lisa McGinnes

Blog

- Pineapple finalized edits and created Crowdriff galleries for the "Waterfall Hikes" and "Celebrate Spring at Greening Up the Mountains" blogs.
- Pineapple PR drafted and submitted the "Basecamp for Adventure," and "Insider's Guide to Jackson County" blogs.

Account Management

- Pineapple participated in the marketing call with the Jackson County team on April 24.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of April and sent to JCTDA.

- Pineapple PR created and distributed the March 2019 public relations report and publicity summary.
- Pineapple PR pulled and sent over publicity hit options to the Rawle Murdy team for inclusion in the JCTDA newsletter.
- Pineapple PR prepared for and attended the NYC Visit NC Media Mission.
- Pineapple edited and finalized the story ideas sheet for the NYC Media Mission.
- Pineapple PR began working on the presentation for the board on May 15 regarding the FY2020 plan.
- Pineapple PR drafted a write up for Mark Ellison's therapy walks for the website.

April 2019 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
April 30, 2019	Smoky Mountain Living	Hook, Line & Drinker Festival	Online	\$250.00	560,000
April 30, 2019	Smoky Mountain Living	Front Street Arts and Crafts Show	Online	\$250.00	560,000
April 30, 2019	Smoky Mountain Living	Pots on the Green	Online	\$250.00	560,000
April 30, 2019	Smoky Mountain Living	Fireworks on Lake Glenville "Majesty over Water!"	Online	\$250.00	560,000
April 30, 2019	Smoky Mountain Living	Downtown Sylva Fourth of July Fireworks	Online	\$250.00	560,000
April 30, 2019	Smoky Mountain Living	Fireworks on the Green	Online	\$250.00	560,000
April 30, 2019	Smoky Mountain Living	Joy Garden Tour	Online	\$250.00	560,000
April 30, 2019	Smoky Mountain Living	Cashiers Designer Showhouse	Online	\$250.00	560,000
April 30, 2019	Smoky Mountain Living	The Great Balsam Bike Relay	Online	\$250.00	560,000
April 25, 2019	The Sylva Herald	Breedlove elected to board of Southeast Tourism Society	Online	\$24.59	40,429
April 25, 2019	The Sylva Herald	Breedlove elected to board of Southeast Tourism Society	Print	\$36.00	5,402
	Greenville News	Fests and falls: North Carolina mountain towns in Jackson County are destinations for spring	Online	\$4,006.12	433,094
April 17, 2019	Smoky Mountain News	Celebrate Easter: Dillsboro's Easter Hat Parade	Online	\$434.00	28,397
April 16, 2019	Our State	Carolina Calendar May 2019: Hook, Line & Drinker Festival	Online	\$267.89	133,186
April 16, 2019	Blue Ridge Outdoors eNewsletter	Easter Hat Parade Event Listing	eNewsletter	\$300.00	38,810
April 16, 2019	The Charolette Observer	Hook, Line & Drinker Festival	Online	\$1,747.70	4,772,596
April 16, 2019	The Charolette Observer	Front Street Arts and Crafts Show	Online	\$1,747.70	4,772,596
April 16, 2019	The Charolette Observer	Pots on the Green	Online	\$1,747.70	4,772,596
April 16, 2019	The Charolette Observer	Downtown Sylva Fourth of July Fireworks	Online	\$1,747.70	4,772,596
April 16, 2019	The Charolette Observer	Fireworks on the Green	Online	\$1,747.70	4,772,596
April 16, 2019	The Charolette Observer	Joy Garden Tour	Online	\$1,747.70	4,772,596
April 16, 2019	The Charolette Observer	Cashiers Designer Showhouse	Online	\$1,747.70	4,772,596
April 16, 2019	The Charolette Observer	The Great Balsam Bike Relay	Online	\$1,747.70	4,772,596
April 8, 2019	Charlotte Post	Hook, Line & Drinker Festival	Online	\$347.41	21,713
April 8, 2019	Charlotte Post	Front Street Arts and Crafts Show	Online	\$347.41	21,713
April 8, 2019	Charlotte Post	Pots on the Green	Online	\$347.41	21,713
April 8, 2019	Charlotte Post	Fireworks on Lake Glenville "Majesty over Water!"	Online	\$347.41	21,713
April 8, 2019	Charlotte Post	Downtown Sylva Fourth of July Fireworks	Online	\$347.41	21,713
April 8, 2019	Charlotte Post	Fireworks on the Green	Online	\$347.41	21,713
April 8, 2019	Charlotte Post	Joy Garden Tour	Online	\$347.41	21,713
April 8, 2019	Charlotte Post	Cashiers Designer Showhouse	Online	\$347.41	21,713
April 8, 2019	Charlotte Post	The Great Balsam Bike Relay	Online	\$347.41	21,713
April 4, 2019	Sylva Herald	Breedlove earns certification from Marketing College	Print	\$36.00	5,402
April 3, 2019	Sylva Herald	Breedlove earns certification from Marketing College	Online	\$24.59	40,429
April 1, 2019	TALK Greenville	Spring Fests and Falls	Print	\$3,372.00	60,000

April 1, 2019	Carolina Festivals	Greening Up the Mountains Event Listing	Print	\$170.50	5,000
April 1, 2019	Carolina Festivals	Hook, Line and Drinker Event Listing	Print	\$170.50	Reported above
April 1, 2019	Our State	April 2019 Beer Event Guide: Sylva Brew Hop	Online	\$267.89	133,186
April 1, 2019	Our State	Season of Celebration 2019 North Carolina Spring Festivals: Greening Up the Mountains	Print	\$1,783.76	219,703
April 1, 2019	Our State	Carolina Calendar April 2019: Valley of the Lilies Half Marathon & 5K	Print	\$891.88	Reported above
April 1, 2019	Our State	Carolina Calendar April 2019: Sylva Brew Hop	Print	\$891.88	Reported above
April 1, 2019	Our State	Carolina Calendar April 2019: Easter Hat Parade	Print	\$891.88	Reported above
April 1, 2019	Our State	Carolina Calendar April 2019: Greening Up the Mountains	Print	\$891.88	Reported above
April 1, 2019	Our State	Drink Local Brewery Guide: Balsam Falls Brewing Company and Innovation Brewing	Print	\$891.88	Reported above
			TOTALS	\$34,711.53	44,559,223
Pineapple Grand Total: Actual Ad Value (\$34,711.53) multiplied by 3 (for editorial value): \$104,134.59					