



## MEMORANDUM

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

CC: Ann Self  
**Jackson County Tourism Development Authority**

FROM: Deborah Stone, Melissa Webb, Brianna Reid and Allison Seng  
**Pineapple Public Relations**

RE: Public Relations Update – August 2019

DATE: September 5, 2019

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

### **August Publicity**

The Jackson County Tourism Development Authority received publicity that reached **17,823,193** readers/viewers with an earned media value of **\$520,993.20**. Please see the attached publicity summary for additional details and publicity clips.

### **Media Relations**

- Pineapple continued individualized pitching efforts around solo travel to Jackson County with national and regional media.
- Pineapple drafted a release highlighting the increase in visitation numbers for local and NC business media.
- Pineapple drafted individual customized pitches and pitched fall family-friendly and mid-week travel to 25 regional and national freelance writers.
- Pineapple updated the WNC Pottery Festival Release – PAPER obtained additional information from Joe Frank and will distribute to local and regional publications per N.Breedlove's approval.
- Pineapple completed event submissions for 15th Annual WNC Pottery Festival to local and regional event calendars.
- Pineapple is working with JCTDA partners to coordinate a visit for Forbes contributor, Katie Kelly Bell to visit in October.
- Pineapple edited a press release for N. Breedlove announcing the presentation of the new communications and strategic plan.

- Pineapple worked with writers and is tracking upcoming coverage from: NW GA Living – Fall issue, Birmingham Home & Garden – Sept., Boomer Times/Miami Herald – ran this month, Atlanta Lifestyles pubs – Sept., Ocala Style Magazine in March 2020.
- Pineapple distributed the 2018 Visitor Spending Figures Announcement for Jackson County release to local media.
- Pineapple worked with Southern Living on a piece that highlights a destination feature on Sylva. The feature is scheduled to run sometime in Sept./Oct.
- Pineapple edited a press release announcing JCTDA's newest hire, Caleb Sullivan.
- Pineapple responded to a media inquiry from Travel + Leisure regarding the cheapest month to travel during local off-seasons and took the opportunity to promote Jackson County's "undiscovered season."
- Pineapple responded to a media inquiry from the Travel Channel regarding fall leaf-peeping experiences and destinations.
- Pineapple is continuing to send out Sept-Dec calendar announcements for long lead media.
- Pineapple is pitching 72 Hours in Jackson County to regional, national and Florida media, tying the pitch content into fall breaks and fall getaways.
- Pineapple is drafting a press release highlighting the "undiscovered season" for long lead winter pitching.
- Pineapple drafted a press release to announce the USA Today top 10 honor for Jackson Co. and Best Fall Foliage – PAPR will incorporate the accolade in all fall messaging.

## **Blog**

- Pineapple drafted and submitted to N. Breedlove the "Seven Insider Tips for Fall in Jackson County" and "A Beer Lover's Guide to Jackson County" blogs.
- Pineapple is drafting October blogs "Top Foodie Faves in Jackson County" and "Best Views for Experiencing Fall in Jackson County."

## **Account Management**

- Pineapple participated in this month's monthly marketing calls with the Jackson County team on August 28.
- Pineapple tracked and clipped publicity for all public relations efforts for the month of August and sent to JCTDA.
- Pineapple created and distributed the August 2019 public relations report and publicity summary.

### August 2019 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
August 29, 2019	Johns Creek Lifestyle	Fish, Explore and More in Jackson County, NC	Online	\$92.85	9,285
August 28, 2019	USA Today 10Best	10 Best Places for Fall Foliage	Online	\$96,338	10,414,902
August 25, 2019	PlanetWare	10 Top-Rated Rivers for Trout Fishing in North Carolina	Online	\$7,077.00	765,082
August 23, 2019	Reading Eagle Online	Here are some great spots for fly-fishing for the whole family	Online	\$3,981.66	430,450
August 7, 2019	The Denver Post Online	Get hooked on these 5 great vacation spots for fly-fishing	Online	\$44,148.54	4,772,816
August 7, 2019	Texarkana Gazette Online	Get hooked on these 5 great vacation spots for fly-fishing	Online	\$1,893.40	75,736
August 7, 2019	NewsDay Online	Family travel: Get hooked on some great spots for fly-fishing	Online	\$2,326.12	251,473
August 7, 2019	Smoky Mountain News	Breedlove earns tourism credential	Online	\$434.00	28,397
August 7, 2019	Sylva Herald	"TDA's Breedlove earns Destination Management credential"	Print	\$1,744.00	5,402
August 7, 2019	Sylva Herald	"TDA's Breedlove earns Destination Management credential"	Online	\$373.96	40,429
August 5, 2019	The Recorder Online	Get Hooked on Some Great Spots for Fly-Fishing	Online	\$270.03	29,193
August 4, 2019	The Columbian Online	Get hooked on five great spots for fly-fishing	Online	\$8,584.64	858,464
August 1, 2019	Boomer Times Magazine (runs in the Miami Herald)	The REAL North Carolina...Jackson County has it all	Print	\$6,400.00	141,564
			<b>TOTALS:</b>	<b>\$173,664.04</b>	<b>17,823,193</b>
<b>Pineapple Grand Total: Actual Ad Value (\$173,664.04) multiplied by 3 (for editorial value): \$520,993.20</b>					