



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 – October 2019

DATE: November 5, 2019

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

October Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **45,183,505** readers/viewers with an earned media value of **\$499,808.46**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR distributed the Ale Trail map mailing to a targeted media list of 60 beer industry and lifestyle writers, national and regional media.
- Pineapple PR worked with the GM at The Grand Old Lady to collect information for a haunted North Carolina restaurant piece for Food Network.
- Pineapple PR drafted a pitch that highlighted a last-minute fall getaway to Jackson County that highlighted shadow of the bear, the extended leaf season in the area and mid-week travel.
- Pineapple PR responded to a media inquiry from Budget Travel regarding off-the-radar experiences in North Carolina.
- Pineapple PR continued to pitch the undiscovered season to long-lead Florida media using the "trade your sand for snow" angle.
- Pineapple PR pitched secret season in Jackson County to A-List Nation Magazine editor, Susie Q.
- Pineapple PR responded to a media inquiry from Chatham Magazine regarding awesome road trips in the U.S.

- Pineapple PR created a media list for the ENO mailings and reached out to all contacts on the list to confirm their address ahead of distribution and to confirm that they were interested in receiving a package.
- Pineapple PR followed up with 90 Florida and Coastal media who received the "trade your sand for snow" pitch to secure coverage.
- Pineapple PR distributed the last-minute fall getaway pitch to an extensive list of national and regional freelance writers who might be working on last minute fall stories.
- Pineapple PR pitched holiday events in Jackson County to Jacksonville Magazine Editor, Joe White.
- Pineapple PR distributed the "escape the spring-breakers and head to the mountains" pitch to more than 150 Florida media outlets and representatives to garner interest on Jackson Co.
- Pineapple PR pitched a list of Jackson County's specialty stores to Mountain Xpress for coverage consideration.
- Pineapple PR pitched long-lead invites to the Outhouse Races to select regional and national media for coverage and attendance consideration.
- Pineapple PR met internally to review the Plateau Magazine's editorial calendar and to discuss pitches to send over for coverage consideration.
- Pineapple PR responded to a media inquiry from Travel + Leisure regarding accessible travel for disabled travelers.
- Pineapple PR brainstormed ideas for the Trashtag Hashtag Campaign and sent ideas to N. Breedlove.
- Pineapple PR continued to work with Kidding Around Greenville writer, Kristina Hernandez, on an upcoming media visit to Jackson County for December 22-23. Kristina will be visiting Sapphire Valley and staying at The Hampton Inn during her visit to conduct research for a comprehensive winter piece on the area.
- Pineapple PR is working with Charlotte Magazine Editor to arrange an upcoming media visit to the area and will run dates by N. Breedlove as soon as we are able to confirm the timing of her visit.
- Pineapple PR confirmed that the Forbes writer we were working with will be coming to visit in Spring 2020 since the winter visit did not work.
- Pineapple PR nominated Hook, Line and Drinker Festival for the STS Top 20 Events.
- Pineapple is continuing to send out Sept-Dec calendar announcements for long lead media.

Blog

- Pineapple PR drafted and submitted the “Discover Rich Heritage in Jackson County” and “Why You Should Visit Jackson County During Secret Season” blogs to N. Breedlove.
- Pineapple PR is drafting December blog outlines for, “Christmas in Jackson County: 10 Must-DO’s for the Whole Family” and “The Best Winter Scenes to Experience in Jackson County.”

Account Management

- Pineapple PR participated in this month’s monthly marketing calls with the Jackson County team on October 9 and October 23.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of October and sent to JCTDA.
- Pineapple PR created and distributed the October 2019 public relations report and publicity summary.

October 2019 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
October 31, 2019	Greenville Journal	Instagram-worthy fall date ideas	Online	\$750.00	13,127
October 30, 2019	Visit NC Online	15 Epic Outdoor Adventures for Maximum Fun in North Carolina	Online	\$2,961.17	320,127
October 27, 2019	Atlanta Journal-Constitution	WNC Pottery Festival - event listings	Print	\$600.29	142,640
October 24, 2019	Oprah.com	The Best Wellness Retreats to Restore Your Mind, Body, and Soul	Online	\$14,177.62	1,532,716
November Issue	WNC Magazine	November Events: WNC Pottery Festival and Christmas on the Green	Print	\$2,650.00	31,500
October 22, 2019	The Thrillist	The Best Weekend Getaways Near Atlanta	Online	\$106,479.65	11,511,314
October 20, 2019	Atlanta Journal-Constitution	WNC Pottery Festival - event listings	Print	\$600.29	142,640
October 19, 2019	The Laurel of Asheville	WNC Pottery Festival Marks 15 Years	Online	\$93.79	10,421
Fall Issue	The Laurel of Asheville	WNC Pottery Festival Marks 15 Years	Print	\$270.00	30,000
October 16, 2019	Forbes Online	Breweries Of All Shapes, Sizes Make North Carolina A Craft Beer Mecca	Online	\$24,372.72	29,788,885
October 14, 2019	Garden and Gun Online	Ten Must-See Spots on the Blue Ridge Parkway	Online	\$4,266.35	461,227
October 14, 2019	Our State Online	Calendar November: WNC Pottery Festival	Online	\$267.89	133,186
October 13, 2019	Atlanta Journal-Constitution	WNC Pottery Festival - event listings	Print	\$600.29	142,640
October 10, 2019	Fly XO	Five Vibrant Destinations for Fall Hiking	Online	\$4,625.00	500,000
October 9, 2019	Carolina Home + Garden	More Festivals and Fairs	Online	\$69.02	7,669
October 7, 2019	TrazeeTravel	Fall Hikes Worth the Travel	Online	\$242.09	26,899
October 6, 2019	Chattanooga Times Free Press	How to have a NC mountain adventure	Print	\$615.48	68,387
October 1, 2019	Visit NC Online	Cashiers Valley Leaf Festival	Online	\$2,961.17	320,127
			TOTALS:	\$166,602.82	45,183,505
Pineapple Grand Total: Actual Ad Value (\$166,602.82) multiplied by 3 (for editorial value): \$499,808.46					