



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 – November 2019

DATE: November 4, 2019

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

November Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **11,055,880** readers/viewers with an earned media value of **\$476,023.59**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR responded to a media inquiry from FabFitFun regarding Thanksgiving Weekend Getaways.
- Pineapple PR followed up with media who received the last-minute fall foliage pitch. Pineapple included CrowdRiff photos in the follow-up.
- Pineapple PR followed up with media to get addresses for those who will receive the ENO mailers.
- Pineapple PR distributed the “escape the spring breakers and head to the mountains” pitch to more than 100 regional long lead contacts.
- Pineapple PR responded to a media inquiry from Russal Gear regarding best places to fish in the winter and pitched Jackson County for the piece.
- Pineapple PR reached out to select, curated Florida media to invite them to Jackson County for a media trip in 2020 to align with our goal of increasing Florida media coverage.
- Pineapple PR pitched Forest Therapy to The South Magazine for coverage consideration in an upcoming wellness story.

- Pineapple PR edited Visit NC giveaway write-ups for N. Breedlove.
- Pineapple PR responded to a media inquiry from Family Vacation Critic regarding family-friendly spring break getaways and pitched Jackson County for the piece.
- Pineapple PR pitched secret season in Jackson County to Good Grit Magazine for coverage consideration and secured a placement that ran this month.
- Pineapple PR submitted calendar event listings to Carolina Festivals Magazine.
- Pineapple PR is continuing outreach to Florida and coastal media outlets regarding secret season and spring break coverage consideration.
- Pineapple PR is following up with regional and national media who received the spring break and trade your sand for snow pitches.
- Pineapple PR pitched Jackson County as a great destination for history lovers to Outside Magazine for coverage consideration.
- Pineapple PR continued working with partners to complete and update the Cashiers Wiki Page.
- Pineapple PR sent all the contacts who did not receive the Ale Trail Map mailing the PDF and info on the map. Pineapple PR received responses that the media recipients will keep them on hand for any future coverage opportunities. Southern Brew News plans on including the information in upcoming coverage.
- Pineapple PR drafted a Fly-Fishing pitch highlighting the great options and learning a new skill in Jackson Co. Pineapple PR will finalize and send to N. Breedlove for approval before distribution.
- Pineapple PR is conducting personalized follow-up with regional and national media who received the Outhouse Races pitch. Pineapple PR has secured coverage in: Charlotte Mag, American Way (American Airlines inflight mag) and Cary Living.
- Pineapple PR scheduled a call with a Travel + Leisure freelance writer to discuss coverage opportunities and a potential visit to Jackson Co.
- Pineapple PR will circle back around to Forbes travel writer in early December to schedule the spring visit to the area.
- Pineapple PR finalized the details for Kidding Around Greenville writer, Kristina Hernandez's, 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. The trip has been confirmed by all relevant parties.
- Pineapple is continuing to send out January-April calendar announcements for long lead media.

Blog

- Pineapple PR worked with N. Breedlove, C. Sullivan and Robert Jumper to edit and finalize the November blogs, “Discover Rich Heritage in Jackson County” and “Why You Should Visit Jackson County During Secret Season.”
- Pineapple PR drafted and submitted the “Christmas in Jackson County: 10 Must-DO’s for the Whole Family” and “The Best Winter Scenes to Experience in Jackson County” blogs to N. Breedlove.
- Pineapple PR is drafting January blog outlines for “Book Your Next Active Adventure in Jackson County” and “Bucket List Hikes (Listicle in level of difficulty).” Pineapple PR will be sure to incorporate the Secret Season Travel theme throughout these posts.

Account Management

- Pineapple PR participated in this month’s monthly marketing calls with the Jackson County team on November 13 and November 27.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of November and sent to JCTDA.
- Pineapple PR created and distributed the November 2019 public relations report and publicity summary.

November 2019 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
Fall/winter 2019	RTX Magazine - Resort Travel Xchange Magazine	Comprehensive Guide to Jackson County- multiple articles	Print	\$51,000.00	80,000
November 2019	Our State Magazine	WNC Pottery Festival Calendar Event Listing	Print	\$1,783.76	219,703
November 2019	WNC Magazine	Hometown Holidays	Print	\$2,650.00	31,500
November 18, 2019	Good Grit Magazine Online	Explore Secret Season in Jackson County, NC	Online	\$4,500.00	50,000
November 4, 2019	The Active Times Online	50 States, 50 Places: The Top Natural Wonder in your State	Online	\$5,557.55	600,816
November 4, 2019	MSN.com	50 States, 50 Places: The Top Natural Wonder in your State	Online	\$92,805.54	10,033,031
November 4, 2019	Best Travel Tale Online	50 States, 50 Places: The Top Natural Wonder in your State	Online	\$377.68	40,830
			TOTALS:	\$158,674.53	11,055,880
Pineapple Grand Total: Actual Ad Value (\$158,674.53) multiplied by 3 (for editorial value): \$476,023.59					