



MEMORANDUM

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

CC: Robert Jumper
Jackson County Tourism Development Authority

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

RE: Public Relations Update – August 2017

DATE: September 5, 2017

Following is an update on public relations efforts provided during the month of August 2017. As always, your questions and comments are welcomed and encouraged.

August Publicity

The Jackson County Tourism Development Authority received publicity that reached **63,283,354** readers/viewers with an earned media value of **\$1,320,305.79**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple responded to a query from the *Travel Channel* for a story on Choose and Cut Christmas tree farms in the southeast and sent photos for consideration. They will be using images and information from Tom Sawyer Farmstead in their upcoming coverage.
- Pineapple pitched Whiteside Mountain to *Southern Living* for its query in search of the most romantic places to get engaged in each Southern state.
- Pineapple continued to monitor for solar eclipse media opportunities and pitch Jackson County wherever possible.
 - Pineapple pitched final solar eclipse numbers to *USA Today* for story consideration.
- Pineapple drafted and distributed the press release for Jackson County's visitor spending and tourism numbers to local and regional media.

- Pineapple drafted and pitched a press release on the WNC Pottery Festival.
 - Pineapple worked with Joe Frank McKee on photo requests from *Ceramics Monthly* and a story idea from *Spectrum News*.
 - Pineapple sent a photo to *The Laurel of Asheville* for potential festival coverage.
- Pineapple drafted and pitched a press release on Mountain Heritage Day to target local and regional media for event coverage.
- Pineapple continued to follow up on fall pitching with regional and national outlets.

Media Visits

- Pineapple assisted with the development of the media visit itinerary and logistics for Larry Porges of *National Geographic* during the solar eclipse, including sending him means of payment for meals and transportation.
- Pineapple corresponded with freelance travel writer Bob Epstein from American Press Travel News regarding his interest in a media visit, and requested more information about his editorial interests and potential coverage.
- Pineapple shared the team's research and vetted list of influencers for potential visits to Jackson County with N. Breedlove. Based on feedback, Pineapple confirmed a visit from Matt Van Swol (visiting in October) and has a call scheduled with Bearfoot Theory in September to discuss an upcoming visit.

Blog

- Pineapple drafted and finalized a blog post on "10 Reasons to Visit Jackson County This Labor Day."
- Pineapple proofread and sent edits for a blog post on Tuckasegee River activities.

Account Management

- Pineapple participated in the bi-weekly marketing call with the Jackson County team on August 2.
- Pineapple attended and presented public relations updates at the JCTDA board meeting on August 16.
- Pineapple prepared for and attended the VisitNC Charlotte Media Mission on behalf of Jackson County; conducted follow up based on media connections and requests at event.

- Pineapple tracked and clipped publicity for all public relations efforts for the month of August and sent to JCTDA.
- Pineapple clipped and sent print publicity to Rawle Murdy for the JCTDA website.
- Pineapple created and distributed the July 2017 public relations report and publicity summary.
- Pineapple drafted and finalized the Fisherman's, Rainy Day and Artisan Shopper itineraries, and sent to N. Breedlove for approval.
- Pineapple began discussing potential dates for the Fall FAM with N. Breedlove and conducting partner outreach to secure media accommodations.
- Pineapple had a call with N. Breedlove to review the team's researched and vetted list of influencers and decide which to invite to Jackson County.
- Pineapple toured the Sylva/Dillsboro area of Jackson County with N. Breedlove to provide an immersion for new Pineapple team member, Haley Barton.
- Pineapple compiled and summarized year-to-date solar eclipse coverage including Jackson County.