



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 and Haley Barton
Pineapple Public Relations

RE: Public Relations Update – October 2017

DATE: November 2, 2017

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

October Publicity

The Jackson County Tourism Development Authority received publicity that reached **52,896,222** readers/viewers with an earned media value of **\$468,091.68**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple continued personalized pitching and follow-up for fall release.
- Pineapple drafted and distributed the winter release to select local, regional and national outlets.
- Pineapple continued to follow up on the winter release and pitching with regional and national outlets.
- Pineapple pitched the Outhouse Races for Carolina Festival's winter issue and to writer Dayvee Sutton to gauge her interest in covering the event.
- Pineapple pitched WNC Pottery Festival for event listings.
- Pineapple began working on pitching for February, March and April events.

- Pineapple worked with writer Pam Keene to discuss options for Carolina Country coverage of the 180th anniversary of the trail of tears highlighting Cashiers. The team ultimately decided, upon receiving feedback from N. Breedlove, to pass on the opportunity.
- Pineapple worked with Melissa Reardon of WNC Magazine on a potential upcoming opportunity for an article on Sylva and Dillsboro.
- Pineapple responded to a media inquiry on JCTDA's fall foliage viewing opportunities.
- Pineapple responded to a Southern Living online inquiry about Southern Christmas-themed vacations and sent information from the winter release to the writer.

Media Visits

- Pineapple finalized trip coordination and an itinerary for social media influencer Matt Van Swol.
 - Pineapple called Alex Bell for additional recommendations for hikes and activities.
 - Pineapple sent a gift card for Canyon Kitchen to Matt's hotel.
 - Pineapple coordinated payment and sent Matt a check for his services.
- Fall FAM
 - Pineapple drafted and sent invitations to secure media for the Fall FAM.
 - Pineapple finalized an itinerary for the trip and reached out to partners to confirm their participation.
 - Pineapple worked to accommodate Taralynn's photographer to accompany us on the FAM.
 - Pineapple created a social media cheat sheet for Fall FAM attendees to tag partners during the trip.
 - Pineapple created a briefing book of FAM media attendees for JCTDA and partners.
 - Pineapple purchased fishing licenses for FAM attendees.

- Two Pineapple team members attended the Fall FAM and led the group through the itinerary stops.
- Pineapple rearranged the itinerary because of inclement weather expected during the FAM and confirmed the changes with all partners.

Blog

- Pineapple proofread and sent edits for a blog post on Three Billboards.

Account Management

- Pineapple participated in the bi-monthly marketing calls with the Jackson County team on October 4 and October 18.
- Pineapple tracked and clipped publicity for all public relations efforts for the month of October and sent to JCTDA.
- Pineapple created and distributed the September 2017 public relations report and publicity summary.
- Pineapple finalized the Winter Getaway itinerary and sent to N. Breedlove for approval. Upon receiving edits, Pineapple made those changes and sent back the final version.
- Pineapple sent the Holiday Packages partner request and compiled all responses to send to N. Breedlove and Rawle Murdy for the October newsletter.
- Pineapple updated and sent the Sylva website copy to N. Breedlove.

October 2017 JCTDA Publicity Summary

| Date Received | Outlet | Title/Program | Media Group | Publicity Value | Circulation |
|--|------------------------------|---|---------------|-----------------|-------------|
| July 31, 2017 (not previously reported) | The Daily Affair | Taste The One-Mile Ale Trail in Sylva, North Carolina | Online | \$2,500.00 | 90,000 |
| August 7, 2017 (not previously reported) | The Daily Affair | Pottery Artists Find An Unexpected Home in Cashiers, North Carolina | Online | \$2,500.00 | 90,000 |
| September 28, 2017 (not previously reported) | WRGC.com | Jackson County Tourism Development Authority Director Receives Rising Star Young Professional's Award | Online | \$615.00 | 41,775 |
| October 2, 2017 | Blue Ridge Outdoors | 9th Annual Colorfest | Online | \$1,860.00 | 42,982 |
| October 4, 2017 | Style Blueprint | 48 Hours in Cashiers, NC | Online | \$3,200.00 | 320,000 |
| October 4, 2017 | Sylva Herald | Nick Breedlove - Rising Star Young Professional's Award | Online | \$24.59 | 40,429 |
| October 5, 2017 | Atlanta Journal-Constitution | North Carolina: Brewery scene expanding around state | Online | \$23,700.79 | 11,850,394 |
| October 5, 2017 | Atlanta Journal-Constitution | North Carolina: Touches both historic and modern add to romance | Online | \$23,700.79 | 11,850,394 |
| October 5, 2017 | Atlanta Journal-Constitution | North Carolina: Restaurants get creative in cooking (and their names) | Online | \$23,700.79 | 11,850,394 |
| October 5, 2017 | Atlanta Journal-Constitution | North Carolina: Family getaways can include unforgettable views, times | Online | \$23,700.79 | 11,850,394 |
| October 5, 2017 | Our State | This Weekend in North Carolina - Cashiers Valley Leaf Festival and ColorFest | Online | \$267.89 | 135,501 |
| October 8, 2017 | Atlanta Journal-Constitution | North Carolina Go Guide - Family Fun, Dining, Beer, Romance | Print | \$600.29 | 287,346 |
| October 9, 2017 | The Outbound Collective | Jackson County - upcoming trip | Online | \$2,985.00 | 298,500 |
| October 10, 2017 | Smithsonian.com | Natural Phenomena (Other Than Foliage) You Can Glimpse This Fall | Online | \$31,702.05 | 3,170,205 |
| October 13, 2017 | MattVanSwol.com | Jackson County - upcoming trip | Online | \$1.50 | 150 |
| October 13, 2017 | Asheville Citizen-Times | WNC Pottery Festival | Online | \$6,768.54 | 318,370 |
| October 20, 2017 | Knoxville News Sentinel | WNC Pottery Festival | Online | \$762.64 | 76,264 |
| October 23, 2017 | Trips to Discover | Lights and Luminaries | Online | \$1,049.40 | 104,940 |
| October 25, 2017 | Smoky Mountain News | WNC Pottery Festival | Online | \$434.00 | 25,552 |
| October 29, 2017 | The Outbound Collective | Exploring Underrated Mountain Towns in Jackson County, NC | Online | \$2,985.00 | 298,500 |
| October 30, 2017 | MattVanSwol.com | Exploring Underrated Mountain Towns in Jackson County, NC | Online | \$1.50 | 150 |
| October 30, 2017 | Blue Ridge Outdoors | WNC Pottery Festival | Online | \$1,860.00 | 42,982 |
| October 31, 2017 | SimplyTaralynn.com | Jackson County Fall 2017 FAM | Online | \$1,110.00 | 111,000 |
| | | | TOTALS | \$156,030.56 | 52,896,222 |

Pineapple Grand Total: Actual Ad Value (\$156,030.56) multiplied by 3 (for editorial value): \$468,091.68