



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 – September 2017

DATE: October 5, 2017

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

September Publicity

The Jackson County Tourism Development Authority received publicity that reached **20,686,816** readers/viewers with an earned media value of **\$813,334.08**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple drafted and pitched the fall leaf report, along with additional fall travel ideas in Jackson County, to select local, regional and national outlets.
 - Pineapple worked with Karen Chavez at the *Asheville Citizen-Times* to provide her with more information and connect her with Beverly Collins at Western Carolina University. Pineapple also sent a list of fall hikes and photos.
- Pineapple continued to follow up on the fall release and pitching with regional and national outlets.
 - Pineapple worked with writer Paul Cox at the Travel Channel on a fall piece about southeastern weekend escapes. Pineapple sent N. Breedlove the photo release for the article and returned the completed version to the writer.

- Pineapple drafted and pitched a press release on N. Breedlove's Rising Star Young Professional's Award.
- Pineapple worked with and sent information and photos to Katie Krouse with *Mountain Brook Magazine* after she reached out to N. Breedlove for more information on travel to Cashiers; Pineapple also worked with S. Edwards to gather more information to fill the request.
- Pineapple worked with writer Kassondra Cloos with Travel Channel to provide her with more information on choose and cut trees in Jackson County for an upcoming piece.
- Pineapple drafted and pitched a brief to local outlets on the donations from Jackson County TDA to Pinnacle Park Foundation and Friends of Panthertown Valley.
- Pineapple followed up on the tourism spending release with local papers to check in on potential coverage.
- Pineapple gathered and sent photos and captions to *Ceramics Monthly* per their request after pitching WNC Pottery Fest.
 - Pineapple also sent additional information on WNC Pottery Fest to *WNC Magazine*.
- Pineapple reached out to Dayla Kay Kohler with *Destination Magazine* regarding Llama Hikes at High Hampton Inn and the Cat Museum for coverage opportunities following her editorial interest at the VisitNC Charlotte media mission.
- Pineapple created a write-up with more information on Cashiers for *DIGGwinnett Magazine*.

Media Visits

- Pineapple drafted an itinerary for UK Writer Wendy Parsons' media visit for upcoming coverage in *The Daily Star*, and corresponded with Suzanne Brown at VisitNC to provide itinerary.
- Pineapple drafted and sent an itinerary menu to social media influencer Matt Van Swol for his visit in October to assist with developing stops and timing during his visit.
- Pineapple worked with social media influencer Bearfoot Theory on pricing for a social media collaboration and, due to budget, ultimately decided to move on to the next influencer on the target list.

- Pineapple drafted and sent invitations to secure media for the Fall FAM and drafted an itinerary for the trip.
 - Pineapple reached out to the Balsam Mountain Inn to secure lodging for the Fall FAM.
 - Pineapple reached out to Dale Collins with Tuckaseegee Fly Shop in Sylva to confirm itinerary participation for fly fishing during the FAM.

Blog

- Pineapple drafted and finalized a blog post on fall leaf viewing in Jackson County, including working with Beverly Collins at Western Carolina University to develop a current leaf report.
- Pineapple proofread and sent edits for a blog post on October travel and classic car displays in Jackson County.
- Pineapple proofread and sent edits for a blog post on fall Appalachian art festivals in Jackson County.

Account Management

- Pineapple participated in the bi-monthly marketing calls with the Jackson County team on September 6 and September 20.
- Pineapple tracked and clipped publicity for all public relations efforts for the month of September and sent to JCTDA.
- Pineapple created and distributed the August 2017 public relations report and publicity summary.
- Pineapple finalized the Outdoor Adventure, Foodie, Artisan Shopper, Girlfriends' Getaway, Fishermen's Retreat, and Rainy Day itineraries, and sent to N. Breedlove for approval. Upon receiving edits, Pineapple made those changes and sent final versions.
 - Pineapple began drafting the Winter Getaway itinerary.
 - Pineapple brainstormed ways to incorporate as many partners as possible into the itineraries and sent recommendations to N. Breedlove and R. Jumper.
- Pineapple strategized and advised N. Breedlove on how to respond to Southern Trout Magazine.

- Pineapple registered for the Atlanta VisitNC Media Mission in November 2017.

September 2017 JCTDA Publicity Summary

Outlet	Title/Program	Date Received	Media Group	Publicity Value	Circulation
<i>Good Grit</i>	Laura Goes to Cashiers, NC	September-17	Print	\$13,992.00	25,000
<i>American Legion Magazine</i>	American Palette	September-17	Print	\$69,790.00	1,993,065
<i>TOWN Carolina</i>	Grand Canyon	September-17	Print	\$2,950.00	14,148
<i>TOWN Carolina</i>	Northern Exposure	September-17	Print	\$2,950.00	14,148
<i>AAA Go Carolinas</i>	Playing With Clay	September/October-17	Print	\$24,000.00	1,160,000
<i>TOWN Carolina</i>	Grand Canyon	September 1, 2017	Online	\$1,800.00	6,200
<i>TOWN Carolina</i>	Northern Exposure	September 1, 2017	Online	\$1,800.00	6,200
<i>AAA Go Carolinas</i>	Fall Fests & Fairs Around the Carolinas	September 1, 2017	Online	\$5,000.00	599,800
<i>Atlanta Magazine</i>	Six Reasons Why Jackson County, NC Should Be Your Next Getaway	September 1, 2017	Online	\$29,400.00	143,992
<i>Southern Living</i>	13 Great Father-Daughter Road Trips to Take This Fall	September 8, 2017	Online	\$53,347.36	3,152,571
<i>Atlanta Journal-Constitution</i>	Southeast Events: Mountain Heritage Day	September 17, 2017	Print	\$600.29	248,083
Smoky Mountain News	Jackson gives toward trail maintenance	September 20, 2017	Online	\$434.00	25,758
<i>Reader's Digest</i>	7 Reasons Fall is the Cheapest, Easiest and Best Time to Travel	September 20, 2017	Online	\$28,071.58	3,511,514
Travel Channel	8 Great Fall Weekend Adventures in the Southeast	September 27, 2017	Online	\$30,147.00	9,422,136
<i>Sylva Herald</i>	Jackson sees 7 percent jump in tourism spending	September 27, 2017	Online	\$24.59	40,429
<i>Sylva Herald</i>	Jackson sees 7 percent jump in tourism spending	September 28, 2017	Print	\$36.00	5,402
<i>Asheville Citizen-Times</i>	Fall color: Where to catch it in Western North Carolina	September 29, 2017	Online	\$6,768.54	318,370
			TOTALS	\$271,111.36	20,686,816
Pineapple Grand Total: Actual Ad Value (\$271,111.36) multiplied by 3 (for editorial value): \$813,334.08					