



## MEMORANDUM

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

CC: Vick Patel  
**Jackson County Tourism Development Authority**

FROM: Deborah Stone, Melissa Webb and Haley Barton  
**Pineapple Public Relations**

RE: Public Relations Update – December 2017

DATE: January 4, 2018

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

### **December Publicity**

The Jackson County Tourism Development Authority received publicity that reached **30,239,215** readers/viewers with an earned media value of **\$759,214.11**. Please see the attached publicity summary for additional details and publicity clips.

### **Media Relations**

- Pineapple continued personalized pitching and follow-up for Outhouse Races.
  - Pineapple worked with Judy and Len Garrison with Seeing Southern and Blue Ridge Country to confirm a visit during the event. Pineapple pulled together a media bio for their reservation and sent to N. Breedlove.
  - Pineapple pitched Travel + Leisure for a place to visit in February during Outhouse Races and pulled photos. The writer plans to include it in February coverage.
  - Pineapple sent The Weather Channel the Outhouse Races video and additional information. Coverage ran in December.
  - Pineapple proofed an article about the races for The Laurel Magazine.

- Pineapple pitched select media regarding New Year's Eve trips to Jackson County and included events and deals from the "Renew, Recharge, Rediscover" blog post to entice coverage.
- Pineapple drafted a yearly events release.
- Pineapple continued pitching for February, March and April events and submitted calendar listings to regional publications.
- Pineapple worked with Emily-Sarah Lineback (a 2017 Fall FAM attendee) to connect her with Dale Collins with the Tuckasegee Fly Shop for an article she is writing for Yadkin Valley Magazine on fly fishing, in which she is planning to include a mention of her experience in Jackson County.
- Pineapple responded to A List Magazine's request for more information that resulted from an affordable winter destinations pitch sent in October.

## **Blog**

- Pineapple drafted and sent a Treat Yourself blog post and went over edits with N. Breedlove over the phone. Pineapple will finalize and send an updated version in January.
- Pineapple proofread and sent edits for the "Renew, Recharge, Rediscover" blog post.
- Pineapple proofread and sent edits for the "Mountain Holidays" blog post.

## **Account Management**

- Pineapple participated in the bi-monthly marketing calls with the Jackson County team on December 6 and December 20.
- Pineapple tracked and clipped publicity for all public relations efforts for the month of December and sent to JCTDA.
- Pineapple created and distributed the November 2017 public relations report and publicity summary.
- Pineapple re-worked website content, all itineraries and other content following the closing of Sneak-E-Squirrel.
- Pineapple participated in the Visit NC webinar.
- Pineapple finalized and sent the midweek traveler itinerary.

- Pineapple edited the Adventure Race copy.

### December 2017 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
December 31, 2017	Southeastern Traveler	Goodbye 2017... (Eclipse Recap)	Online	\$850.00	10,795
December 20, 2017	Only in Your State	Enchanting North Carolina Towns - Dillsboro	Online	\$3,500.00	6,510,000
December 18, 2017	The North Carolina 100	Walk in a waterfall wonderland	Online	\$600.00	60,000
December 14, 2017	Asheville Citizen-Times	WNC Skiing - Sapphire Valley	Print	\$750.75	23,717
December 13, 2017	Asheville Citizen-Times	WNC Skiing - Sapphire Valley	Online	\$6,768.54	318,370
December 13, 2017	Weather Channel	Outhouse Races	Online	\$229,013.98	22,901,398
December 1, 2017	The Laurel of Asheville	34th Festival of Lights and Luminaries in Dillsboro	Online	\$582.10	11,245
December 1, 2017	Our State	Lights and Luminaries	Print	\$1,783.00	218,521
December 1, 2017	Blue Ridge Outdoors	No Snow? No Problem: 12 Snowless Winter Adventures	Online	\$1,860.00	42,982
December 1, 2017	Blue Ridge Outdoors	No Snow? No Problem: 12 Snowless Winter Adventures	Print	\$6,353.00	110,000
December 1, 2017	Blue Ridge Outdoors	Outhouse Races (Event Listing)	Online	\$1,860.00	42,982
December 1, 2017	The North Carolina 100	Get Away With a Snow Day	Online	\$600.00	60,000
			<b>TOTALS</b>	<b>\$253,071.37</b>	<b>30,239,215</b>
Pineapple Grand Total: Actual Ad Value (\$253,071.37) multiplied by 3 (for editorial value): \$759,214.11					