



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 – January 2018

DATE: February 5, 2018

Following is an update on public relations efforts provided during the month of January 2018. As always, your questions and comments are welcomed and encouraged.

January Publicity

The Jackson County Tourism Development Authority received publicity that reached **59,857,084** readers/viewers with an earned media value of **\$1,812,192.12**. 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 is working with Judy and Len Garrison with Seeing Southern and Blue Ridge Country on media visit during the Outhouse Races. Pineapple is working with them to schedule the rest of their itinerary.
- Pineapple continued pitching for February, March and April events and submitted calendar listings to regional publications.
- Pineapple drafted the pitch for, created the media list for and distributed the “When to Visit” press release.
- Pineapple updated and distributed the grant release to local media.
- Pineapple pitched Erin Gifford with Travel Channel to include Jackson County in her story about budget-friendly summer vacations.

- Pineapple pitched Jackson County to MSN as a unique spring break destination and a place to avoid crowds.
- Pineapple worked with N. Breedlove to draft information on what makes Jackson Co. a sports destination and sent to writer for Sports Events magazine.
- Pineapple pitched Brittany Anas with Livability a story about Jackson County being a great mountain destination for the winter, even if you don't ski.
- Pineapple reached out to Melissa Reardon with WNC Magazine and pulled information for her summer Dillsboro road trip piece.
- Pineapple worked with writer Paul Cox from Travel Channel on a winter camping story and collected photos for him to use of Jackson Co. for the article.
- Pineapple pitched Cashiers as a great southern small town to visit to Vanessa Caceres with U.S. News and World Report.
- Pineapple reached out to Blake Guthrie with a Greening Up the Mountain pitch for spring festival coverage in the AJC.
- Pineapple pitched Mikey Rox with Wise Bread a story about Jackson County being a great romantic getaway that any couple can afford and as a great place to retire if you love all four seasons.
- Pineapple pitched Jackson County to Aly Walansky with StyleCaster for inclusion in her guide of romantic winter weekend ideas when you can't afford a tropical vacation.
- Pineapple drafted and pitched out a press release on the International Fly Fishing Film Festival.
- Pineapple started conducting outreach to national entertainment media outlets and pitching the story behind Ebbing Missouri. Worked to interview additional people to gather more quotes and stories to send to People magazine for story consideration.
- Pineapple worked with N. Breedlove to compile information on Three Billboards and Sylva to send to New York Times for consideration.
- Pineapple interviewed Austin at DreamCatchers and drafted website copy on lake fishing in Jackson Co.
- Pineapple spoke with N. Breedlove regarding the Visit NC restaurant copy that needed to be drafted for Jackson Co. Started pulling restaurant descriptions from

past pitches and itineraries to determine how much additional information we needed.

Blog

- Pineapple researched and conducted interviews to draft an in-depth blog to serve as an insider's guide for Three Billboards on "The Town Behind Ebbing, Missouri."
- Pineapple edited and finalized the "Treat Yourself" blog post.
- Pineapple proofread and sent edits for the "Water, Water Everywhere" blog post.

Account Management

- Pineapple participated in the bi-monthly marketing calls with the Jackson County team on January 10 and January 24.
- Pineapple tracked and clipped publicity for all public relations efforts for the month of January and sent to JCTDA.
- Pineapple created and distributed the December 2017 public relations report and publicity summary.
- Pineapple prepped for and hosted N. Breedlove for a 2018-2019 planning and brainstorm session.
 - Pineapple brainstormed and drafted pitch and story ideas.
 - Pineapple researched travel trend research for 2018-2019.
 - Pineapple conducted influencer research and reached out for media kits and rates.
- Pineapple collected, compiled and sent Valentine's Day specials from JCTDA partners to N. Breedlove.
- Pineapple reviewed and edited copy for the new Sylva map.
- Pineapple edited the drafted responses for N. Breedlove for Blue Ridge Outdoor's Great Balsam Bike Relay article.
- Pineapple spoke with Ann Self regarding Cashiers Plein Air Festival and wrote up the STS Top 20 Event submission.
- Pineapple edited Jackson County copy for Visit NC.
- Pineapple discussed visitor data and numbers with N. Breedlove.

January 2018 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
January 26, 2018	Travel Channel	10 Reasons You Should Go Camping Right Now	Online	\$113,065.63	9,422,136
Jan/Feb 2018	WNC Magazine	50 Ways to Play—Summer	Online	\$2,650.00	31,500
Jan/Feb 2018	WNC Magazine	50 Ways to Play—Winter: Chill out with outdoor activities as well as indoor fun and games	Online	\$2,650.00	31,500
Winter 2018	The Laurel of Asheville	Game of Thrones (Outhouse Races)	Print	\$582.10	30,000
Winter 2018	The Laurel of Asheville Online	Sapphire Valley's Annual Outhouse Race	Online	\$582.10	14,841
January 16, 2018	Peachfully Chic	Two posts- High Hampton and Silver Run Falls	Instagram	\$500.00	11,100
January 12, 2018	MSN.com	Cashiers and Outhouse Races	Online	\$5,000.00	10,033,031
January 12, 2018	High Country Press	International Fly Fishing Film Festival	Online	\$100.00	10,000
January 12, 2018	USA Today	Cashiers and Outhouse Races	Online	\$442,106.16	36,842,180
January 11, 2018	Travel + Leisure	Cashiers and Outhouse Races	Online	\$31,641.63	3,164,163
January 9, 2018	TOWN Carolina	Peak Performance	Online	\$1,800.00	6,200
January 5, 2018	Peachfully Chic	Silver Run Falls	Instagram	\$500.00	11,100
January 3, 2018	Smoky Mountain News	Adventure through 2018: WNC offers excursions for every month of the year	Online	\$434.00	25,758
January 1, 2018	BOOM! River Region Magazine	Sylva, North Carolina: The Crossroads of Fun and Beauty	Print	\$566.67	35,000
January 1, 2018	365 Atlanta Family	Top Ski Resorts (The 9 Coolest Places for Snow Tubing in NC)	Online	\$1,885.75	188,575
			TOTALS	\$604,064.04	59,857,084
Pineapple Grand Total: Actual Ad Value (\$604,064.04) multiplied by 3 (for editorial value): \$1,812,192.12					