



## 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 – February 2018

DATE: March 6, 2018

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

### February Publicity

The Jackson County Tourism Development Authority received publicity that reached **92,505,343** readers/viewers with an earned media value of **\$2,852,778.15**. Please see the attached publicity summary for additional details and publicity clips.

### Media Relations

- Pineapple conducted outreach to national entertainment media outlets pitching the story behind Ebbing, Missouri. Pineapple worked to interview with Paige Dowling and Jason at In Your Ear to gather more quotes and stories to send to Linda Marx with *People* magazine for story consideration. Pineapple also emailed with Bruce Steele about an article on Three Billboards for the *Asheville Citizen Times*.
- Pineapple spoke with Bob Epstein about his media visit request. After discussing with N. Breedlove, Bob will visit for five days in April 16-20. Pineapple is working on developing an itinerary and setting up interviews for his visit.
- Pineapple drafted a Cashiers Plein Air Festival event listing and media list and distributed the information to the media. Pineapple set Ann Self up with WRGC for an interview segment on their Five Forty Focus program.
- Pineapple worked with Judy and Len Garrison on their visit during the Outhouse Races. Pineapple put together their itinerary and sent additional information to assist Judy with her article.

- Pineapple worked with Dayvee Sutton on her request to visit during Outhouse Races. Dayvee ultimately decided not to come at this time and is planning a future visit.
- Pineapple developed a spring break to pitch to Charlotte-area outlets and select national media outlets. *MSN* included the information in a recent round-up.
- Pineapple pitched The Cut to *Men's Journal* for inclusion in their article about small town cocktail lounges.
- Pineapple completed the distribution for the When to Visit release.

### **Blog**

- Pineapple researched, conducted interviews for and drafted an in-depth blog to serve as an insider's guide for Three Billboards on "The Town Behind Ebbing, Missouri."
- Pineapple proofread and sent edits for the Valentine's Day blog post.

### **Account Management**

- Pineapple participated in the bi-monthly marketing calls with the Jackson County team on February 14 and February 28.
- Pineapple tracked and clipped publicity for all public relations efforts for the month of February and sent to JCTDA.
- Pineapple created and distributed the January 2017 public relations report and publicity summary.
- Pineapple drafted restaurant listings for Visit NC by pulling information from past pitches, itineraries, websites and by calling each restaurant on the phone to interview employees/owners/chefs.
- Pineapple drafted attraction listings for Visit NC.
- Pineapple edited accommodation listings.
- Pineapple created a PowerPoint on public relations and presented it to the Marketing Committee.
- Pineapple reached out to partners personally about Beer Month offerings to submit to Visit NC.
- Pineapple edited and updated Jackson County's story ideas sheet for the Visit NC media mission.

### February 2018 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
February 28, 2018	Cary Magazine	Jackson County, It's a Natural	Online	\$500.00	7,500
February 28, 2018	Asheville Citizen-Times	10 things to do in March around Asheville	Online	\$6,768.54	318,370
February 28, 2018	Blue Ridge Public Radio	Three Billboards' Up for Six Oscars. People in Sylva Would Like a Seventh: Best Location	Online	\$1,100.00	110,000
February 27, 2018	Our State	Legendary & Landmark Pies of North Carolina: Vinegar Pie	Online	\$267.89	133,186
February 26, 2018	Express (UK)	Three Billboards Outside Ebbing, Missouri: uncover the truth and more in NORTH CAROLINA	Online	N/A	N/A
February 26, 2018	The Daily Star (UK)	Living the American Dream in North Carolina on a jaw-dropping US road trip	Online	N/A	N/A
February 25, 2018	Atlanta Journal-Constitution	Festivals Bloom in Spring- Greening up the Mountains	Print	\$600.29	287,346
February 25, 2018	The New York Times	Building Itineraries Around Oscar Nominees	Print	\$7,175.46	597,955
February 25, 2018	The Daily Star (UK)	Living the American Dream in North Carolina on a jaw-dropping US road trip	Print	\$4,590.00	248,111
February 23, 2018	Blue Ridge Country	Seeing Southern: The Super Bowl...of Sorts	Online	\$4,050.00	24,000
February 23, 2018	The New York Times	Silver-Screen Travel Inspiration for Oscars Season	Online	\$358,637.30	29,886,442
February 22, 2018	Atlanta Journal-Constitution	Where to Find Spring Festivals Around The Southeast- Greening up the Mountains	Online	\$109,520.31	11,840,034
February 16, 2018	Country Living	Where Was Three Billboards Filmed	Online	\$106,550.42	11,518,965
February 15, 2018	MSN	Spring break destinations to escape the crowd	Online	\$92,818.40	10,034,422
February 15, 2018	Our State	This Weekend in North Carolina: February 16-18 (Outhouse Races)	Online	\$267.89	133,186
February 8, 2018	The Beautiful Struggler	Take A Hike! Vacationing In A Mountain Town	Online	\$500.00	7,000
February 6, 2018	Food Network	50 States of Frozen Drinks (Repost)	Online	\$242,683.98	26,236,106
February 1, 2018	Blue Ridge Outdoors	Outhouse Races	Online	\$1,860.00	42,982
February 1, 2018	Carolina Country Online	Outhouse Races	Online	\$2,102.00	35,374
February 1, 2018	Carolina Country	Outhouse Races	Print	\$9,150.00	706,472
February 1, 2018	UNCTV	Carolina Weekend- Outhouse Races Video	Broadcast	N/A	N/A
February 1, 2018	UNCTV	Outhouse Races Video	Online	N/A	N/A
February 1, 2018	Our State	February Calendar	Online	\$267.89	133,186
February 1, 2018	Our State	February Calendar - Outhouse Races	Print	\$1,783.00	218,521
			<b>TOTALS</b>	<b>\$950,926.05</b>	<b>92,505,343</b>

**Pineapple Grand Total: Actual Ad Value (\$950,926.05) multiplied by 3 (for editorial value): \$2,852,778.15**