



## 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 – March 2018

DATE: April 5, 2018

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

### March Publicity

The Jackson County Tourism Development Authority received publicity that reached **5,039,863** readers/viewers with an earned media value of **\$246,273.51**. Please see the attached publicity summary for additional details and publicity clips.

### Media Relations

- Pineapple distributed event information for the Great Balsam Bike Relay to bike, outdoor adventure and regional publications.
- Pineapple spoke with fly fishing partners (Alex Bell, Dale Collins, Kyle Fronrath) and Timm Muth with the Green Energy Park about Bob Epstein's visit to organize interviews. Pineapple finalized Bob's itinerary.
- Pineapple built a comprehensive Florida media list and distributed a pitch about escaping the summer heat and crowds and spending a summer getaway in Jackson County.
- Pineapple worked with Kelly Magyarics to update a Food Network article that included a frozen drink from The Cut. Pineapple reached out to Jacque for a new frozen drink description and photo.
- Pineapple pitched Joni Sweet with HealthyWay on Jackson County as a best place to hike in the U.S.
- Pineapple emailed Jackson with Merrell and Backpacker regarding a partnership with their lemonade stand promotion to pitch Jackson County as a place to hold the activation.

- Pineapple pulled together information on the cat museum and sent it to John Bordsen per N. Breedlove's conversation with him at the Visit NC media roundtable event.
- Pineapple finalized details on Ann Self's WRGC interview on the Cashiers Plein Air festival.
- Pineapple coordinated with Bearfoot Theory on her visit and the date changes she requested. Ultimately, Pineapple PR and N. Breedlove decided to pass on the opportunity.
- Pineapple updated and distributed the grant release to local media outlets.
- Pineapple discussed Carl Hedinger's visit with N. Breedlove to review his qualifications. The team has decided to hold off on hosting him for a visit until his numbers improve.
- Pineapple wrote and edited the wellness travel pitch to tie into the up and coming 2018 travel trend.
- Pineapple pitched Jackson County as a potential destination for Patricia Maiti with A Taste of New York TV show.
- Pineapple reached out to Blue Ridge Outdoors to correct their mistake in an article about the Great Balsam Bike Relay.
- Pineapple wrote the visitor guide release and will distribute April 6, 2018 to local and regional media outlets.

### **Summer FAM**

- Pineapple emailed freelance health journalist Locke Hughes and Trisha Ping, editor of the southeast for Lonely Planet, to see if a few June dates would work for them to be able to attend our summer 2018 FAM trip to Jackson County. Although Trisha is not available throughout the month of June, Pineapple reached out about a potential media visit in July. Locke is available over June 22-24.
- Pineapple finalized a date for the Summer 2018 FAM: June 22-24.
- Pineapple created a Save the Date to distribute with invitations to journalists.

### **Blog**

- Pineapple began drafting the "Rediscover Your Hometown" blog.
- Pineapple wrote and edited a blog on spring break in Jackson County.
- Pineapple proofed the "What's in a Name" blog post.

### **Account Management**

- Pineapple participated in the bi-monthly marketing calls with the Jackson County team on March 14 and March 28.
- Pineapple tracked and clipped publicity for all public relations efforts for the month of March and sent to JCTDA.
- Pineapple created and distributed the February 2017 public relations report and publicity summary.
- Pineapple proofed the visitor guide and sent suggested edits to N. Breedlove.
- Pineapple edited the Ale Trail copy and reviewed additional website copy.
- Pineapple finalized the restaurant listings for Visit NC.

- Pineapple proof read and edited the Sylva copy for the website.
- Pineapple PR drafted and edited the final itinerary of the fiscal year, the family-friendly itinerary.

### March 2018 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
March 29, 2018	Blue Ridge Outdoors	What's New for April (Great Balsam Bike Relay)	Online	\$1,860.00	42,982
March 28, 2018	Our State	April 2018 Beer Event Guide (Sylva Brew Hop)	Online	\$267.89	133,186
March 28, 2018	Access Atlanta	Great Balsam Bike Relay Event Listing	Online	\$500.00	320,110
March 27, 2018	Our State	Mountain Eclectic Flavors in Sylva	Online	\$267.89	133,186
March 26, 2018	Asheville Citizen-Times/WNC Pa	13 Things to Do in April (Greening Up the Mountains)	Print	\$858.00	33,000
March 20, 2018	Jessica Shops	Sylva NC Road Trip	Online	\$1,800.00	18,000
March 19, 2018	Southern Living	South's Best: Cashiers	Online	\$29,161.28	3,152,571
March 15, 2018	WRGC	Ann Self, Cashiers Plein Air	Radio	\$600.00	4,300
March 10, 2018	Asheville Citizen-Times	WNC Easter Fun: Dillsboro Easter Hat Parade Event Listing	Online	\$6,768.54	318,370
March 1, 2018	Southern Hospitality Magazine	Spring Break	Online	\$117.57	9,580
March 1, 2018	Blue Ridge Outdoors	Trout Towns	Online	\$1,860.00	42,982
March 1, 2018	Blue Ridge Outdoors	Trout Towns	Print	\$6,353.00	110,000
March 1, 2018	Our State	Legendary & Landmark Pies of NC (Vinegar Pie, Jarrett House)	Print	\$1,783.00	218,521
March 1, 2018	Our State	Assault on Black Rock Event Listing	Print	\$1,783.00	218,521
March 1, 2018	Our State	Easter Hat Parade Event Listing	Print	\$1,783.00	218,521
March 1, 2018	Cary Magazine	Jackson County, It's a Natural	Print	\$25,000.00	24,503
March 1, 2018	Yadkin Valley Magazine	Fly Fishing for Fun	Print	\$973.00	25,000
February 2018 (Not previously reported)	SportsEvents	Jackson County	Print	\$355.00	16,530
			<b>TOTALS</b>	<b>\$82,091.17</b>	<b>5,039,863</b>

**Pineapple Grand Total: Actual Ad Value (\$82,091.17) multiplied by 3 (for editorial value): \$246,273.51**