



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 – April 2018

DATE: May 4, 2018

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

April Publicity

The Jackson County Tourism Development Authority received publicity that reached **4,571,769** readers/viewers with an earned media value of **\$128,291.77**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple distributed the wellness travel pitch to regional and national publications and pulled together a Dropbox of photos for interested journalists.
- Pineapple developed a national and regional media list and distributed updated Jackson County photos to the contacts to keep on file.
- Pineapple distributed Plein Air event information to regional and local media, along with art publications and conducted follow up.
- Pineapple pitched MSN in response to a query from a reporter about most scenic train rides and suggested the Smoky Mountain Railroad for inclusion.
- Pineapple submitted summer event listings to Carolina Festivals.
- Pineapple sent a reminder to fly fishing partners (Alex Bell, Dale Collins) and Timm Muth with the Green Energy Park about Bob Epstein's visit.
- Pineapple sent N. Breedlove information on influencers Where in the World is Nina and Jess Wandering and their offerings. Due to pricing, we decided to pass on the opportunity for now.
- Pineapple brainstormed tactics to promotion National Travel and Tourism week with N. Breedlove and drafted and distributed a press release promoting the week to local media outlets.

- Pineapple proofread N. Breedlove's op-ed on National Travel and Tourism Week.
- Pineapple coordinated a visit with writer Marilyn Jones with *Alabama Living*. Marilyn will tour Jackson County movie locations with N. Breedlove.
- Pineapple drafted a listicle of Jackson County waterfalls and compiled a Dropbox of photos to distribute to national and regional media
- Pineapple pitched Jackson County as a summer getaway for Atlantans to the national lifestyle website, the *Thrillist*.
- Pineapple wrote a press release highlighting the production of the new Jackson County Visitor Guide and distributed the release to local media outlets.

Summer FAM

- Pineapple finalized and distributed a Save the Date invitations to target journalists.
 - Pineapple has secured freelancer Locke Hughes who contributes to Self, Shape, Women's Health, Thrillist, Huffington Post and MindBodyGreen; and Melonee Hurt with StyleBlueprint.

Blog

- Pineapple began wrote and edited the "Rediscover Your Hometown" blog. Pineapple also pulled together a CrowdRiff album with photos for the post.
- Pineapple wrote and edited a blog on National Travel and Tourism Week.

Account Management

- Pineapple participated in the bi-monthly marketing calls with the Jackson County team on April 11 and April 25.
- Pineapple tracked and clipped publicity for all public relations efforts for the month of April and sent to JCTDA.
- Pineapple created and distributed the March 2018 public relations report and publicity summary.
- Pineapple began drafting the FY 18-19 pitch plan.
- Pineapple calculated publicity, circulation, etc. numbers for N. Breedlove for the 2017 calendar year.
- Pineapple participated in a phone call with N. Breedlove on how to use CrowdRiff for future opportunities.
- Pineapple drafted and submitted the Cashiers Valley Leaf Festival to STS Top 20 Events.
- Pineapple pulled CrowdRiff photos for the Family Friendly Itinerary.

April 2018 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
April 27, 2018	Blue Ridge Outdoors	FRIDAYS ON THE FLY: EXPLORE THE WESTERN NORTH CAROLINA FLY FISHING TRAIL	Online	\$1,860.00	42,982
April 9, 2018	WLOS ABC News 13	What's the Deal: Small town day trips for locals looking for a quick get-a-way	Online	\$1,775.00	478,510
April 6, 2018	Healthy Travel Magazine	Wellness Travel in North Carolina	Online	\$2,115.00	12,159
April 3, 2018	The North Carolina 100	Fishing for a way to cut your tether to tech?	Online	\$600.00	60,000
April 1, 2018	Blue Ridge Outdoors	What's New for April (Great Balsam Bike Relay)	Print	\$6,353.00	110,000
April 1, 2018	Our State	Greening Up the Mountains Event Listing	Online	\$267.89	133,186
April 1, 2018	Our State	April 2018 Beer Event Guide	Online	\$267.89	133,186
April 1, 2018	Blue Ridge Country	Three Billboards and a Tie to WNC	Print	\$6,965.00	63,133
April 1, 2018	Blue Ridge Country	Greening Up the Mountains Event Listing	Print	\$6,965.00	63,133
April 1, 2018	Our State	Greening Up the Mountains Event Listing	Print	\$1,783.00	218,521
April 1, 2018	Our State	Drink Local: Western NC Brewery Guide	Print	\$1,783.00	218,521
April 1, 2018	Our State	Mountain Eclectic Flavors in Sylva	Print	\$1,783.00	218,521
April 1, 2018	Southern Living	South's Best: Cashiers	Print	\$10,246.15	2,819,917
			TOTALS	\$42,763.93	4,571,769
Pineapple Grand Total: Actual Ad Value (\$42,763.93) multiplied by 3 (for editorial value): \$128,291.79					