



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 – May 2018

DATE: June 5, 2018

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

May Publicity

The Jackson County Tourism Development Authority received publicity that reached **41,050,813** readers/viewers with an earned media value of **\$949,639.77**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple distributed the listicle and Dropbox with photos of Jackson County waterfalls to national and regional media.
- Pineapple distributed fall and winter 2018 event listings to long lead calendars and personally pitched relevant national and regional media contacts.
- Pineapple worked with Deena Bouknight on story ideas for the Columbia publications she contributes to for a potential travel story for 2019.
- Pineapple reached out to Upstate Lake Living with Jackson County event information and photos for an upcoming article.
- Pineapple spoke to WNC Magazine about including information on Dillsboro in an upcoming issue.
- Pineapple spoke with Jonathan Austin, managing editor of Smoky Mountain Living, about Jackson County.
- Pineapple followed up with Bob Epstein following his visit to ensure he had all the information he needed.
- Pineapple worked with Julia Sayers of Birmingham Magazine to discuss a potential visit later in 2018 for a travel story.

- Pineapple PR pitched Skye Sherman, freelancer, information on Jackson County as a healthy destination to visit this summer.
- Pineapple PR drafted the brewery/Ale Trail release but decided to hold based on grand opening timing.

Summer FAM

- Pineapple finalized the media attendee list for the FAM.
 - Pineapple has secured freelancer Locke Hughes (Self, Shape, Women's Health, Thrillist, Huffington Post and MindBodyGreen), Kate Churches (Talk Greenville), Amanda MacLaren/Beth Mann (Durham Magazine) and Melonee Hurt with StyleBlueprint.
- Pineapple developed several itineraries with different options to present to N. Breedlove.
- Pineapple reached out to partners regarding itinerary stops.
 - Kristin with The Barn
 - High Hampton Resort
 - Alex Bell
 - Shannon at Signal Marina

Blog

- Pineapple began writing and edited the "Instagram as a Travel Planner" blog.
- Pineapple edited a blog on picnic spots.

Account Management

- Pineapple participated in the bi-monthly marketing call with the Jackson County team on May 9.
- Pineapple tracked and clipped publicity for all public relations efforts for the month of May and sent to JCTDA.
- Pineapple created and distributed the April 2018 public relations report and publicity summary.
- Pineapple PR finalized the FY 18-19 plan with N. Breedlove.
- Pineapple PR presented the FY 18-19 plan to the JCTDA board on May 16.
- Pineapple updated all time publicity, circulation, etc. numbers for N. Breedlove.
- Pineapple completed the FY 18-19 blog calendar with deadlines and sent to N. Breedlove and Rawle Murdy.
- Pineapple connected Janean Flowe with AAA Go! to Rawle Murdy for an advertising inquiry.
- Pineapple created descriptions for the Visit NC website and sent to N. Breedlove for approval.
- Pineapple edited N. Breedlove's TTRA presentation.
- Pineapple received information about the STS Plein Air award win and sent the information to the team.
- Pineapple pulled ad content for the Gritty City Guide for Cashiers for Good Grit.

May 2018 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
May 28, 2018	Travel Channel	8 Great Fall Weekend Adventures in the Southeast	Online	\$30,147.00	9,422,136
May 18, 2018	Food Network	50 States of Frozen Drinks (The Cut)	Online	\$242,683.98	26,236,106
May 11, 2018	Southern Living	4 Must-See Waterfalls Are in This Southern State	Online	\$29,161.28	3,152,571
May 10, 2018	Vacation Idea	25 Best Train Rides with Kids in the United States	Online	\$6,529.00	708,000
May 3, 2018	Visit NC	Hook Line and Drinker listing	Online	\$72.00	309,000
May 2, 2018	American Press Travel News	Haywood Smokehouse In Dillsboro, N.C.	Online	TBD	TBD
May 1, 2018	American Press Travel News	Kostas Family Restaurant in Dillsboro, N.C.	Online	TBD	TBD
May 1, 2018	WNC Magazine	Event Listing: Hook, Line and Drinker	Print	\$883.33	31,500
May 1, 2018	AAA Go Magazine	Waterfall Walks	Print	\$4,420.00	1,160,000
April 26, 2018 (Not Previously Reported)	American Press Travel News	Best Western Plus River Escape Inn & Suites, Dillsboro, N.C.	Online	TBD	TBD
April 22, 2018 (Not Previously Reported)	American Press Travel News	Dillsboro, N.C., And a River Runs Through It!	Online	TBD	TBD
March 1, 2018 (Not Previously Reported)	WNC Magazine	Event Listings: Easter Hat Parade, Greening Up The Mountains, Assault on BlackRock	Print	\$2,650.00	31,500
			TOTALS	\$316,546.59	41,050,813
Pineapple Grand Total: Actual Ad Value (316,546.59) multiplied by 3 (for editorial value): \$949,639.77					