



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 – July 2018

DATE: August 3, 2018

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

July Publicity

The Jackson County Tourism Development Authority received publicity that reached **36,933,608** readers/viewers with an earned media value of **\$2,338,405.77**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR distributed the Ale Trail release to local/regional media, and to beer publications.
- Pineapple PR pitched regional media outlets on a fall road trip to Jackson County for upcoming coverage opps.
- Pineapple PR pitched the most Instagramable spots in Jackson County to national and regional outlets.
- Pineapple PR distributed and followed up on the WNC Pottery Festival press release to relevant regional/local outlets, art and pottery publications.
- Pineapple PR drafted WNC Pottery Festival photo captions for Kaitlynne Phillips with Ceramics Monthly for inclusion in an upcoming article for the national ceramics publication.

- Pineapple PR spoke with Vanessa Infanzon, freelancer, about multiple upcoming Jackson County stories. Pineapple sent her photos of Papou's Wine Shop and set up an interview with Jen Pearson and the Chef at Guadalupe Café for her piece in Upstate Lake Living.
- For a separate Upstate Lake Living article by Vanessa Infanzon, Pineapple PR set up an interview with Ann Self to discuss the Cashiers Leaf Festival.
- Pineapple PR worked with Helena Oliviero at The Atlanta Journal-Constitution on a waterfalls article and supplied her with additional information and photos on Whitewater Falls.
- Pineapple PR reached out to Stacy MacGregor at WCU for the WCU Mountain Heritage Day Release. Geoff Cantrell sent over the release and the outlets that had already received the release. Pineapple PR will distribute the release to relevant local and regional outlets early next month.
- Pineapple PR pitched Sylva as a "best small town" to Amy Alipio, Editor of National Geographic Traveler.
- Pineapple PR reached out to Georgia, N.C., and S.C. monthly lifestyle publications to inquire about fall coverage they were working on, suggested JCTDA and mentioned fall angles that we could work with them on for coverage.
- Pineapple PR sent Jason Frye additional information on Lake Glenville, along with accommodations on the lake, fly fishing guides and boat rental options for his North Carolina travel guide.
- Pineapple PR conducted follow up with media that attended Pineapple's D.C. Travel Media Meetup and pitched story angles for Jackson County.
- Pineapple PR drafted a blurb on fishing and kayaking on the Tuck for The Crossroads Chronicle.
- Pineapple PR worked to provide information and photos on Jackson County to writer Jessica Dauler for her Simply Buckhead fall piece.
- Pineapple PR pulled photos and provided a write-up on WNC Pottery Fest for Emma Hunt at Atlanta Magazine for the Jackson County added value feature.
- Pineapple PR pitched Jackson County to Shannon McMahon with SmarterTravel.com as an Affordable Labor Day Destination.

- Pineapple PR pitched Jackson County to Erin Gifford with TravelChannel.com on a story she was working on to highlight Mindful Vacation Ideas and sent information from our Wellness Travel Pitch.
- Pineapple PR drafted an Our State write up for N. Breedlove to send to The Crossroads Chronicle highlighting the team's efforts to secure the placement.

Summer FAM

- Pineapple PR sent Melonee Hurt additional information and photos for her upcoming StyleBlueprint article on Jackson County.
- Pineapple PR discussed potential coverage opportunities and angles with Locke Hughes. She is pitching Southbound, a regional travel publication that is published in conjunction with Atlanta Magazine, and will let us know soon whether the story will run.
- Pineapple PR distributed Melonee Hurt's StyleBlueprint article to all JCTDA partners who participated on the FAM to share the story and thank them for their participation.

Blog

- Pineapple drafted the "Unleash in Jackson County" blog.
- Pineapple drafted, edited and finalized the "Only in Jackson County" blog.

Influencers

- Pineapple PR reached out to Taralynn McNitt for recommendations on Charlotte-based influencers for Jackson County to consider hosting.
- Pineapple PR worked on compiling a list of potential influencers to visit Jackson County in 2018-2019.

Account Management

- Pineapple PR participated in the bi-monthly marketing call with the Jackson County team on July 11 and July 25.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of July and sent to JCTDA.
- Pineapple PR created and distributed the June 2018 public relations report and publicity summary.
- Pineapple PR finalized and submitted the Outhouse Races for an STS Top 20 Event Award.

- Pineapple PR drafted and edited the story ideas sheet for the Raleigh Media Mission on August 20th.
- Pineapple PR reviewed and sent edits for the first JCTDA partner newsletter to N. Breedlove.
- Pineapple PR drafted and submitted Dillsboro Chocolate Factory, Riverwood Pottery and Brookings Anglers for Garden and Gun's South's Best Awards and for Our State's Made in NC Awards.

July 2018 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
June 29, 2018 (not previously recorded)	Jessica Shops	Four Must-See Waterfalls in the North Carolina Mountains	Online	\$1,800.00	18,000
July 1, 2018	Charleston Magazine	WNC Summer Guide: Eat and Drink (The Library)	Print	\$750.00	130,000
July 1, 2018	Charleston Magazine	WNC Summer Guide: Arts & Culture (Pots on the Green, Plein Air)	Print	\$1,500.00	Reported Above
July 1, 2018	Charleston Magazine	WNC Summer Guide: Outdoors (Fly Fishing Trail)	Print	\$750.00	Reported Above
July 1, 2018	Charleston Magazine	WNC Summer Guide: Home & Garden (Cashiers	Print	\$750.00	Reported Above
July 1, 2018	Blue Ridge Outdoors	Six Essential Road Trips for the Beer Drinkers	Print	\$4,764.75	110,000
July 1, 2018	WNC Magazine	Guideposts: Road Trip: Dillsboro	Print	\$3,533.33	31,500
July 1, 2018	WNC Magazine	Mountainscapes: Cashiers Designer Showcase	Print	\$883.33	Reported Above
July 1, 2018	WNC Magazine	Air Festival	Print	\$662.50	Reported Above
July 1, 2018	Our State Magazine	Table of Contents	Print	\$14,270.00	219,703
July 1, 2018	Our State Magazine	Unwind Out West	Print	\$85,620.00	Reported Above
July 1, 2018	Our State Magazine	The Spirit of High Summer	Print	\$78,485.00	Reported Above
July 1, 2018	Our State Magazine	Reading a River	Print	\$128,430.00	Reported Above
July 1, 2018	Our State Magazine	Beyond the Valley	Print	\$64,215.00	Reported Above
July 1, 2018	Our State Magazine	Into the Woods	Print	\$28,540.00	Reported Above
July 1, 2018	Our State Magazine	Decidedly Sylva: Innovation Brewing Company	Print	\$38,053.33	Reported Above
July 1, 2018	Our State Magazine	Carolina Calendar - Fireworks in Sylva	Print	\$891.88	Reported Above
July 1, 2018	Our State Magazine	Carolina Calendar - Plein Air Festival	Print	\$891.88	Reported Above

July 2, 2018	Smoky Mountain News	Plein Air Festival wins award	Online	\$434.00	25,758
July 3, 2018	Fodor's Travel	America's 25 Cutest Streets in Small(er) Towns	Online	\$47,456.54	4,745,654
July 3, 2018	MSN	America's 25 Cutest Streets in Small(er) Towns	Online	\$92,818.40	10,034,422
July 4, 2018	Our State (eNewsletter)	The Spirit of High Summer in Cashiers	Online	N/A	N/A
July 10, 2018	Cary Magazine	Worth the Trip: Wonderful N.C. Waterfalls	Online	\$500.00	7,500
July 10, 2018	The North Carolina 100	4 must-see waterfalls in the North Carolina mountains	Online	\$600.00	60,000
July 11, 2018	Mountain Xpress	Smart Bets: Cashiers Plein Air Festival	Online	\$347.47	190,578
July 12, 2018	NC Beer Guys	New Things Are Brewing in Jackson County, N.C.	Online	\$500.00	17,050
July 14, 2018	Blue Ridge Outdoors	Summer Road Trips: For the Beer Drinkers	Online	\$1,860.00	44,720
July 16, 2018	Our State	This Weekend in North Carolina: July 20-22 - Cashiers Plein Air	Online	\$267.89	133,186
July 16, 2018	Our State	Carolina Calendar: August 2018 - Concerts on the Creek	Online	\$267.89	133,186
July 17, 2018	Access Atlanta	Events: Cashiers Plein Air Festival	Online	\$500.00	320,110
July 18, 2018	The Sylva Herald	Jackson County Ale Trail adds three new breweries	Online	\$24.59	40,429
July 18, 2018	Our State (eNewsletter)	Beyond the Valley: Canyon Kitchen	Online	N/A	N/A
July 19, 2018	StyleBlueprint Magazine	The Best of Western North Carolina: An Ideal Mountain Getaway	Online	\$13,869.23	1,386,923
July 23, 2018	Southern Living	Why You Should Head to Cashiers, North Carolina This Summer	Online	\$29,161.28	3,152,571
July 23, 2018	Southern Living Facebook	Why You Should Head to Cashiers, North Carolina This Summer	Online	N/A	3,022,415
July 26, 2018	The Atlanta Journal-Constitution	9 must-see waterfalls in Georgia and North Carolina	Online	\$109,520.31	11,840,034
July 26, 2018	CraftBeer.com	The Jackson County Ale Trail Adds Three New Breweries	Online	\$750.00	341,000
July 27, 2018	Access Atlanta	Events: 2018 Cashiers Designer Showhouse	Online	\$500.00	320,110
July 27, 2018	Access Atlanta	Events: Great Balsam Bike Relay	Online	\$500.00	320,110
July 27, 2018	Ale Sharpton Twitter	Ale Trail Announcement	Online	N/A	8,649
Fall 2018	New Pioneer Magazine	Time to Fly	Print	\$24,800.00	280,000

			TOTALS	\$779,468.59	36,933,608
Pineapple Grand Total: Actual Ad Value (\$779,468.59) multiplied by 3 (for editorial value): \$2,338,405.77					