



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 – June 2018

DATE: July 2, 2018

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

June Publicity

The Jackson County Tourism Development Authority received publicity that reached **1,439,445** readers/viewers with an earned media value of **\$46,367.55**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple conducted follow up on the Jackson County waterfalls listicle and with national and regional media.
- Pineapple worked with Julia Sayers of Birmingham Magazine to set up details for her visit later in 2018 for a travel story. Pineapple worked with the High Hampton Resort team to confirm her stay there.
- Pineapple PR drafted the Ale Trail release and discussed edits with N. Breedlove. Pineapple will distribute the release in July after Innovation Station opens.
- Pineapple spoke with Vanessa Infazon, freelancer, about upcoming Jackson County stories. Pineapple sent her restaurant information for her to pitch to Epicurean Charlotte, and festival information and photos for her to pitch to Upstate Lake Living.
- Pineapple compiled fall events and photos to send to Blake Guthrie for an upcoming Atlanta Journal-Constitution article.

- Pineapple sent photos of Smoky Mountain River Adventures to Renata Parker for inclusion in an upcoming story.
- Pineapple PR drafted the WNC Pottery Festival press release and worked with Joe Frank to compile information.
- Pineapple PR pitched Jackson County as a unique honeymoon destination in the USA.
- Pineapple PR pitched writer Pam Keene with several different angles on Jackson County for consideration in Carolina Country.
- Pineapple PR pitched Terri Colby with the Chicago Tribune about the emergence of astro-tourism. Pineapple included a quote from N. Breedlove and sent a pitch about the Solar Eclipse.
- Pineapple PR supplied Alli Marshall with Mountain Xpress with Plein Air Festival photos.
- Pineapple PR emailed Roy Burnette with WRGC about Jackson County's inclusion in Our State's July issue.
- Pineapple PR began pitching the most Instagrammable spots in Jackson County.

Summer FAM

- Pineapple PR finalized the itinerary with N. Breedlove, partners and attending media.
- Pineapple PR drafted a briefing book of attending media and distributed it to partners and N. Breedlove for reference.
- Pineapple PR prepared a social cheat sheet to share with FAM attendees.
- Pineapple PR prepared for the Jackson County FAM trip by printing all necessary materials, sending final itineraries and confirmations to the media, renting a van and purchasing items (wine, cheese, crackers, picnic supplies, etc.) for the trip.
- Pineapple PR conducted and attended the Summer 2018 FAM trip.
- Pineapple followed up with each attendee to ensure everyone had the information they needed and created a Dropbox for photo sharing.
- Pineapple PR sent thank you emails to all attendees and partners.

Blog

- Pineapple finalized the “Instagram as a Travel Planner” blog.
- Pineapple drafted, edited and finalized the al fresco dining blog.
- Pineapple edited the Plein Air Festival blog post.
- Pineapple drafted, edited and finalized July’s “Only Found in Jackson County” blog post.

Account Management

- Pineapple PR participated in the bi-monthly marketing call with the Jackson County team on June 13.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of June and sent to JCTDA.
- Pineapple PR created and distributed the May 2018 public relations report and publicity summary.
- Pineapple PR researched and reached out to Matador regarding a partnership with Jackson County.
- Pineapple PR began work on submitting the Outhouse Races for an STS Top 20 Event Award.
- Pineapple PR registered for the Raleigh Media Mission on August 20th.
- Pineapple PR worked on drafting submissions for Dillsboro Chocolate Factory, Riverwood Pottery and Brookings Anglers for Garden and Gun’s South’s Best Awards.

June 2018 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
June 1, 2018	WNC Magazine	Yellow Mountain	Print	\$1,325.00	31,500
June 13, 2018	WNC Magazine	Yellow Mountain	Online	\$2,650.00	31,500
June 13, 2018	Southern Seasons Magazine	Cashiers Plein Air Festival	Online	\$1,000.00	100,000
June 13, 2018	Southern Seasons Magazine	Around the South	Print	\$1,850.00	30,000
June 14, 2018	Our State	Fireworks in Sylva	Online	\$267.89	135,501
June 14, 2018	Our State	Cashiers Plein Air Festival	Online	\$267.89	135,501
June 14, 2018	Bearfoot Theory	NC Roadtrips	Online	\$1,743.00	173,000
June 15, 2018	Rapid River Magazine	Four Must-See Waterfalls in the NC Mountains	Online	\$499.00	35,000
June 25, 2018	Our State	Decidedly Sylva: Innovation Brewing Company	Online	\$267.89	135,501
June 25, 2018	Our State	Beyond the Valley	Online	\$267.89	135,501
June 25, 2018	Our State	The Spirit of High Summer	Online	\$267.89	135,501
June 27, 2018	Charleston Magazine	Home & Garden - WNC Summer Guide	Online	\$1,000.00	64,000
June 27, 2018	Charleston Magazine	Outdoors - WNC Summer Guide	Online	\$1,000.00	64,000
June 27, 2018	Charleston Magazine	Arts & Culture - WNC Summer Guide	Online	\$1,000.00	64,000
June 27, 2018	Charleston Magazine	Eat & Drink - WNC Summer Guide	Online	\$1,000.00	64,000
June 27, 2018	Trips to Discover	Top 7 Adventures in North Carolina to Add to Your Bucket List	Online	\$1,049.40	104,940
			TOTALS	\$15,455.85	1,439,445
Pineapple Grand Total: Actual Ad Value (\$15,455.85) multiplied by 3 (for editorial value): \$46,367.55					