



## 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 – August 2018

DATE: September 5, 2018

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

### **August Publicity**

The Jackson County Tourism Development Authority received publicity that reached **17,980,133** readers/viewers with an earned media value of **\$2,288,448.30**. Please see the attached publicity summary for additional details and publicity clips.

### **Media Relations**

- Pineapple PR drafted and distributed a fall, Blue Ridge Parkway-focused pitch to relevant long lead media. Pineapple PR also conducted fall follow up to previously pitched long lead media.
- Pineapple PR developed an itinerary for Julia Sayer's visit from Birmingham Magazine and contacted all partners. Pineapple PR also reminded all partners about Julia's visit a few days prior to her arrival.
- Pineapple PR coordinated with N. Breedlove to arrange a visit for Sue Collins. Pineapple created a Media Visit Request Form for Sue to fill out in order to get a better idea of what publicity to expect from her visit. She will be visiting October 16-19 and Pineapple PR will develop her itinerary in September.
- Pineapple PR followed up on Great Balsam Bike Relay pitching and re-pitched the event to relevant short lead publications.

- Pineapple PR pitched Lea Holland with The Atlanta Journal-Constitution with fall events happening in Jackson County for inclusion in their travel calendar.
- Pineapple PR created a media list for and pitched WCU's Mountain Heritage Day press release to relevant regional/local outlets. Pineapple PR also submitted event listings to appropriate media outlets.
  - Pineapple PR worked with Blake Guthrie to correct a previously incorrect article about Mountain Heritage Day.
- Pineapple PR drafted and distributed a press release and pitch on Jackson County's 2017 visitor spending numbers to relevant regional/local outlets.
- Pineapple PR distributed a press release and pitch on Tour de Cashiers to relevant regional/local outlets, along with biking outlets.
- Pineapple PR drafted and distributed a short announcement and pitch on Jackson County's public relations announcement to relevant regional/local outlets.
- Pineapple PR drafted a Labor Day Deals request, compiled the responses, sent to N. Breedlove for approval and distributed selected deals to relevant regional/local outlets.
- Pineapple PR worked with The Manual to provide photos for an article about the updated Jackson County Ale Trail.
- Pineapple PR edited N. Breedlove's press release on the new Cashiers-area maps.
- Pineapple PR worked with Natasha Anderson with The Laurel of Asheville to connect her with Joe Frank McKee and Judy Brater for original quotes to include in her story about the WNC Pottery Festival.
- Pineapple PR pitched Canyon Kitchen to Mia Taylor with Cheapism in response to her request for restaurants where you can enjoy dazzling fall foliage.
- Pineapple PR pitched Jackson County's fall festivals to Robin Honig with Budget Travel.

## **Blog**

- Pineapple edited and finalized the "Unleash in Jackson County" blog.
- Pineapple PR drafted Standard Operating Procedures for JCTDA blog posts and will utilize these procedures when drafting blogs in the future.

- Pineapple drafted outlines for the “Leaf Peeping Roadmap Through Jackson County,” “Mountain Heritage Day,” “Follow the Blue Ridge Parkway to Fall in Jackson County” and “Best Fall Hikes” blogs and submitted to N. Breedlove.
- Pineapple PR began drafting a new and expanded blog content calendar for September 2018-March 2019.
- Pineapple PR drafted and submitted the “Leaf Peeping Roadmap Through Jackson County” blog.
- Pineapple PR drafted and submitted the “Mountain Heritage Day” blog.

### **Influencers**

- Pineapple PR finalized a list of potential influencers to visit Jackson County in 2018-2019, created an influencer briefing document and submitted it to N. Breedlove.
- Pineapple PR reached out to N. Breedlove’s selected influencers for media kits and rates. It was then decided to change Pineapple PR’s influencer campaign to additional blogs each month.

### **Account Management**

- Pineapple PR met with N. Breedlove in the Pineapple PR offices on August 10<sup>th</sup> about the Jackson County TDA blog.
- The Pineapple PR team attended the August 15<sup>th</sup> Jackson County TDA Board Meeting.
- Pineapple PR participated in the bi-monthly marketing call with the Jackson County team on August 8 and August 22.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of August and sent to JCTDA.
- Pineapple PR created and distributed the July 2018 public relations report and publicity summary.
- Pineapple PR worked with Echo Garrett on the Sylva Wiki page and worked through edits with both Echo and N. Breedlove.
- Pineapple PR prepared for and attended the Raleigh Media Mission on August 20<sup>th</sup>.
- Pineapple PR drafted and edited the story ideas sheet for the D.C. Media Mission on September 10<sup>th</sup>.

- Pineapple PR reached out to Beverly Collins at WCU for her fall leaf predictions. Pineapple PR sent these predictions to N. Breedlove and will incorporate them into all relevant fall content.

### August 2018 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
August 1, 2018	Southern Living	Head to the Mountains	Print	\$627,750.00	2,819,917
August 3, 2018	The Atlanta-Journal Constitution	9 Must-See Waterfalls in Georgia and North Carolina	Print	\$600.29	142,640
August 6, 2018	Our State Magazine	This Weekend in North Carolina: Concerts on the Creek in Sylva	Online	\$267.89	133,186
August 8, 2018	Access Atlanta	Fall festivals celebrate the season with apples, seafood and crafts - Cashiers Leaf Festival and Mountain Heritage Day	Online	\$500.00	320,110
August 8, 2018	The Atlanta-Journal Constitution	Fall festivals celebrate the season with apples, seafood and crafts - Cashiers Leaf Festival and Mountain Heritage Day	Online	\$109,520.31	11,840,034
August 10, 2018	The Morganton News Herald	Mountain Heritage Day Event Listing	Online	\$130.00	10,160
August 10, 2018	Access Atlanta	Great Balsam Bike Relay Event Listing	Online	\$500.00	320,110
August 12, 2018	The Atlanta Journal-Constitution	Mountain Heritage Day Event Listing	Print	\$600.29	248,083
August 12, 2018	The Atlanta Journal-Constitution	Cashiers Leaf Festival Event Listing	Print	\$600.29	Reported Above
August 12, 2018	The Atlanta Journal-Constitution	WNC Pottery Festival Event Listing	Print	\$600.29	Reported Above
August 12, 2018	The Atlanta Journal-Constitution	Lights and Luminaries Event Listing	Print	\$600.29	Reported Above
August 15, 2018	Our State	Youth Arts Festival and Mountain Heritage Day Event Listings	Online	\$267.89	133,186
August 17, 2018	October	America's Most Beautiful Beer Trails	Online	\$12.27	1,227
August 19, 2018	The Atlanta Journal-Constitution	Mountain Heritage Day Event Listing	Print	\$600.29	248,083
August 19, 2018	The Atlanta Journal-Constitution	Cashiers Leaf Festival Event Listing	Print	\$600.29	Reported Above
August 20, 2018	The North Carolina 100	Top Instagram-worthy spots in NC: Tuckasegee River	Online	\$600.00	60,000

August 22, 2018	Smoky Mountain News	Tour de Cashiers set for Sept. 15	Online	\$434.00	25,758
August 23, 2018	Cherokee One Feather	Jackson County Tourism Development Authority commemorates Milestone	Online	\$200.00	3,000
August 24, 2018	Visit NC	Tour de Cashiers Event Listing	Online	\$72.00	309,000
August 25, 2018	The Manual	Step Outside Asheville and Trek the Jackson County Ale Trail	Online	\$10,344.00	862,000
August 27, 2018	Asheville Citizen Times	WNC: Mountain Heritage Day and Youth Arts Festival	Online	\$6,768.54	318,370
August 29, 2018	Crossroads Chronicle	Registration now open for Tour de Cashiers	Online	\$22.00	2,200
August 29, 2018	The Sylva Herald Ruralite	Tour de Cashiers, 5K planned for Sept. 15	Online	\$24.59	40,429
August 30, 2018	The Atlanta Journal-Constitution	Mountain Heritage Day Event Listing	Print	\$600.29	142,640
August 30, 2018	The Atlanta Journal-Constitution	Cashiers Leaf Festival Event Listing	Print	\$600.29	Reported Above
			<b>TOTALS</b>	<b>\$762,816.10</b>	<b>17,980,133</b>
<b>Pineapple Grand Total: Actual Ad Value (\$762,816.10) multiplied by 3 (for editorial value): \$2,288,448.30</b>					