



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 – September 2018

DATE: October 5, 2018

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

September Publicity

The Jackson County Tourism Development Authority received publicity that reached **20,905,022** readers/viewers with an earned media value of **\$905,944.64**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR continued to distribute fall pitches and the Blue Ridge Parkway-focused pitch to relevant media. Pineapple distributed a fall pitch highlighting Shadow of the Bear to over 100 national media contacts. Pineapple PR will continue conducting fall follow up and pitching through October.
- Pineapple PR worked with Julia Sayers from Birmingham Magazine prior to her visit to Jackson County to answer all of her questions about the destination. Pineapple also compiled a Dropbox of fall photos for Julia to include in her story.
- Pineapple PR coordinated with N. Breedlove to arrange a visit for Sue Collins. Pineapple contacted and requested “off the beaten path” recommendations from the Jackson County Chamber, the Cashiers Chamber and Alex Bell. Pineapple created Sue’s itinerary based off of these recommendations. Sue will be visiting from October 16-19, 2018.
- Pineapple PR pitched C.J. Lotz with Garden & Gun to invite her to the 2019 Outhouse Races. She had expressed interest last year, so we wanted to give her ample notice.

- Pineapple PR began drafting a press release on why Off Season is the Best Season to visit Jackson County.
- Pineapple PR compiled and sent Lights and Luminaries photos to Brook Bolen with WNC Magazine.
- Pineapple PR worked with Helena Oliviero with The Atlanta Journal-Constitution to provide information on The Shadow of the Bear and Whiteside Mountain to include in her fall foliage story.
- Pineapple PR pitched Addie Sands with Men's Journal in response to her request for best places to take family trips in the fall.
- Pineapple PR pitched The Atlanta Journal-Constitution in response to their request for winter travel ideas.
- Pineapple PR pitched Valerie Luesse with Southern Living in response to her request for winter travel ideas. Pineapple PR compiled choose and cut photos to include with the pitch.
- Pineapple PR pitched Addie Sands with Men's Journal Online in response to her request for the best waterfalls you can see in America.

Blog

- Pineapple drafted outlines for the "Shadow of the Bear," "Insider's Guide to the WNC Fly Fishing Trail," "WNC Pottery Festival" and "Find the Flavors of Fall Throughout Jackson County" blogs and submitted to N. Breedlove.
- Pineapple PR drafted and submitted the "Follow the Blue Ridge Parkway to Fall in Jackson County" blog.
- Pineapple PR drafted and submitted the "Best Fall Hikes" blog.
- Pineapple PR drafted and submitted the "Shadow of the Bear" blog.
- Pineapple PR drafted and submitted the "Insider's Guide to the WNC Fly Fishing Trail" blog. Pineapple contacted local fly fishing guides and Julie Spiro to learn more about the Fly Fishing Trail and to gain insider's tips.
- Pineapple PR drafted and submitted the "WNC Pottery Festival" blog.
- Pineapple PR drafted and submitted the "Find the Flavors of Fall Throughout Jackson County" blog. Pineapple contacted local restaurants, breweries and cocktail lounges to gain insight into their fall menu items.

Itineraries

- Pineapple PR began editing all website itineraries to update dates and add in White Moon, Whiteside Brewing Co., Pie Times, Foragers Canteen and 828 Escape where appropriate.
- Pineapple PR updated the dates in the winter getaway itinerary.

Account Management

- Pineapple PR participated in the bi-monthly marketing call with the Jackson County team on September 26.
- Pineapple PR participated in an update call with N. Breedlove on September 12.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of September and sent to JCTDA.
- Pineapple PR created and distributed the August 2018 public relations report and publicity summary.
- Pineapple PR worked with Echo Garrett and N. Breedlove on the Sylva and Cashiers Wiki pages and photos for each.
- Pineapple PR prepared for and attended the D.C. Media Mission on September 10th.
- Pineapple PR drafted a holiday partner request and will collect the responses that result from the request.

September 2018 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
August 2018 (Not Previously Reported)	Durham Magazine	I Wanna Get Away	Print	\$12,320.00	52,500
August 13, 2018 (Not Previously Reported)	Our State	Concerts on the Creek Event Listing	Online	\$267.89	133,186
Fall 2018	Upstate Lake Living	Cashiers Leaf Festival Event Listing	Print	\$500.00	35,000
Fall 2018	Upstate Lake Living	Pottery Festival Event Listing	Print	\$500.00	Reported Above
Fall 2018	Upstate Lake Living	Guadalupe Cafe: A fusion of good food and good times	Print	\$3,875.00	Reported Above
Fall 2018	Carolina Festivals	September - December Event Listings (Mountain Heritage Day, Cashiers Valley Leaf Festival, Colorfest, WNC Pottery Festival, Lights and Luminaries)	Print	\$170.50	5,000
September/October 2018	Chapel Hill Magazine	I Wanna Get Away	Print	\$15,400.00	15,000
September 1, 2018	Our State	Mountain Heritage Day Event Listing	Print	\$1,783.00	218,521
September 1, 2018	Our State	Youth Arts Festival Events Listing	Print	\$1,783.00	Reported Above
September 1, 2018	The Atlanta Journal-Constitution	Travel calendar: Mountain Heritage Day	Print	\$600.29	142,640
September 1, 2018	My AJC	Travel calendar: Mountain Heritage Day	Online	\$23,700.79	1,850,394
September 1, 2018	Blue Ridge Country	Mountain Heritage Day Event Listing	Print	\$1,415.00	63,133
September 1, 2018	Southern Seasons	WNC Pottery Festival Event Listing	Print	\$1,850.00	30,000
September 1, 2018	WNC Magazine	Cashiers Leaf Festival Event Listing	Print	\$883.33	31,500
September 1, 2018	WNC Magazine	Mountain Heritage Day Event Listing	Print	\$883.33	Reported Above
September 8, 2018	My AJC	Mountain Heritage Day Event Listing	Online	\$23,700.79	1,850,394

September 8, 2018	The Atlanta Journal-Constitution	Mountain Heritage Day Event Listing	Print	\$600.29	142,640
September 8, 2018	The Atlanta Journal-Constitution	Cashiers Leaf Festival Event Listing	Print	\$600.29	Reported Above
September 9, 2018	The Atlanta Journal-Constitution	Mountain Heritage Day Event Listing	Print	\$600.29	142,640
September 9, 2018	The Atlanta Journal-Constitution	Cashiers Leaf Festival Event Listing	Print	\$600.29	Reported Above
September 12, 2018	Cheapism.com	40 Restaurants Where You Can See Dazzling Fall Foliage	Online	\$950.08	118,760
September 17, 2018	Transylvania Times	14th Annual WNC Pottery Festival Returns	Online	\$299.72	29,972
September 18, 2018	One Mom's World	Take a Fall Road Trip Through Western North Carolina	Online	\$100.00	15,000
Septemeber 20, 2018	Scoop Charlotte	6 WNC Restaurants With A View That Are Ideal For A Fall Weekend Road Trip	Online	\$150.00	60,000
September 21, 2018	My AJC	11 of the best places for foliage in and around Georgia	Online	\$23,700.79	1,850,394
September 21, 2018	The Atlanta Journal-Constitution	11 of the best places for foliage in and around Georgia	Online	\$109,520.31	11,840,034
September 23, 2018	The Atlanta Journal-Constitution	Mountain Heritage Day Event Listing	Print	\$600.29	142,640
September 23, 2018	The Atlanta Journal-Constitution	Cashiers Leaf Festival Event Listing	Print	\$600.29	Reported Above
September 28, 2018	The Atlanta Journal-Constitution	Fall Foliage: 11 of The Best Places in Georgia for colorful leaves	Print	\$49,725.00	142,640
September 29, 2018	My AJC	Cashiers Leaf Festival Event Listing	Online	\$23,700.79	1,850,394
September 30, 2018	The Atlanta Journal-Constitution	Cashiers Leaf Festival Event Listing	Print	\$600.29	142,640
			TOTALS	\$301,981.64	20,905,022
Pineapple Grand Total: Actual Ad Value (\$301,981.64) multiplied by 3 (for editorial value): \$905,944.92					