



## MEMORANDUM

TO: Nick Breedlove, Julie Spiro, Stephanie Edwards  
**Jackson County Tourism Development Authority**

CC: Ann Self  
**Jackson County Tourism Development Authority**

FROM: Deborah Stone, Melissa Webb and Haley Barton  
**Pineapple Public Relations**

RE: Public Relations Update – November 2018

DATE: December 5, 2018

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

### **November Publicity**

The Jackson County Tourism Development Authority received publicity that reached **20,623,555** readers/viewers with an earned media value of **\$736,734.96**. Please see the attached publicity summary for additional details and publicity clips.

### **Media Relations**

- Pineapple PR conducted some last-minute fall outreach as a result of late fall colors.
- Pineapple PR submitted February-April 2019 events to calendar listings.
- Pineapple PR worked with Valerie Luesse and Southern Living on an “Off Season is the Best Season” article. After the article was published, Pineapple PR emailed Southern Living to correct an article that used an incorrect photo credit. The article is now corrected.
- Pineapple PR contacted Stephanie Edwards for an update on what fall foliage looked like at Whiteside Mountain for a leaf update article that Helena Oliviero with the AJC was working on.
- Pineapple PR sent choose and cut tree farms to Vanessa Infanzon for an upcoming article for Charlotte Five.

- Pineapple PR pitched February-April 2019 events to Lea Holland with the AJC. Per her request, Pineapple PR also compiled and sent over a gallery of images from the Outhouse Races.
- Pineapple PR reviewed and confirmed accuracy for a North Carolina 100 article for writer Leah Brown.
- Pineapple PR conducted choose and cut outreach for an “after Thanksgiving trip” pitch.
- Pineapple PR sent Outhouse Race pitches to national media outlets and sent invitations to media to attend the event. Pineapple PR also pulled images for WNC Magazine.
- Pineapple PR emailed with Carl Hedinger with the Travel Through Life blog regarding a Jackson County visit.
- Pineapple PR sent Judy Garrison additional pitches for upcoming coverage she is working on for Blue Ridge Country.

## **Blog**

- Pineapple drafted outlines for the “Ways to Celebrate the Holidays,” “Celebrate New Year’s Mountain Style,” “Take Proposal Season to New Heights,” “Year in Review,” “National Plan For Vacation Day” and “Keep Up With Your New Year’s Resolutions” blogs and submitted to N. Breedlove.
- Pineapple PR drafted and submitted the “Ways to Celebrate the Holidays” blog and compiled a CrowdRiff gallery.
- Pineapple PR drafted and submitted the “Celebrate New Year’s Mountain Style” blog and compiled a CrowdRiff gallery.
- Pineapple PR drafted and submitted the “Take Proposal Season to New Heights” blog and compiled a CrowdRiff gallery.
- Pineapple PR drafted and submitted the “Year in Review” blog and compiled a CrowdRiff gallery.

## **Account Management**

- Pineapple PR participated in the bi-monthly marketing call with the Jackson County team on November 28.

- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of November and sent to JCTDA.
- Pineapple PR created and distributed the October 2018 public relations report and publicity summary.
- Pineapple PR created a presentation for and presented at the Jackson County Board Meeting on November 7.
- Pineapple PR reviewed and submitted feedback for the RAS policy for N. Breedlove.
- Pineapple PR worked on edited High Hampton Resort messaging for the website page for N. Breedlove.
- Pineapple PR worked with Echo Garrett and N. Breedlove on the Sylva and Cashiers Wiki pages and the unexpected edits that were made to the pages.

## November 2018 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
November/December 2018	WNC Magazine	Festival of Lights & Luminaries Event Listing	Print	\$883.33	31,500
November/December 2018	WNC Magazine	Hard Candy Christmas Art & Craft Show Event Listing	Print	\$883.33	Reported Above
November 1, 2018	2019 Ceramic Arts Yearbook	Western North Carolina (WNC) Pottery Festival	Print	\$2,535.00	18,493
November 1, 2018	Carolina Country	WNC Pottery Festival Event Listing	Print	\$4,615.00	706,472
November 1, 2018	Our State	Carolina Calendar - WNC Pottery Festival	Print	\$1,783.00	218,521
November 1, 2018	Our State	Carolina Calendar - Santa on the Green	Print	\$1,783.00	Reported Above
November 1, 2018	WLOS	WNC Pottery Festival	Online	\$1,775.00	478,510
November 1, 2018	Birmingham Magazine	The Mountains Are Calling	Print	\$15,179.00	15,066
November 1, 2018	Asheville Citizen Times	Lights, festivals, Santa and more: Holiday events in WNC	Online	\$6,768.54	318,370
November 2, 2018	Atlanta Journal-Constitution	Why fall colors are muted this year in Georgia - but still worth seeing	Online	\$109,520.31	11,840,034
November 2, 2018	My AJC	Why fall colors are muted this year in Georgia - but still worth seeing	Online	\$23,700.79	1,850,394
November 4, 2018	Atlanta Journal-Constitution	Travel Calendar - Lights and Luminaries	Print	\$600.29	142,640

November 6, 2018	Atlanta Journal-Constitution	Why fall colors are muted this year in Georgia - but still worth seeing	Print	\$17,228.40	142,640
November 11, 2018	Atlanta Journal-Constitution	Travel Calendar - Lights and Luminaries	Print	\$600.29	142,640
November 14, 2018	Blue Ridge Outdoors	Outhouse Races Event Listing	Online	\$1,860.00	42,982
November 14, 2018	Blue Ridge Outdoors	9th Annual Assault on Blackrock Event	Online	\$1,860.00	42,982
November 14, 2018	Blue Ridge Outdoors	Valley of the Lilies Half Marathon & 5K Event Listing	Online	\$1,860.00	42,982
November 14, 2018	Blue Ridge Outdoors	Sylva's Brew Hop Event Listing	Online	\$1,860.00	42,982
November 14, 2018	Blue Ridge Outdoors	Dillsboro Easter Hat Parade Event Listing	Online	\$1,860.00	42,982
November 14, 2018	Blue Ridge Outdoors	Greening Up the Mountains Event Listing	Online	\$1,860.00	42,982
November 14, 2018	WNC Magazine	Festival of Lights & Luminaries Event Listing	Online	\$2,650.00	31,500
November 14, 2018	Our State	Carolina Calendar December 2018: Festival of Lights & Luminaries, Sylva Christmas Parade and Hard Candy Christmas Event Listing	Online	\$267.89	133,186
November 15, 2018	The North Carolina 100	Off-season is the best season in Jackson County	Online	\$600.00	60,000
November 15, 2018	The Charlotte Post	Valley of the Lilies Half Marathon & 5K Event Listing	Online	\$347.41	21,713
November 15, 2018	The Charlotte Post	Outhouse Races Event Listing	Online	\$347.41	21,713
November 15, 2018	The Charlotte Post	9th Annual Assault on Blackrock Event Listing	Online	\$347.41	21,713

November 15, 2018	The Charlotte Post	Sylva's Brew Hop Event Listing	Online	\$347.41	21,713
November 15, 2018	The Charlotte Post	Dillsboro Easter Hat Parade Event Listing	Online	\$347.41	21,713
November 15, 2018	The Charlotte Post	Greening Up the Mountains Event Listing	Online	\$347.41	21,713
November 15, 2018	Birmingham Magazine	Plan a fall escape to the mountains of North Carolina	Online	\$3,230.08	349,198
November 18, 2018	Atlanta Journal-Constitution	Travel Calendar - Lights and Luminaries	Print	\$600.29	142,640
November 25, 2018	Atlanta Journal-Constitution	Travel Calendar - Lights and Luminaries	Print	\$600.29	142,640
November 25, 2018	Atlanta Journal-Constitution	Travel Calendar - Outhouse Races Event Listing	Print	\$600.29	Reported Above
November 26, 2018	Southern Living	Here's Why You Need a Winter Getaway to	Online	\$29,161.20	3,152,571
November 29, 2018	Asheville Citizen Times	13 family-friendly things to do around Asheville in December: Lights and Luminaries	Online	\$6,768.54	318,370
			<b>TOTALS</b>	<b>\$245,578.32</b>	<b>20,623,555</b>
<b>Pineapple Grand Total: Actual Ad Value (\$245,578.32) multiplied by 3 (for editorial value): \$736,734.96</b>					