



## 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 – January 2018

DATE: February 5, 2019

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Following is an update on public relations efforts provided during the month of January 2019. As always, your questions and comments are welcomed and encouraged.

### **January Publicity**

The Jackson County Tourism Development Authority received publicity that reached **21,276,724** readers/viewers with an earned media value of **\$618,633.69**. Please see the attached publicity summary for additional details and publicity clips.

### **Media Relations**

- Pineapple PR drafted a press release on the trend of female fly fishing to distribute to national, regional and local media. Pineapple PR contacted and interviewed three local fly fishing guides for insight to include in the release.
- Pineapple PR continued following up on Outhouse Race pitches with national media outlets and followed up on invitations to attend the event.
- Pineapple PR confirmed a visit for Deena Bouknight with Columbia Metro Magazine for April 26-28.
- Pineapple PR drafted calendar announcements for May-September events to distribute to long lead media.
- Pineapple PR arranged a hike with Alex Bell for Italian journalist Marco Berchi's visit in March/April.

- Pineapple PR sent fly fishing information and photos to Blake Guthrie with The Atlanta Journal-Constitution.
- Pineapple PR pitched Jackson County as an excellent spring wildflower destination to Lisa McClintick with Travel Channel Online.
- Pineapple PR pitched Jackson County as a top U.S. destination to visit this spring.
- Pineapple PR pitched Jackson County as a top honeymoon destination in the U.S. to Brittany Anas with Livability.com.
- Pineapple PR pitched Jackson County as an iconic outdoor adventure in each state to Blane Bachelor with a national women's magazine.
- Pineapple PR pitched Jackson County as a unique active adventure to Smarter Travel.
- Pineapple PR pitched Jackson County as best scenic overlooks you can drive to for Matador Network.
- Pineapple PR pitched Jackson County to Southern Living for an affordable last-minute spring break getaway.
- Pineapple PR pulled together a description of Three Billboards for a movie pitch for Candace Dantes with The Atlanta Journal-Constitution.

## **Blog**

- Pineapple drafted outlines for the “Best Spring Hikes,” and “N.C. Beer Month” blogs and submitted to N. Breedlove.
- Pineapple PR drafted and submitted the “Winter Wanderland,” “Keep Up With New Year’s Resolutions,” “Outhouse Races,” “Ways to Impress Your Date this Valentine’s Day,” “Calling All Adrenaline Junkies,” “Grown Up Getaways: Spring Break Edition,” and “Spring Festivals in Jackson County” blogs and compiled a CrowdRiff gallery for the Valentine’s Day and Adrenaline Junkies blogs.

## **Account Management**

- Pineapple participated in the bi-monthly marketing calls with the Jackson County team on January 9 and January 23.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of January and sent to JCTDA.

- Pineapple PR created and distributed the January 2019 public relations report and publicity summary.
- Pineapple PR drafted partner requests for Valentine's Day and Beer Month. Pineapple PR incorporated the Valentine's Day deals into a blog post and pitch.
- Pineapple PR participated in a call with Matt Van Swol and partners about his visit to Jackson County.
- Pineapple PR purchased and sent a gift card to Matt Van Swol for his visit to Jackson County.
- Pineapple PR submitted the Cashiers Designer Showhouse for an STS Top 20 nomination.
- Pineapple PR proofed the partner e-newsletter and added in a public relations paragraph highlighting recent successes.
- Pineapple PR discussed the potential Discover Jackson issue with N. Breedlove.

### January 2019 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
January/February 2019	WNC Magazine	Craft Beer and Spirits	Print	\$883.33	31,500
January/February 2019	WNC Magazine	Great Small Towns	Print	\$883.33	Reported Above
January/February 2019	WNC Magazine	Innovation Brewing	Print	\$883.33	Reported Above
January/February 2019	WNC Magazine	First in Fly Fishing	Print	\$883.33	Reported Above
January/February 2019	WNC Magazine	Waterfalls	Print	\$883.33	Reported Above
January/February 2019	WNC Magazine	Outhouse Races	Print	\$883.33	Reported Above
January 3, 2019	Blue Ridge Outdoors	Best of the Blue Ridge Fishing Spot, Tuckasegee Finalist	Online	\$1,860.00	42,982
January 4, 2019	Planetware	10 Top-Rated Rivers for Trout Fishing in North Carolina	Online	\$7,077.00	765,082
January 6, 2019	Atlanta Journal-Constitution	Travel Calendar: Outhouse Races Event Listing and Photo	Print	\$3,001.45	142,640
January 8, 2019	Atlanta Journal-Constitution	8 Southern scenic cities that double as movie, TV filming spots	Online	\$109,520.31	11,840,034
January 8, 2019	Blue Ridge Outdoors	TROUT TOWNS: 8 FLY FAVORITES	Online	\$1,860.00	42,982
January 13, 2019	Atlanta Journal-Constitution	Travel Calendar: Outhouse Races Event Listing	Print	\$600.29	142,640
January 15, 2019	Our State	Carolina Calendar February 2019: Great Outhouse Races	Online	\$267.89	133,186
January 24, 2019	REI Co-Op Journal	TOP PICKS FOR NORTH CAROLINA FALL & WINTER CAMPING	Print	\$73,823.15	7,980,881
January 27, 2019	Atlanta Journal-Constitution	Travel Calendar: Greening Up the Mountain Event Listing	Print	\$600.29	142,640
January 27, 2019	Atlanta Journal-Constitution	Travel Calendar: Valley of the Lilies Half Marathon & 5K Event Listing	Print	\$600.29	Reported Above
January 27, 2019	Atlanta Journal-Constitution	Travel Calendar: Assault on Blackrock Event Listing	Print	\$600.29	Reported Above
January 27, 2019	Atlanta Journal-Constitution	Travel Calendar: Outhouse Races Event Listing	Print	\$600.29	Reported Above
January 31, 2019	Black Southern Belle	ROMANTIC SOUTHERN ESCAPES: VALENTINE'S DAY	Online	\$500.00	12,157
			<b>TOTALS</b>	<b>\$206,211.23</b>	<b>21,276,724</b>

**Pineapple Grand Total: Actual Ad Value (\$206,211.23) multiplied by 3 (for editorial value): \$618,633.69**