



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 – February 2019

DATE: March 5, 2019

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

February Publicity

The Jackson County Tourism Development Authority received publicity that reached **46,187,803** readers/viewers with an earned media value of **\$630,648.36**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR personally pitched the press release on the trend of female fly fishing to select national, regional and local media. A few journalists we spoke with are pitching this angle to outlets for a potential story. Pineapple will track coverage of the story angle.
- Pineapple PR edited the Adrenaline Junkies blog into a pitch and distributed to national, regional and local media.
- Pineapple PR finalized arrangements for a hike with Alex Bell for Italian journalist Marco Berchi's visit in March/April.
- Pineapple PR pitched the Easter Hat Parade to Maria Spanadoris with Famadillo.com for a story on Easter travel destinations.
- Pineapple PR reached out to the Charlotte Observer to update them on their landslide article.

- Pineapple PR worked with the N.C. Beer Guys to fix Sylva listings.
- Pineapple PR distributed calendar announcements for May-September events to long lead media.
- Pineapple PR compiled photos for Renata Parker for her feature on Greening Up the Mountains and the Ale Trail in April in TALK Greenville.
- Pineapple PR pitched Jackson County to Nicole Dos Santos with The Active Times for her story on Weekend Trips to Take This Spring in Every State.
- Pineapple PR followed up with Sue Collins with Atlanta Lifestyle Publications about when her story about her visit to the area will run. Sue is planning to run the story in April-June.
- Pineapple PR pitched Jackson County as a place to cool off for summer to Upstate Lake Living.
- Pineapple PR drafted a mountain culinary pitch for a HARO.
- Pineapple PR pitched Jackson County as a place for Spring Break for Families with Teens to Erin Gifford with TravelChannel.com.

Blog

- Pineapple finalized edits and created Crowdriff galleries for the “Your Spring Mountain Getaway Awaits” and “Don’t Miss These One-of-a-Kind Events in the N.C. Mountains” blogs.
- Pineapple PR drafted and submitted the “Best Spring Hikes,” and “N.C. Beer Month” blogs.

Account Management

- Pineapple participated in the marketing call with the Jackson County team on February 13.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of February and sent to JCTDA.
- Pineapple PR created and distributed the January 2019 public relations report and publicity summary.

- Pineapple PR prepped for and hosted N. Breedlove and C. Sullivan for a yearly planning meeting.
- Pineapple PR participated in the presentation call with Young Strategies' Travel Market Research findings.
- Pineapple PR collected Beer Month partner responses and reached out to Innovation Brewing, Balsam Falls and Sugar Cloud Baking Co. to get information about their offerings for inclusion in the Beer Month partner offerings.
- Pineapple PR reviewed and sent N. Breedlove edits on the 19-20 Visitor Guide.
- Pineapple PR brainstormed and sent ideas to N. Breedlove for inclusion in his presentation to Visit NC.

February 2019 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
February 1, 2019	Our State	Carolina Calendar	Print	\$891.88	219,703
February 3, 2019	Atlanta Journal-Constitution	Travel Calendar: Greening Up the Mountain Event Listing	Print	\$600.29	142,640
February 3, 2019	Atlanta Journal-Constitution	Travel Calendar: Valley of the Lilies Half Marathon & 5K Event Listing	Print	\$600.29	Reported Above
February 3, 2019	Atlanta Journal-Constitution	Travel Calendar: Assault on Blackrock Event Listing	Print	\$600.29	Reported Above
February 3, 2019	Atlanta Journal-Constitution	Travel Calendar: Outhouse Races Event Listing	Print	\$600.29	Reported Above
February 4, 2019	Greensboro News & Record	Outhouse Races on the Snow	Online	\$500.00	596,547
February 5, 2019	Blue Ridge Country	Seeing Southern: The Super Bowl . . . of Sorts (Repost)	Online	\$4,050.00	24,000
February 10, 2019	Atlanta Journal-Constitution	Travel Calendar Assault on Blackrock Event Listing	Print	\$600.29	142,640
February 10, 2019	Atlanta Journal-Constitution	Travel Calendar Outhouse Races Event Listing	Print	\$600.29	Reported Above
February 10, 2019	Scoop Charlotte	Things to Do with Family This Week: Outhouse Races	Online	\$150.00	60,000
February 10, 2019	Only in Your State	The Upcoming Outhouse Races In North Carolina Are Like Nothing You've Ever Seen Before	Online	\$26,668.32	5,281,587
February 12, 2019	Blue Ridge Outdoors eNewsletter	Outhouse Races	eNewsletter	\$300.00	38,810
February 13, 2019	Our State	Carolina Calendar March 2019: Assault on Blackrock	Online	\$267.89	133,186
February 16, 2019	Atlanta Journal-Constitution	Spring travel: Fun in the sun	Online	\$109,520.31	11,840,034
February 16, 2019	Enjoy Travelling	Spring travel: Fun in the sun	Online	\$101.75	11,000
February 16, 2019	Charlotte Magazine	Outhouse Race Event Listing	Online	\$800.00	158,360
February 17, 2019	Atlanta Journal-Constitution	Spring travel: Fun in the sun	Print	\$38,131.70	142,640
February 17, 2019	Atlanta Journal-Constitution	Spring Travel Section Cover	Print	\$3,568.70	Reported Above
February 17, 2019	Atlanta Journal-Constitution	Travel Calendar: Valley of the Lilies Half Marathon & 5K Event Listing	Print	\$600.29	Reported Above
February 17, 2019	Atlanta Journal-Constitution	Travel Calendar: Assault on Blackrock Event Listing	Print	\$600.29	Reported Above
February 20, 2019	Smoky Mountain News	Race to BlackRock	Online	\$434.00	28,397
February 24, 2019	Atlanta Journal-Constitution	Travel Calendar: Assault on Blackrock Event Listing	Print	\$600.29	142,640
February 24, 2019	Atlanta Journal-Constitution	Travel Calendar: Valley of the Lilies Half Marathon & 5K Event Listing	Print	\$600.29	Reported Above
February 24, 2019	Atlanta Journal-Constitution	Travel Calendar: Greening Up the Mountains Event Listing	Print	\$600.29	Reported Above
February 25, 2019	Mountain Xpress	9th Annual Assault on Blackrock Event Listing	Online	\$347.47	190,578

February 25, 2019	Mountain Xpress	Valley of the Lilies Half Marathon & 5K Event Listing	Online	\$347.47	190,578
February 25, 2019	Mountain Xpress	Dillsboro Easter Hat Parade Event Listing	Online	\$347.47	190,578
February 25, 2019	Mountain Xpress	Greening Up the Mountains Event Listing	Online	\$347.47	190,578
February 25, 2019	Charlotte Parent	Dillsboro Easter Hat Parade Event Listing	Online	\$400.00	49,953
February 25, 2019	Charlotte Parent	Sylva's Brew Hop Event Listing	Online	\$400.00	49,953
February 25, 2019	Charlotte Parent	9th Annual Assault on Blackrock Event Listing	Online	\$400.00	49,953
February 25, 2019	Charlotte Parent	Valley of the Lilies Half Marathon & 5K Event Listing	Online	\$400.00	49,953
February 25, 2019	Charlotte Observer	Dillsboro Easter Hat Parade Event Listing	Online	\$1,747.70	4,772,596
February 25, 2019	Charlotte Observer	Sylva's Brew Hop Event Listing	Online	\$1,747.70	4,772,596
February 25, 2019	Charlotte Observer	9th Annual Assault on Blackrock Event Listing	Online	\$1,747.70	4,772,596
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February 25, 2019	Charlotte Magazine	Greening Up the Mountains Event Listing	Online	\$800.00	158,360
February 25, 2019	Access Atlanta	Dillsboro Easter Hat Parade Event Listing	Online	\$500.00	321,743
February 25, 2019	Access Atlanta	Sylva's Brew Hop Event Listing	Online	\$500.00	321,743
February 25, 2019	Access Atlanta	9th Annual Assault on Blackrock Event Listing	Online	\$500.00	321,743
February 25, 2019	Access Atlanta	Valley of the Lilies Half Marathon & 5K Event Listing	Online	\$500.00	321,743
February 25, 2019	Access Atlanta	Greening Up the Mountains Event Listing	Online	\$500.00	321,743
			TOTALS	\$210,216.12	46,187,803
Pineapple Grand Total: Actual Ad Value (\$210,216.12) multiplied by 3 (for editorial value): \$630,648.36					