



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 – March 2019

DATE: April 3, 2019

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

March Publicity

The Jackson County Tourism Development Authority received publicity that reached **36,744,246** readers/viewers with an earned media value of **\$1,045,676.61**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR worked with Locke Hughes and the team at High Hampton to compile information for inclusion in her story for Oprah Magazine about wellness retreats.
- Pineapple PR continued personally pitching the press release on the trend of female fly fishing to select national, regional and local media.
- Pineapple PR conducted follow up on the Adrenaline Junkies pitch.
- Pineapple PR distributed calendar announcements for May-September events to online media and event calendars.
- Pineapple PR drafted a press release about the STS Office of the Year Award and distributed to relevant media.

- Pineapple PR created a press release about the Baxley's and Innovation pairings and distributed to relevant media.
- Pineapple PR edited and distributed a press release about N. Breedlove's TMP Certification.
- Pineapple PR drafted a pitch based on the spring hikes blog post and compiled photos to distribute to relevant short lead regional media.
- Pineapple PR drafted a press release about the 2019-2020 Visitor Guide and will distribute once the release is approved.
- Pineapple PR pitched Jackson County's fall offerings to Jennifer Green with Southbound for their fall/winter issue.
- Pineapple PR emailed Nathan Down South about a visit to Jackson County. Nathan will be visiting the first weekend in May.
- Pineapple PR pitched several locations in Jackson County as a top swimming hole/place to take a dip for Outside Magazine.
- Pineapple PR sent Vanessa Infanzon photos of the Village Green for her story for Business NC.

FAM

- Pineapple PR began a media list for the June FAM and began outreach to media to attend.
- Pineapple PR secured Canyon Kitchen for dinner on the Saturday night of the FAM.
- Pineapple PR drafted a paragraph for N. Breedlove to send to Bear Lake to secure accommodations for the FAM.

Blog

- Pineapple finalized edits and created Crowdriff galleries for the "Spring Hikes" and "N.C. Beer Month" blogs.
- Pineapple PR drafted and submitted the "Greening Up The Mountains," and "Top Waterfall Hikes" blogs.

Account Management

- Pineapple participated in the marketing call with the Jackson County team on March 13 and March 27.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of March and sent to JCTDA.
- Pineapple PR created and distributed the March 2019 public relations report and publicity summary.
- Pineapple PR attended the board meeting on March 13 for the Young Strategies' Travel Market Research presentation.
- Pineapple PR booked the flight and hotel room and send Visit NC necessary information for the NYC Media Mission.
- Pineapple PR reviewed the Visit NC 365 program and sent best options to N. Breedlove.

March 2019 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
March 28, 2019	Sylva Herald	Jackson TDA named Tourism Office of the Year	Print	\$36.00	5,402
March 27, 2019	Smoky Mountain News	Jackson TDA earns tourism award	Print	\$712.00	16,318
March 27, 2019	Smoky Mountain News	News in brief: Jackson TDA earns tourism award	Online	\$434.00	28,397
March 27, 2019	Sylva Herald	Jackson TDA named Tourism Office of the Year	Online	\$24.59	40,429
March 24, 2019	Atlanta Journal-Constitution	Travel Calendar: Valley of the Lilies Half Marathon & 5K Event Listing	Print	\$600.29	142,640
March 24, 2019	Atlanta Journal-Constitution	Travel Calendar: Greening Up the Mountains Event Listing	Print	\$600.29	Reported Above
March 19, 2019	O, The Oprah Magazine	The Best Wellness Retreats to Restore Your Mind, Body, and Soul	Online	\$71,080.00	3,093,863
March 19, 2019	Blue Ridge Country	The Great Balsam Bike Relay Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	Cashiers Designer Showhouse Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	Joy Garden Tour Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	Fireworks on the Green Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	Downtown Sylva Fourth of July Fireworks Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	Fireworks on Lake Glenville "Majesty over Water!" Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	Pots on the Green Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	Front Street Arts and Crafts Show Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	Hook, Link & Drinker Festival Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	Greening Up the Mountains Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	Dillsboro Easter Hat Parade Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	Sylva's Brew Hop Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	Valley of the Lilies Half Marathon & 5K Event Listing	Online	\$222.00	24,000
March 19, 2019	Blue Ridge Country	9th Annual Assault on Blackrock Event Listing	Online	\$222.00	24,000
March 19, 2019	Charlotte Magazine	The Great Balsam Bike Relay Event Listing	Online	\$800.00	158,360
March 19, 2019	Charlotte Magazine	Cashiers Designer Showhouse Event Listing	Online	\$800.00	158,360
March 19, 2019	Charlotte Magazine	Joy Garden Tour Event Listing	Online	\$800.00	158,360
March 19, 2019	Charlotte Magazine	Fireworks on the Green Event Listing	Online	\$800.00	158,360
March 19, 2019	Charlotte Magazine	Downtown Sylva Fourth of July Fireworks Event Listing	Online	\$800.00	158,360
March 19, 2019	Charlotte Magazine	Fireworks on Lake Glenville "Majesty over Water!" Event Listing	Online	\$800.00	158,360
March 19, 2019	Charlotte Magazine	Pots on the Green Event Listing	Online	\$800.00	158,360
March 19, 2019	Charlotte Magazine	Front Street Arts and Crafts Show Event Listing	Online	\$800.00	158,360
March 19, 2019	Charlotte Magazine	Hook, Link & Drinker Festival Event Listing	Online	\$800.00	158,360
March 19, 2019	Carolina Country	Front Street Arts and Crafts Show Event Listing	Online	\$4,615.00	706,472
March 19, 2019	Carolina Country	Hook, Link & Drinker Festival Event Listing	Online	\$4,615.00	706,472
March 19, 2019	Carolina Country	Greening Up the Mountains Event Listing	Online	\$4,615.00	706,472
March 19, 2019	Carolina Country	Dillsboro Easter Hat Parade Event Listing	Online	\$4,615.00	706,472
March 19, 2019	Carolina Country	Sylva's Brew Hop Event Listing	Online	\$4,615.00	706,472
March 19, 2019	Carolina Country	Valley of the Lilies Half Marathon & 5K Event Listing	Online	\$4,615.00	706,472

March 18, 2019	Our State	Season of Celebration 2019 North Carolina Spring Festivals: Greening Up the Mountains	Online	\$267.89	133,186
March 17, 2019	Crazy for Us	This Is the Best Local Spring Break Spot in Every State Across the U.S.	Online	\$92.50	10,000
March 17, 2019	Atlanta Journal-Constitution	Travel Calendar: Assault on Blackrock Event Listing	Print	\$600.29	142,640
March 17, 2019	Atlanta Journal-Constitution	Travel Calendar: Valley of the Lilies Half Marathon & 5K Event Listing	Print	\$600.29	Reported Above
March 17, 2019	Atlanta Journal-Constitution	Travel Calendar: Greening Up the Mountains Event Listing	Print	\$600.29	Reported Above
March 15, 2019	REI Co Op Journal	HERE'S HOW WHITEWATER SEASON IS SHAPING UP IN THE SOUTHEAST	Online	\$73,823.15	7,980,881
March 15, 2019	Apartment Therapy	This Is the Best Local Spring Break Spot in Every State Across the U.S.	Online	\$109,907.89	11,881,935
March 15, 2019	Cary Magazine	The Great Balsam Bike Relay Event Listing	Online	\$500.00	7,500
March 15, 2019	Cary Magazine	Cashiers Designer Showhouse Event Listing	Online	\$500.00	7,500
March 15, 2019	Cary Magazine	Joy Garden Tour Event Listing	Online	\$500.00	7,500
March 15, 2019	Cary Magazine	Fireworks on the Green Event Listing	Online	\$500.00	7,500
March 15, 2019	Cary Magazine	Downtown Sylva Fourth of July Fireworks Event Listing	Online	\$500.00	7,500
March 15, 2019	Cary Magazine	Fireworks on Lake Glenville "Majesty over Water!" Event Listing	Online	\$500.00	7,500
March 15, 2019	Cary Magazine	Pots on the Green Event Listing	Online	\$500.00	7,500
March 15, 2019	Cary Magazine	Front Street Arts and Crafts Show Event Listing	Online	\$500.00	7,500
March 15, 2019	Cary Magazine	Hook, Link & Drinker Festival Event Listing	Online	\$500.00	7,500
March 15, 2019	Blue Ridge Outdoors	The Great Balsam Bike Relay Event Listing	Online	\$1,017.50	110,000
March 15, 2019	Blue Ridge Outdoors	Cashiers Designer Showhouse Event Listing	Online	\$1,017.50	110,000
March 15, 2019	Blue Ridge Outdoors	Joy Garden Tour Event Listing	Online	\$1,017.50	110,000
March 15, 2019	Blue Ridge Outdoors	Fireworks on the Green Event Listing	Online	\$1,017.50	110,000
March 15, 2019	Blue Ridge Outdoors	Downtown Sylva Fourth of July Fireworks Event Listing	Online	\$1,017.50	110,000
March 15, 2019	Blue Ridge Outdoors	Fireworks on Lake Glenville "Majesty over Water!" Event Listing	Online	\$1,017.50	110,000
March 15, 2019	Blue Ridge Outdoors	Pots on the Green Event Listing	Online	\$1,017.50	110,000
March 15, 2019	Blue Ridge Outdoors	Front Street Arts and Crafts Show Event Listing	Online	\$1,017.50	110,000
March 15, 2019	Blue Ridge Outdoors	Hook, Link & Drinker Festival Event Listing	Online	\$1,017.50	110,000
March 14, 2019	Asheville Citizen Times	The Great Balsam Bike Relay Event Listing	Online	\$2,944.92	318,370
March 14, 2019	Asheville Citizen Times	Cashiers Designer Showhouse Event Listing	Online	\$2,944.92	318,370
March 14, 2019	Asheville Citizen Times	Joy Garden Tour Event Listing	Online	\$2,944.92	318,370
March 14, 2019	Asheville Citizen Times	Fireworks on the Green Event Listing	Online	\$2,944.92	318,370
March 14, 2019	Asheville Citizen Times	Downtown Sylva Fourth of July Fireworks Event Listing	Online	\$2,944.92	318,370
March 14, 2019	Asheville Citizen Times	Fireworks on Lake Glenville "Majesty over Water!" Event Listing	Online	\$2,944.92	318,370
March 14, 2019	Asheville Citizen Times	Pots on the Green Event Listing	Online	\$2,944.92	318,370
March 14, 2019	Asheville Citizen Times	Front Street Arts and Crafts Show Event Listing	Online	\$2,944.92	318,370
March 14, 2019	Asheville Citizen Times	Hook, Link & Drinker Festival Event Listing	Online	\$2,944.92	318,370

March 12, 2019	Our State	Carolina Calendar April 2019: Valley of the Lilies Half Marathon & 5K, Brew Hop, Easter Hat Parade and Greening Up the Mountains	Online	\$267.89	133,186
March 10, 2019	Atlanta Journal-Constitution	Travel Calendar: Assault on Blackrock Event Listing	Print	\$600.29	142,640
March 10, 2019	Atlanta Journal-Constitution	Travel Calendar: Valley of the Lilies Half Marathon & 5K Event Listing	Print	\$600.29	Reported Above
March 10, 2019	Atlanta Journal-Constitution	Travel Calendar: Greening Up the Mountains Event Listing	Print	\$600.29	Reported Above
March 8, 2019	Access Atlanta	The Great Balsam Bike Relay Event Listing	Online	\$500.00	321,743
March 8, 2019	Access Atlanta	Cashiers Designer Showhouse Event Listing	Online	\$500.00	321,743
March 8, 2019	Access Atlanta	Joy Garden Tour Event Listing	Online	\$500.00	321,743
March 8, 2019	Access Atlanta	Fireworks on the Green Event Listing	Online	\$500.00	321,743
March 8, 2019	Access Atlanta	Downtown Sylva Fourth of July Fireworks Event Listing	Online	\$500.00	321,743
March 8, 2019	Access Atlanta	Fireworks on Lake Glenville "Majesty over Water!" Event Listing	Online	\$500.00	321,743
March 8, 2019	Access Atlanta	Pots on the Green Event Listing	Online	\$500.00	321,743
March 8, 2019	Access Atlanta	Front Street Arts and Crafts Show Event Listing	Online	\$500.00	321,743
March 8, 2019	Access Atlanta	Hook, Link & Drinker Festival Event Listing	Online	\$500.00	321,743
March 3, 2019	Atlanta Journal-Constitution	Travel Calendar: Assault on Blackrock Event Listing	Print	\$600.29	142,640
March 3, 2019	Atlanta Journal-Constitution	Travel Calendar: Valley of the Lilies Half Marathon & 5K Event Listing	Print	\$600.29	Reported Above
March 3, 2019	Atlanta Journal-Constitution	Travel Calendar: Greening Up the Mountains Event Listing	Print	\$600.29	Reported Above
March/April 2019	WNC Magazine	Easter Hat Parade Event Listing	Print	\$883.33	31,500
March/April 2019	WNC Magazine	Assault on Blackrock Event Listing	Print	\$883.33	Reported Above
March/April 2019	WNC Magazine	Valley of the Lilies Half Marathon & 5K Event Listing	Print	\$883.33	Reported Above