



## 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, Brianna Reid and Allison Seng  
**Pineapple Public Relations**

RE: Public Relations Update – May 2019

DATE: June 5, 2019

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

### May Publicity

The Jackson County Tourism Development Authority received publicity that reached **10,302,841** readers/viewers with an earned media value of **\$333,205.98**. Please see the attached publicity summary for additional details and publicity clips.

### Media Relations

- Pineapple PR continued personally pitching the press release on the trend of female fly fishing and the WNC Fly Fishing Trail® to select national, regional and local media.
- Pineapple continued pitching and following up on spring/summer hikes with relevant short lead regional media.
- Pineapple distributed a long-lead pitch for print media on fall along the Blue Ridge Parkway.
- Pineapple distributed the adrenaline junkies pitch and slide show to national outdoor and adventure publications.
- Pineapple sent Valerie Luesse of Southern Living information on Sylva and Cashiers for South's Best consideration.

- Pineapple pitched Sylva to Southern Living for a small-town fall getaway story they're working on.
- Pineapple compiled information for and submitted brewery activities and the Jackson County Courthouse for under-the-radar wedding spots to Visit NC for pitch consideration.
- Pineapple pulled waterfall photos for Karon Warren of USA Today to include in her 10best article.
- Pineapple reached out to Amy Alipio of National Geographic to see if she was working on anything Jackson County would be a fit for.
- Pineapple drafted and submitted a summer story for Blue Ridge Digest highlighting Jackson County.
- Pineapple pulled winter photos for Deena Bouknight after her visit last month for her story later this year.
- Pineapple pulled high res summer photos for Sue Collins to use for her Buckhaven Lifestyle Magazine story next month following her visit last fall.
- Pineapple worked with N. Breedlove to try to arrange a visit for DeAnne Watson of Montgomery Parent. DeAnne ultimately decided to come on a less busy weekend and will follow up later in the year.
- Pineapple sent Ann Self an article by Vanessa Infanzon about The Village Green for her review and sent Ann's edits back to the writer.

## **FAM**

- Pineapple continued outreach to secure media for the June FAM. The trip is now filled with the following confirmed media guests:
  - Katie McElveen
  - Christiana Roussel
  - Maryellen Kennedy
  - Rachel Quatarone
  - Lisa McGinnes
  - Anita Finley
- Pineapple compiled a briefing book with information on each FAM attendee and their outlets.
- Pineapple began planning the itinerary for the FAM.

## **Blog**

- Pineapple finalized edits and created Crowdriff galleries for the “Basecamp for Adventure”, “Pack a Picnic” and “Cool Off” blogs.
- Pineapple PR drafted and submitted the “Pack a Picnic” and “Cool Off” blogs.
- Pineapple brainstormed and submitted July blog topics to N. Breedlove.

## **Account Management**

- Pineapple participated in the marketing call with the Jackson County team on May 8.
- Pineapple tracked and clipped publicity for all public relations efforts for the month of May and sent to JCTDA.
- Pineapple created and distributed the April 2019 public relations report and publicity summary.
- Pineapple conducted individual follow up following the NYC Visit NC Media Mission.
- Pineapple visited Jackson County and presented to the board on May 22 regarding the FY2020 plan.
- Pineapple began fleshing out and developing the FY2020 PR plan.
- Pineapple worked with N. Breedlove to update the PR section for the JCTDA budget document.

### May 2019 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
April 1, 2019 (Not previously reported)	Destinations International	Biweekly Newsletter: March 29, 2019 - STS Office of the Year Award	Online	\$351.50	38,000
Early Summer 2019	Southern Seasons	Head to the Hills of Western N.C.	Print	\$5,550.00	30,000
May 1, 2019	Carolina Living	Fly Fishing   Jackson County, NC	eNewsletter	\$231.25	25,000
May 1, 2019	Carolina Living	Fly Fishing   Jackson County, NC	Online	\$139.78	15,111
May 1, 2019	Carolina Living	Fly Fishing   Jackson County, NC	Print	\$6,100.00	50,000
May 1, 2019	WNC Magazine	Hook, Line and Drinker Festival	Print	\$2,650.00	31,500
May 3, 2019	Our State	May 2019 Beer Event Guide	Online	\$1,244.60	134,551
May 3, 2019	Mountain Xpress	Hook, Line & Drinker Festival	Online	\$1,693.46	183,077
May 3, 2019	Mountain Xpress	Downtown Sylva Fourth of July Fireworks Event Listing	Online	\$1,693.46	183,077
May 3, 2019	Mountain Xpress	Fireworks on Lake Glenville Majesty over Water Event Listing	Online	\$1,693.46	183,077
May 3, 2019	Mountain Xpress	Fireworks on the Green Event Listing	Online	\$1,693.46	183,077
May 7, 2019	Smoky Mountain News	Hook, Line & Drinker Festival	Online	\$262.67	28,397
May 11, 2019	Only in Your State	This Sandy Mountain Beach In North Carolina Offers The Best Of Two Worlds In One Unique Spot	Online	\$48,877.43	5,284,047
May 15, 2019	Smoky Mountain News	Jackson touts its trout	Online	\$262.67	28,397
May 21, 2019	Cary Magazine	Road Trip: Scenic (and Cool) Mountain Hikes	Online	\$203.50	22,000
May 22, 2019	Smoky Mountain News	Getting festive: Summer 2019 events	Online	\$262.67	28,397
May 23, 2019	Madador Network	7 North Carolina summer hikes most of the world hasn't discovered	Online	\$35,387.58	3,825,684
May 23, 2019	Cary Magazine eNewsletter	Road Trip: Scenic (and Cool) Mountain Hikes	eNewsletter	\$370.00	40,000
May 26, 2019	The Atlanta Journal-Constitution	Travel Calendar: Front Street Arts and Crafts Show Event Listing	Print	\$600.29	142,640
May 26, 2019	The Atlanta Journal-Constitution	Travel Calendar: "Majesty Over Water!" Event Listing	Print	\$600.29	Reported above
May 26, 2019	The Atlanta Journal-Constitution	Travel Calendar: The Joy Garden Tour Event Listing	Print	\$600.29	Reported above
May 26, 2019	The Atlanta Journal-Constitution	Travel Calendar: The Great Balsam Bike Relay Event Listing	Print	\$600.29	Reported above
			<b>TOTALS</b>	<b>\$111,068.66</b>	<b>10,302,841</b>
<b>Pineapple Grand Total: Actual Ad Value (\$111,068.66) multiplied by 3 (for editorial value): \$333,205.98</b>					