



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 – July 2019

DATE: August 6, 2019

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

July Publicity

The Jackson County Tourism Development Authority received publicity that reached **28,323,981** readers/viewers with an earned media value of **\$785,813.31**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple worked with editors at Northwest Georgia Living to secure a feature on fall hiking in Jackson County. The story is scheduled to run in the September issue.
- Pineapple distributed STS release to local and regional publications that were a fit for the release.
- Pineapple reached out to CHS for images to use alongside the STS Top 20 2019 Events Award press release. After images were received, Pineapple saved them to a new folder in the shared Jackson County TDA Dropbox and followed up with the media who previously received the press release.
- Pineapple continued to send out Sept-Dec calendar announcements for long lead media.
- Pineapple worked with Charlotte Magazine on a wellness story and additional opportunities to feature Jackson County in upcoming stories.
- Pineapple continued pitching and follow-up efforts with media who received the cool down in Jackson County pitch. USA Today and MSN coverage resulted from these efforts.
- Pineapple pitched Virginia Brown, Contributor to Charlotte Magazine, about a story positioning Jackson County as an ideal destination for solo travel.

- Pineapple drafted a pitch press highlighting adventure options to craft the perfect 72-hour itinerary in Jackson County.
- Pineapple continued pitching efforts around long lead Blue Ridge Parkway fall coverage.
- Pineapple continued individualized pitching efforts around solo travel to Jackson County with national and regional media.
- Pineapple distributed the finalized press release about Nick's CDME designation to local and regional media and trade publications.
- Pineapple sent an individualized pitch to Theresa Christine, Contributor to U.S. News and World Report, about Jackson County for fall coverage consideration.
- Pineapple responded to a Mic.com media inquiry requesting information about best places to travel with your dog.
- Pineapple pitched Birmingham Parent Magazine pet-friendly travel to Jackson County.
- Pineapple responded to a media inquiry requesting information about most epic and remote views every hiker should see in their lifetime and pitched Whiteside Mountain.

FAM Follow-up

- Pineapple conducted outreach to FAM attendees to secure any additional information for their story. Boomer Mag (Miami Herald) will run in August.
- Pineapple followed up with FAM attendee, Katie McElveen, with additional partner information and images for her upcoming Jackson County story. The piece will run in the Columbia and Charleston Living, as well as, Wilmington Magazine.
- Pineapple followed up with FAM attendee Christiana Rousell with Female Fly-Fishing information and additional information on the destination for her story in Birmingham Home & Garden. The story is scheduled to run in the September issue of the publication.
- Pineapple followed up with Maryellen Kennedy regarding Jackson County and sent additional information and photos for the section she will be including in the National Geographic coffee table book.

Blog

- Pineapple brainstormed and developed a new blog content calendar for FY19-20 year. Pineapple researched the current “most clicked on terms” for blogs and incorporated them into the titles of our upcoming posts.
- Pineapple updated the Savor the Final Days of Summer blog post and sent the final version to N. Breedlove.
- Pineapple finalized edits and created Crowdriff galleries for the “Swimming Holes” and “Sunset Hikes” blogs.

- Pineapple drafted and submitted to N. Breedlove the “Swimming Holes” and “Sunset Hikes” blogs.
- Pineapple will draft September blogs “Seven Insider Tips for Fall in Jackson County” and “A Beer Lover’s Guide to Jackson County”

Account Management

- Pineapple participated in the monthly marketing calls with the Jackson County team on July 10 and July 24.
- Pineapple submitted Justin Allman, Innovation and Baxley’s for Made in NC Our State Awards. Pineapple will also submit Dillsboro Chocolate Factory once needed information is received.
- Pineapple tracked and clipped publicity for all public relations efforts for the month of July and sent to JCTDA.
- Pineapple created and distributed the July 2019 public relations report and publicity summary.
- Pineapple made final edits, finalized and delivered the FY19-20 PR plan to N. Breedlove with all feedback included.

July 2019 JCTDA Publicity Summary

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
Summer 2019 (July)	Blue Ridge Digest	"Beat the Summer Heat in the Western N.C. Mountains"	Print	\$462.50	50,000
July 29, 2019	FLTimes.com	Family travel five: Get hooked on some great spots for fly-fishing	Online	\$193.84	20,956
July 25, 2019	ArchitectualDigest.com	Black Interior Designers Network Conference Kicks Off, Cashiers Showhouse Debuts, and More News in Atlanta	Online	\$25,802	2,789,370
July 21, 2019	Atlanta Journal-Constitution	Dam Releases Event Listing	Print	\$600.29	142,640
July 21, 2019	Atlanta Journal-Constitution	Cashiers Designer Showhouse Event Listing	Print	\$600.29	Reported above
July 19, 2019	Greenville News	"Chill Out"	Print	\$4,006.12	433,094
July 15, 2019	Southern Living	South's Best: Cashiers and Sylva	Online	\$29,161.28	3,131,962
July 14, 2019	Atlanta Journal-Constitution	The Joy Garden Tour Event Listing	Print	\$600.29	142,640
July 14, 2019	Atlanta Journal-Constitution	Cashiers Designer Showhouse Event Listing	Print	\$600.29	Reported above
July 14, 2019	Atlanta Journal-Constitution	The West Fork of the Tuckasegee River Recreational Releases Event Listing	Print	\$600.29	Reported above
July 14, 2019	Atlanta Journal-Constitution	The Great Balsam Bike Relay Event Listing	Print	\$600.29	Reported above
July 9, 2019	Trekaroo.com	"Top 10 Fun Things to do in North Carolina [with kids!]"	Online	\$804.75	87,000
July 9, 2019	Visit NC	Tour De Cashiers Event Listing	Online	\$2,961.17	320,127
July 8, 2019	Trekaroo.com	"Smoky Mountain Vacation: A Great Smoky Mountains Road Trip Itinerary"	Online	\$804.75	87,000
July 5, 2019	MSN.com	10 of the best and easiest waterfall hikes in the Southeast	Online	\$92,805.54	10,033,031
July 5, 2019	USA Today 10Best	10 of the best and easiest waterfall hikes in the Southeast	Online	\$96,337.84	10,414,902
July 4, 2019	Asheville Citizen Times	"Chill Out"	Print	\$2,944.92	318,370
July 1, 2019	Our State	"13 of Our Favorite Sundae Drives"	Print	\$1,783.76	219,703
July 1, 2019	Our State Online	"13 of Our Favorite Sundae Drives"	Online	\$267.89	133,186
			TOTALS:	\$261,937.77	28,323,981
Pineapple Grand Total: Actual Ad Value (\$261,937.77) multiplied by 3 (for editorial value): \$785,813.31					