



MEMORANDUM

TO: Nick Breedlove, Julie Spiro, Stephanie Edwards, Caleb Sullivan
Jackson County Tourism Development Authority

CC: Ann Self
Jackson County Tourism Development Authority

FROM: Deborah Stone, Melissa Webb and Brianna Reid
Pineapple Public Relations

RE: Public Relations Update – December 2020

DATE: January 6, 2020

Following is an update on public relations efforts provided during the month of December 2020. As always, your questions and comments are welcomed and encouraged.

December Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **9,703,916** readers/viewers with an earned media value of **\$152,015.43**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR continued pitching Bear Shadow/Secret Season to national and regional media for coverage consideration.
- Pineapple PR followed up with *The Manual* contributor, Sam Slaughter, to schedule a potential media visit to Jackson County to visit and write about the Ale Trail.
- Pineapple PR continued Outhouse Races follow up with targeted national and regional media.
- Pineapple PR continued personalized follow-up with regional and national media who received the Outhouse Races pitch. Pineapple PR has secured coverage in: *Charlotte Mag*, *American Way* (American Airlines inflight mag), *Cary Living* and *Midtown Magazine*.
- Pineapple PR answered additional questions from *Charlotte Magazine* editor regarding Outhouse Races for the article set to run in the February issue of the publication.
- Pineapple PR fact checked and arranged interview for *American Way* article on Outhouse Races.
- Pineapple PR continued outreach to select, curated Florida media to invite them to Jackson County for a media trip in 2020 to align with our goal of increasing Florida media coverage.

- Pineapple PR followed up with *The South Magazine* regarding Forest Therapy for coverage consideration in an upcoming wellness story.
- Pineapple PR pitched the Shadow of the Bear (February to promote “Secret Season”) to *AAA Living Carolina* for coverage consideration.
- Pineapple PR reached out to several national and regional contributors/outlets to discuss coverage opportunities for Jackson County.
- Pineapple PR pulled together pitches featuring, Jackson County, Shadow of the Bear, Secret Season etc. for National Freelancer, Talia Avaikan to review for coverage consideration ahead of pitching to her editors. Pineapple PR sent requested Shadow of the Bear photos to Talia for a pitch for *Insider*.
- Pineapple PR continued outreach to Florida and coastal media outlets regarding secret season and spring break coverage consideration.
- Pineapple PR continued follow up with regional and national media who received the spring break and trade your sand for snow pitches.
- Pineapple PR completed Cashiers Wiki Page edits and updates. Pineapple PR is waiting for Echo Garret to post the new page.
- Pineapple PR held a call with *Travel + Leisure* freelance writer to discuss coverage opportunities and a potential visit to Jackson Co.
- Pineapple PR circled back around to Forbes travel writer to reschedule a spring visit to the area.
- Pineapple PR worked with the appropriate partners to reschedule *Kidding Around Greenville* writer, Kristina Hernandez’s, media visit to Jackson County due to unfavorable weather conditions. Kristina will be visiting Sapphire Valley and staying at The Hampton Inn during her visit to conduct research for a comprehensive winter piece on the area. Pineapple PR is awaiting confirmation of the new dates from Sapphire Resort.
- Pineapple PR is continuing to send out January-April calendar announcements for long lead media.

Blog

- Pineapple PR updated and finalized the “Best Winter Scenes to Experience in Jackson County” blog.
- Pineapple PR worked with N. Breedlove and C. Sullivan to edit and finalize the January outlines and blogs, “Book Your Next Active Adventure in Jackson County” and “Bucket List Hikes.”

Account Management

- Pineapple PR attended the December 18 board meeting and unveiling of the 2020 Visit NC Visitor Guide featuring Jackson County.

- Pineapple PR participated in this month's monthly marketing calls with the Jackson County team on December 11.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of December and sent to JCTDA.
- Pineapple PR created and distributed the December 2020 public relations report and publicity summary.

December 2019 JCTDA Publicity Summary - Pineapple PR					
Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation
Winter 2019	Columbia Metropolitan Magazine	Off the Beaten Path: Visiting Jackson County, North Carolina	Online	\$5,000.00	100,000
Winter 2019	Columbia Metropolitan Magazine	Off the Beaten Path: Visiting Jackson County, North Carolina	Print	\$4,400.00	36,000
Winter 2019	Upstate Lake Living	Waterfalls - Silver Run Falls	Print	\$3,875.00	35,000
November/ December 2019	WNC Magazine	Dillsboro Lights and Luminaries Event Listing	Print	\$883.33	31,500
December 8, 2019	Atlanta Journal-Constitution	Travel Calendar: Dillsboro Lights and Luminaries Event Listing	Print	\$600.29	142,640
December 8, 2019	Atlanta Journal-Constitution	Travel Calendar: Cashiers Christmas Parade	Print	\$600.29	142,640
December 8, 2019	Only in Your State	The Smallest Ski Slope in North Carolina can be Found at Ski Sapphire Valley and it's Great for Beginners	Online	\$26,668.32	5,281,587
December 31, 2019	Palm Beach Post	Christmas in the Mountains of Western North Carolina	Online	\$8,644.58	934,549
			TOTALS:	\$50,671.81	6,703,916
Pineapple Grand Total: Actual Ad Value (\$50,671.81) multiplied by 3 (for editorial value): \$152,015.43					