



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 – February 2020

DATE: March 6, 2020

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

February Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **6,883,124** readers/viewers with an earned media value of **\$453,171.21**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR pulled together a list of items to submit for consideration for Southern Living's South Best Awards.
- Pineapple PR worked with the TDA to pull together the Valentine's Day deals, specials and packages and sent them to local papers.
- Pineapple PR continued pitching February/March Bear Shadow/Secret Season to national and regional media for coverage consideration.
- Pineapple PR worked with Ocala Style on the Jackson County piece for the March issue of the publication.
- Pineapple PR continued outreach to targeted regional and national media regarding spring break opportunities in Jackson County.
- Pineapple PR spoke with Travel Pulse regarding a potential spring media visit to Jackson County and a piece featuring the area.
- Pineapple PR sent Simply Buckhead additional information on woman's fly fishing for the June issue of the publication.

- Pineapple PR sent Trips to Discover additional information on women's fly fishing as requested for coverage consideration ahead of Women's Month.
- Pineapple PR followed up with, Plateau Magazine regarding considering the WNC Fly Fishing Trail® for coverage in the March/April issue of the publication.
- Pineapple PR responded to a media inquiry from Vanessa Infanzon for Upstate Lake Living. The publication will feature Cashiers in an upcoming issue of the publication.
- Pineapple PR drafted copy for Outside Magazine for a potential feature on the February/March Shadow of the Bear.
- Pineapple PR followed up with South Fulton Lifestyles regarding the Green Energy Park potentially being featured in the April issue of the publication.
- Pineapple PR responded to Men's Journal regarding the easily accessible pitch and provided additional information and photos for consideration.
- Pineapple PR coordinated a media request for a Motorcycle Travel media request with the TDA.
- Pineapple PR drafted a summer pitch for Okra. Magazine for Jackson County.
- Pineapple PR worked on a pitch highlighting spring and summer hikes in Jackson County for regional and national media coverage consideration.
- Pineapple PR continued working with the TDA and its partners to set up a media visit for writer Mary Murray, who is planning a summer travel piece on the area to run in Palm Beach Illustrated, Naples Illustrated and Fort Lauderdale Illustrated
- Pineapple PR followed up and began to coordinate a media visit for Florida writer, Joe White, Editor of Jacksonville Magazine.
- Pineapple PR continued outreach to several national and regional contributors/outlets to discuss coverage opportunities in 2020 for Jackson County.
- Pineapple PR continued outreach to Florida and coastal media outlets regarding secret season and spring break coverage consideration.
- Pineapple PR followed up with national media Pineapple met with at International Media Meetup in New York and sent them personalized pitches to pique their interest in the area.
- Pineapple PR began outreach to select national and regional media for the June 4-7 FAM. So far, Pineapple has secured the following attendees for the trip:
 - Virginia Brown:
 - Washington Post
 - Go Magazine
 - AAA
 - Outside Magazine
 - Charlotte Magazine
 - South Park

- Wendy Altschuler:
 - Chicago Tribune
 - Delta Sky
 - Forbes
 - Fodors
 - Real Simple
 - Modern Luxury

- Leandra Beabout:
 - Oprah Magazine
 - Lonely Planet
 - Fodors
 - Livability
 - AAA Northeast
 - Parade

- Matt Meltzer (Tentative – waiting to hear back dates for his Japan trip, will confirm with us ASAP):
 - Matador Network
 - Thrillist
 - MSN
 - The Huffington Post
 - Yahoo
 - Travel + Leisure
 - Conde Nast Traveler
 - INSIDER,
 - Fodor’s Travel

- Vanessa Infanzon:
 - Good Housekeeping
 - Charlotte Parent
 - Charlotte Five
 - Ballantyne Magazine
 - The Charlotte Observer
 - Craveable Carolinas

- Pineapple PR distributed the easily accessible adventure pitch highlighting the accessibility that the county offers its visitors to regional and national media. AAA will be including a story on this topic in their June Editor’s Escape.
- Pineapple PR arranged a last-minute visit to Jackson County and Sapphire Valley for Kidding Around Greenville contributor, Kristina Hernandez.
- Pineapple PR sent out calendar announcements through August for long lead media.
- Pineapple PR conducted follow up with media who received the Women’s Month pitch highlighting women’s fly-fishing and tying it into the 100-year anniversary of the Women’s Suffrage Act. Multiple national media contacts are pitching this angle to their editors for coverage consideration.
- Pineapple PR distributed the Valentine’s Day deals to local media and media who are working on Valentine’s Day escapes.

Blog

- Pineapple PR worked with N. Breedlove and C. Sullivan to edit and finalize the March outlines and blogs, “This is Why You Should Visit the Hammock Adventure Capital of the U.S.A” and “These 10 Fan Favorite Dishes are Why People Want to Take a Bite out of Jackson County.”

Account Management

- Pineapple PR participated in a FY20/21 planning meeting with the Jackson County team on February 27.
- Pineapple PR reviewed and edited the Jackson County Visitor Guide for the TDA.
- Pineapple PR held a call with Nick to discuss the budget and logistics for the 2020 FAM.
- 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 February 2020 public relations report and publicity summary.

February 2020 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation/Readership
February Issue	American Way	Jackson County Outhouse Races	Print	\$86,535.00	3,956,000
February Issue	Charlotte Magazine	Outhouse Races	Print	\$5,500.00	50,892
February 1, 2020	Festival NET	Greening Up the Mountains	Online	\$1,000.00	30,000
February 1, 2020	10 Times	Greening Up the Mountains	Online	\$6,800.81	735,223
January 15, 2020 *previously unreported	Smoky Mountain Living Magazine	Outhouse Races	Online	\$2,700.00	200,000
January Issue *previously unreported	Smoky Mountain Living Magazine	Outhouse Races	Print	\$1,500.00	75,000
January 31, 2020 *previously unreported	365 Atlanta Traveler	31 Dy Trips From Atlanta That Should Be Tops on Your Bucket List	Online	\$4,625.00	500,000
February 1, 2020	American Way	Jackson County Outhouse Races	Online	\$18,000.00	200,000
February 2, 2020	Atlanta Journal Consitution	Outhouse Races	Print	\$1,611.82	174,251
February 5, 2020	The Western North Carolina Events Guide	Jackson County's Outhouse Races Return February 15	Online	\$1,500.00	85,000
February 9, 2020	Atlanta Journal Consitution	Outhouse Races	Print	\$1,611.82	174,251
February 11, 2020	Crossroads Chronicle	Best Things on Blades: The 2020 Outhouse Races are Here	Online	\$1,000.00	5,000
February 11, 2020	Crossroads Chronicle	Best Things on Blades: The 2020 Outhouse Races are Here	Print	\$1,000.00	5,000
February 14, 2020	Kidding Around Greenville	10 Things to do on Valentine's Day	Online	\$3,500.00	60,000
Febaury 15, 2020	Kidding Around Greenville	Facebook Posts - 2 Individual Facebook Posts	Social	\$1,000.00	25,512
February 15, 2020	WLOS-TV	Flushed with Victory: The Race Outhouse in Sapphire Valley	Online	\$4,972.62	537,581
February 17, 2020	Kidding Around Greenville	Have an Epic Snow Tubing Adventure in Sapphire Valley	Online	\$3,500.00	60,000
February 17, 2020	Kidding Around Greenville	Instagram Stories - 16 Individual stories	Social	\$3,200.00	4,707
February 17, 2020	Kidding Around Greenville	Static Posts - 3 Individual Static Posts	Social	\$1,500.00	4,707
			TOTALS:	\$151,057.07	6,883,124

Pineapple Grand Total: Actual Ad Value (\$151,057.07) multiplied by 3 (for editorial value): \$453,171.21