



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 – April 2020

DATE: May 11, 2020

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

April Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **1,400,000** readers/viewers with an earned media value of **\$21,000**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR drafted the Judaculla rock pitch to be distributed to targeted national and regional media.
- Pineapple PR responded to a media request from the New York Times (circulation: 182,571,647) asking for details on Jackson County's remarketing efforts during the COVID-19 pandemic. Pineapple drafted information for the writer and sent to N. Breedlove for review before sending the information etc. to the journalist.
- Pineapple PR pitched Jackson County to Forbes (circulation: 87,950,163) for consideration in a round up of Southern bucket list destinations. Pineapple PR also compiled photos and sent them to the journalist upon request to use for the potential article.
- Pineapple PR followed up with *Simply Buckhead* (circulation: 50,000) regarding an upcoming article highlighting Jackson County set to run in June/July.
- Pineapple PR drafted creative content ideas for consideration for the Jackson County blog and social pages after receiving feedback from national journalists about what they find readers are looking for during for the pandemic.
- Pineapple PR continued to pull together new messaging, strategies and target market segments to focus on as travel restrictions are lifted.

- Pineapple PR followed up with freelance writer, Caroline Eubanks regarding the Virtual Tour page for Jackson County for coverage consideration.
- Pineapple PR followed up with Southern Living (circulation: 3,922,172) Travel Editor, Valerie Luesse regarding the Virtual Tour page for Jackson County.

Blog

- Pineapple PR worked with N. Breedlove and C. Sullivan to edit and finalize the following blogs:
 - Virtual Tour of the North Carolina Mountains (part 2)
 - 100 Years of Memories on the WNC Fly Fishing Trail®

Account Management

- Pineapple PR participated in the April 15 full team and board meeting.
- Pineapple PR held a call with the JCTDA team on April 23 to discuss items needed for the May 13 board presentation etc.
- Pineapple PR continued working on the FY21 time and action plan + COVID-19 Recovery Plan for Jackson County.
- Pineapple PR participated in the April 8 status call.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of April and sent to JCTDA.
- Pineapple PR created and distributed the April 2020 public relations report and publicity summary.

April 2020 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation/ Readership
April 1, 2020	Carolina Country	April Events - Greening up the Mountains	Print	\$3,500.00	700,000
April 1, 2020	Carolina Country	April Events - Easter Hat Parade	Print	\$3,500.00	700,000
			TOTALS:	\$7,000.00	1,400,000
Pineapple Grand Total: Actual Ad Value (\$7,000) multiplied by 3 (for editorial value): \$21,000					