



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 – May 2020

DATE: June 5, 2020

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

May Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **104,556,761** readers/viewers with an earned media value of **\$2,908,945.95**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR followed up with targeted regional media who received the Judaculla Rock pitch.
- Pineapple PR drafted and distributed the “Road Trip Along the Blue Ridge Parkway” pitch to targeted regional and national media for coverage consideration.
- Pineapple PR worked with AAA Carolinas (circulation: 1,200,000) to provide the outlet with additional materials and information for their article highlighting Judaculla Rock.
- Pineapple PR sent targeted pitches to media who participated in the Pineapple PR webinar. Pitches on Jackson County were crafted and sent to the following media outlets: National Geographic (circulation: 15,830,025), Good Grit (circulation: 250,000+), Travel & Leisure (circulation: 4,730,963) and Matador Network (circulation: 2,018,380).
- Pineapple PR responded to Travel & Leisure (circulation: 4,730,963) Editor, Paul Brady regarding the possibility of featuring Jackson County in the Summer issue of the publication that will highlight outdoor recreation destinations.
- Pineapple PR reached out to Robert Jumper regarding credible sources to reference regarding Cherokee history for a pitch we are drafting for National Geographic (circulation: 15,830,025).

- Pineapple PR compiled information regarding kayaking in Jackson County and sent it to AAA Carolinas (circulation: 1,200,000) for an upcoming article that will highlight the best places to kayak in North Carolina.
- Pineapple PR compiled materials for an upcoming Upstate Lake Living (circulation: 200,000) article highlighting Cashiers.
- Pineapple PR followed up with Forbes (circulation: 87,950,163) regarding the “Southern Bucket List Adventures” article. Pineapple PR sent the JCTDA team the Forbes article once it went live.
- Pineapple PR pulled together and sent photos to Greenville, SC’s lifestyle publication, TALK Magazine (circulation: 670,000) for upcoming article highlighting Jackson County.
- Pineapple PR participated in a call with an Our State (circulation: 1,000,000) editor to brainstorm additional story ideas for the publication in which Jackson County would be a fit. Compiled and sent information that was discussed for story consideration.
- Pineapple PR continued to pull together new messaging, strategies and target market segments to focus on as travel restrictions are lifted.

Blog

- Pineapple PR worked with N. Breedlove and C. Sullivan to edit and finalize the following blogs:
 - Take Back 2020
 - The Great American Road Trip
 - Best Days Best Spent

Account Management

- Pineapple PR drafted and sent the requested EDA Grant copy to N. Breedlove.
- Pineapple PR edited the op-ed for National Travel and Tourism Week and sent to N. Breedlove.
- Pineapple PR reviewed and made edits to the COVID-19 page and sent new copy to N. Breedlove.
- Pineapple PR reviewed and edited C. Sullivan’s email to send as a follow-up from sales conference.
- Pineapple PR participated in the May 20 full board meeting to present the PR strategy for FY21.
- Pineapple PR continued working on the FY21 time and action plan + COVID-19 Recovery Plan for Jackson County.
- Pineapple PR participated in the May 13 status call.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of May and sent to JCTDA.
- Pineapple PR created and distributed the May 2020 public relations report and publicity summary.

May 2020 JCTDA Publicity Summary - Pineapple PR					
Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation/ Readership
April 27, 2020 *Previously Unreported	Our State	Big Memories in a Tiny Shack	Online	\$3,500.00	170,000
April 27, 2020 *Previously Unreported	Our State	8 Great Places to Unwind After a Hike	Online	\$1,572.50	170,000
May 1, 2020	Our State	Big Memories in a Tiny Shack	Print	\$9,250.00	1,000,000
May 1, 2020	Our State	8 Great Places to Unwind After a Hike	Print	\$9,250.00	1,000,000
May 22, 2020	AAA Carolinas	Jackson County, NC: Social-Distance Approved Getaway	Online	\$11,000.00	1,200,000
May 27, 2020	Paddling Magazine	Best Rivers & Outfitters For Whitewater Rafting in North Carolina	Online	\$1,000.00	35,556
May 29, 2020	Forbes Online	Five Bucket List Activities Available Across North Carolina and Georgia	Online	\$934,076.15	100,981,205
Pineapple Grand Total: Actual Ad Value (\$969,648.65) multiplied by 3 (for editorial value): \$2,908,945.95					