



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 – July 2020

DATE: August 5, 2020

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

July Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **63,687,665** readers/viewers with an earned media value of **\$1,783,205**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR responded to a media inquiry from Trivago Magazine (circulation: 74,465) calling for “Off-the-beaten-path Destinations.”
- Pineapple PR drafted/sent over requested copy for Blue Ridge Digest (circulation: 50,000) fall issue highlighting Jackson County as a natural social distant destination.
- Pineapple PR emailed Style Blueprint (circulation: 65,000) regarding a potential JCTDA piece and sent over story ideas for consideration.
- Pineapple PR drafted and distributed a pitch highlighting Jackson County as a natural social distant destination to a targeted list of regional and select national media for coverage consideration.
- Pineapple PR connected Linda at Sapphire Valley and Judy Garrison with AAA Carolinas for an Outhouse Races article. Pineapple PR sent Judy additional requested information.
- Pineapple PR followed up with regional and select national media who received the “Jackson County by the Numbers” pitch.
- Pineapple PR followed up and continued to pitch select regional and national media who received the “Road Trip through Jackson County” pitch.

- Pineapple PR followed up with target market publications who received the Fly Fishing information highlighting the sport as being a natural social distant sport.
- Pineapple PR followed up with select regional and national media who received the “Just Add Water” pitch highlighting watering holes in Jackson County.
- Pineapple PR pulled/sent needed information and photos on Panthertown Valley for a potential feature highlighting hidden gems in the Southeast for Forbes (circulation: 100,981,205).
- Pineapple PR submitted Innovation’s “Hoppy Camper IPA” for 2020 Made in NC Awards.
- Pineapple PR began distributing fall messaging to targeted regional and national media for coverage 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:
 - 48 Hours in the NC Mountains
 - Top 10 Must See Waterfalls

Account Management

- Pineapple PR held a conference call with Regional + National Freelancer, Virginia Brown on July 21 to discuss upcoming potential opportunities in which Jackson County could be a fit for coverage. Pineapple PR pulled and sent over information on Fly fishing, Judaculla Rock and Llama Hikes.
- Pineapple PR participated in JCTDA partner status calls on July 8 and July 22.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of July and sent to JCTDA.
- Pineapple PR created and distributed the July 2020 public relations report and publicity summary.

July 2020 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation /Readership
July 19, 2020 *Previously unreported	AAA Carolinas	All Access Travel to 2020	Online	\$11,100.00	1,200,000
July 1, 2020	Blue Ridge Outdoors	On the Road Again	Print	\$2,925.00	105,000
July 1, 2020	Blue Ridge Outdoors	On the Road Again	Online	\$3,156.56	341,250
July 1, 2020	Our State	Falls for All	Print	\$9,250.00	1,000,000
July 1, 2020	Upstate Lake Living	Did Someone Say Road Trip?	Print	\$3,299.00	50,000
July 1, 2020	AAA Carolinas	26 Great Kayaking Spots in the Carolinas	Online	\$11,100.00	1,200,000
July 14, 2020	AVL Today	From Pools to Swimming Holes: 15+ Swimming Spots to Cool You Down	Online	\$1,000.00	54,000
July 20, 2020	Buzzfeed	19 of the Best Places to Camp in the U.S. If You're Craving Adventure	Online	\$540,973.71	58,483,644
July 24, 2020	Seattle PI	Spacious Summer Getaways for Social Distancing	Online	\$11,597.38	1,253,771
			Totals:	\$594,401.65	63,687,665
Pineapple Grand Total: Actual Ad Value (\$594,401.65) multiplied by 3 (for editorial value): \$1,783,204.95					