



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 – August 2020

DATE: September 1, 2020

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

August Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **67,666,784** readers/viewers with an earned media value of **\$1,901,039.25**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR pulled information on Cashiers and to Freelancer, Michelle Boudin for an upcoming article she is writing on the area for an upscale Charlotte-area Magazine.
- Pineapple PR drafted a pitch highlighting Jackson County as the ideal “road-schooling” destination promoting the “Family Field Trip Itinerary.” Pineapple PR distributed the pitch to targeted regional and national media for coverage consideration.
- Pineapple PR followed up with Style Blueprint (circulation: 65,000) regarding a potential JCTDA piece and sent over story ideas, information, and photos for consideration. The story is scheduled to run Sept. 2nd.
- Pineapple PR followed up with regional and national media who received the pitch highlighting Jackson County as the perfect natural social distant destination.
- Pineapple PR pulled together and sent requested photo captions for Crossroads Chronicle’s upcoming article highlighting Shadow of the Bear.
- Pineapple PR responded to a media inquiry from Trip Savvy (circulation: 5,367,116) calling for destinations great for a quick road trip.

- Pineapple PR responded to Southern Living (circulation: 5,058,956) Travel Editor, Valerie Luesse regarding the possibility of potentially using some of the information included in the road schooling pitch for a future article.
- Pineapple PR drafted and sent requested copy highlighting choose and cut tree farms in Jackson County to Desoto Magazine's (circulation: 30,000) for consideration for their holiday issue.
- Pineapple PR continued 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:
 - Beat the Heat in the NC Mountains
 - Family Field Trip Itinerary

Account Management

- Pineapple PR participated in JCTDA partner status calls on August 12.
- Pineapple PR sent N. Breedlove the notification from Our State announcing that Innovation's "Hoppy Camper IPA" is a finalist in this year's Made in NC Awards.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of August and sent to JCTDA.
- Pineapple PR created and distributed the August 2020 public relations report and publicity summary.

August 2020 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation/Readership
August 2020	TALK Greenville	Summer Road Trips	Print	\$4,372.00	70,000
August 5, 2020	Greenville News	Summer Road Trips	Online	\$5,108.01	552,217
August 7, 2020	Forbes Online	Six Underrated Southern Destinations to Include On A Nature Lover's Road Trip	Online	\$617,961.03	66,806,598
July 28, 2020 *previously unreported/rerun	Black Southern Belle	Five Family-Friendly NC Mountain Towns to Visit this Summer	Online	\$1,500.00	50,000
August 13, 2020	Nashville Scene	Road Trip Issue: Great Smoky Mountains National Park		\$4,738.71	187,969
			Totals:	\$633,679.75	67,666,784
Pineapple Grand Total: Actual Ad Value (\$633,679.75) multiplied by 3 (for editorial value): \$1,901,039.25					