



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 – September 2020

DATE: October 7, 2020

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

September Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **5,916,215** readers/viewers with an earned media value of **\$217,299.00**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR responded to a media inquiry from Reader's Digest (circulation: 6,338,930) requesting information on the best places to leaf peep. Pineapple PR pitched Shadow of the Bear, Whiteside Mountain etc. for consideration with emphasis on mid week travel.
- Pineapple PR responded to a media request from AAA (circulation: 1,200,000) requesting information on small towns that feature antique shopping. Pineapple PR pitched Cashiers for consideration.
- Pineapple PR followed up with key regional and national media who received the fall 2020 pitch for coverage consideration.
- Pineapple PR pitched mid-week Shadow of the Bear viewing to select media for coverage consideration.
- Pineapple PR gathered additional needed materials for Upstate Parent's article highlighting Lake Glenville. Pineapple PR drafted and sent additional copy and the appropriate link for Discover Jackson NC.
- Pineapple PR followed up with targeted regional and national media who received the "road-schooling" destination pitch promoting the "Family Field Trip Itinerary."
- Pineapple PR finalized the Style Blueprint (circulation: 65,000) story highlighting a weekend to Jackson County.

- Pineapple PR drafted and distributed the Secret Season pitch to key regional and national media for coverage consideration.
- Pineapple PR responded to a media request from freelancer Victor Block, requesting information on Jackson County's unique offerings, attractions etc.
- Pineapple PR responded to a media inquiry from Southern Living (circulation: 5,058,956) requesting information on Jackson County's outdoor offerings and new projects for 2021 coverage consideration.
- Pineapple PR worked to connect Judy Garrison with the provided Outhouse Races contacts to get the information needed for her AAA (circulation: 1,200,000) story.
- 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:
 - Your Adventure Lies off the Beaten Path

Account Management

- Pineapple PR participated in JCTDA partner status calls on September 9 and September 23.
- Pineapple PR continued working with N. Breedlove to ensure Innovation received all of the information needed regarding getting the "Hoppy Camper IPA" to the judges etc. for the 2020 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 September 2020 public relations report and publicity summary.

September 2020 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation/Readership
	Ballantyne Magazine	Fall Escape	Print	\$22,500.00	55,000
September 1, 2020	Blue Ridge Digest	Add the Western North Carolina Mountains to your Itinerary this Fall	Print	\$2,500.00	50,000
September 1, 2020	Our State	Stories from the Open Road	Print	\$9,000.00	160,000
September 11, 2020	Style Blueprint	How to Spend a Weekend Outdoors in Jackson County	Online	\$11,320.00	283,000
September 21, 2020	Blue Ridge Mountains Travel Guide	The 20 Best Western NC Small Towns to Visit (and Live In!)	Online	\$1,500.00	20,000
September 28, 2020	Atlanta Magazine	Our Favorite Things: 99 of our top spots in the South	Online	\$6,295.00	347,021
September 30, 2020	Fodor's Travel	Road Trip Itinerary: The Blue Ridge Parkway	Online	\$19,318.00	5,000,000
			Totals:	\$72,433.00	5,916,215
Pineapple Grand Total: Actual Ad Value (\$72,433.00) multiplied by 3 (for editorial value): \$217,299.00					