



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 – October 2020

DATE: November 6, 2020

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

October Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **17,137,757** readers/viewers with an earned media value of **\$543,487.71**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR responded to a media inquiry from New Amsterdam News (circulation: 53,996) requesting information on unique East Coast attractions. Pineapple PR sent various Jackson County attractions including Judaculla Rock, the American Museum of the House Cat and more for consideration.
- Pineapple PR continued working with Reader's Digest (circulation: 6,338,930) on an article highlighting Cashiers.
- Pineapple PR continued follow up with key regional and national media who received the fall 2020 pitch for coverage consideration.
- Pineapple PR continued pitching mid-week Shadow of the Bear viewing to select media for coverage consideration.
- Pineapple PR responded to a media inquiry from Southern Living (circulation: 5,058,956) requesting information on Jackson County for 2021 coverage consideration.
- Pineapple PR responded to a media inquiry requesting information on the best places for viewing fall color.
- Pineapple PR drafted and sent information on winter options in Jackson County to AJC (circulation: 6,225,035) for coverage consideration in the annual Winter Guide.

- Pineapple PR continued distributing the Secret Season pitch to key regional and national media for coverage consideration.
- Pineapple PR edited the Pottery Market write up for the JCTDA.
- 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:
 - Safe Travels to NC Mountains

Account Management

- Pineapple PR participated in JCTDA partner status calls on October 14 and October 28.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of October and sent to JCTDA.
- Pineapple PR created and distributed the October 2020 public relations report and publicity summary.

October 2020 JCTDA Publicity Summary - Pineapple PR

| Date Received | Outlet | Title/Program | Media Group | Publicity Value | Circulation/Readership |
|--|-------------------------|---|--------------------|------------------------|-------------------------------|
| Septemeber 17, 2020 *previously unreported | Southern Living | 24 Best Blue Ridge Overlooks for Seeing Mountain Vistas | Online | \$46,723.99 | 5,051,243 |
| Fall/Winter 2020 | Southbound Magazine | Our Favorite Things: 99 of our top spots in the South | Print | \$3,500.00 | 80,000 |
| October 2020 | Our State | 31 Days, 31 Ways to Enjoy Apples in North Carolina | Online | \$2,125.00 | 85,880 |
| October 1, 2020 | Our State | 31 Days, 31 Ways to Enjoy Apples in North Carolina | Print | \$9,000.00 | 160,000 |
| October 1, 2020 | Our State | Whiteside Mountain | Print | \$9,000.00 | 160,000 |
| October 2, 2020 | Upstate Parent Magazine | Day Trippin': Lake Glenville | Online | \$1,000.00 | 20,000 |
| October 9, 2020 | Reader's Digest | The Best Small Towns for Fall Foliage | Online | \$58,635.10 | 6,338,930 |
| October 12, 2020 | Atlas Obscura | American Musuem of the House Cat | Online | \$39,827.90 | 4,305,718 |
| October 17, 2020 | Atlanta INtown | Head for the Hills: Mountain Leaves will be ablaze with reds, oranges and yellows in late October | Online | \$640.00 | 16,289 |
| October 20, 2020 | Local Palette | 12 SCENIC SPOTS TO DINE WITH A VIEW | Online | \$1,750.00 | 75,800 |
| 50,0010/27/2020 | Our State | 35 of North Carolinas most Unforgettable Museums | Online | \$2,125.00 | 85,880 |
| October 31, 2020 | Leader-Telegram | Family travel five: Reel adventures | Online | \$691.53 | 74,760 |
| October 31, 2020 | Lebanon Express | Family travel five: Reel adventures | Online | NA | 10,246 |
| October 31, 2020 | The Sentinel | Family travel five: Reel adventures | Online | \$1,087.72 | 117,591 |
| October 31, 2020 | Independent Tribune | Family travel five: Reel adventures | Online | \$941.96 | 101,833 |
| October 31, 2020 | Rapid City Journal | Family travel five: Reel adventures | Online | \$3,673.95 | 397,184 |
| October 31, 2020 | Madison.com | Family travel five: Reel adventures | Online | NA | 5,515 |
| October 31, 2020 | Wahoo Newspaper | Family travel five: Reel adventures | Online | NA | 3,286 |
| October 31, 2020 | Indiana Gazette | Family travel five: Reel adventures | Online | \$440.32 | 47,602 |
| | | | Totals: | \$181,162.57 | 17,137,757 |
| Pineapple Grand Total: Actual Ad Value (\$181,162.57) multiplied by 3 (for editorial value): \$543,487.71 | | | | | |