



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 – December 2020

DATE: January 7, 2021

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

December Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **2,232,317** readers/viewers with an earned media value of **\$99,022.50**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR followed up with key regional and national media who received the Choose and Cut pitch for coverage consideration ahead of the holidays.
- Pineapple PR responded to a media inquiry from Budget Travel (circulation: 150,000) requesting information on holiday light displays and events along with an inquiry requesting information on safe outdoor festive activities and events.
- Pineapple PR continued pitching mid-week Shadow of the Bear viewing to select regional and national media for coverage consideration.
- Pineapple PR continued distributing the Secret Season pitch to key regional and national media for coverage consideration.
- Pineapple PR drafted the new spring travel pitch highlighting spring activities, accommodation, dining options and more in Jackson County. Pineapple PR began distributing the pitch to key regional and national media for coverage consideration.
- Pineapple PR sent the JCTDA team AJC (circulation: 6,225,035) Winter Go Guide featuring Cashiers with updates made.

- Pineapple PR continuing to pitch spring and long-lead summer opportunities in Jackson County to key regional and national media for coverage consideration.
- Pineapple PR continued to field media request for the JCTDA and adjust media messaging to fit target outlet needs, travel and consumer trends.
- Pineapple PR continued to pull together new messaging, strategies, and target market segments to focus on as travel restrictions are lifted.
- Pineapple PR pitched Jackson County as a “must visit” outdoor destination for 2021.

Blog

- Pineapple PR worked with N. Breedlove and C. Sullivan to edit and finalize the following blogs:
 - Rejuvenate and Reconnect

Account Management

- Pineapple PR participated in the JCTDA partner status call on December 9.
- Pineapple PR participated in a round table call with the High Hampton Resort marketing and public relations team to discuss how to best streamline promotional efforts in the new year.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of December and sent to JCTDA.
- Pineapple PR created and distributed the December 2020 public relations report and publicity summary.

December 2020 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation/Readership
December 14, 2020	Our State	10 Winter Wonderlands in North Carolina	Online	\$2,125.00	85,880
December 11, 2020	South Magazine	You Can Still Get Christmas Trees at These Two Farms	Online	\$2,700.00	50,000
December 8, 2020	StyleBlueprint	5 Southern Winter Hikes to Take this Year	Online	\$1,570.30	169,762
December 4, 2020	Visit NC	Holiday Light Shows Glow With Seasonal Cheer	Online	\$1,000.00	92,925
December 2, 2020	WSOC-TV	Top Ski Slopes in North Carolina	Online	\$8,358.60	903,632
December 1, 2020	Chattanooga Times Free Press	Cashiers Offers Laid-Back Luxury Year-Round	Online	\$6,753.60	730,118
December 1, 2020	Around Town	Choose and Cut in Jackson County	Print	\$1,500.00	40,000
December 1, 2020	Our State	Jackson's General Store	Print	\$9,000.00	160,000
			Totals:	\$33,007.50	2,232,317
Pineapple Grand Total: Actual Ad Value (\$33,007.50) multiplied by 3 (for editorial value): \$99,022.50					