



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 – February 2021

DATE: March 8, 2021

Following is an update on public relations efforts provided during the month of February 2021. As always, your questions and comments are welcomed and encouraged.

February Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **2,004,843** readers/viewers with an earned media value of **\$2,457,138**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR worked on an article for Go World Travel (circulation: 69,489) featuring stargazing in Jackson County.
- Pineapple PR drafted and sent over the wedding contest release to N. Breedlove for review.
- Pineapple PR finalized the Wedding's media list for the wedding contest and sent to N. Breedlove for approval.
- Pineapple PR drafted and reworked the High Hampton/What's New in Jackson County pitch and distributed it to approved regional media.
- Pineapple PR drafted and began distributing the Airbnb, VRBO and cabin pitch to key regional and national media.
- Pineapple PR began working on a media reservation for Upstate Lake Living (circulation: 35,242) contributor, Bill Bauer. Bill would like to come visit the county and the Ale Trail for an upcoming story assignment.
- Pineapple PR responded to a media request from a journalist requesting info on Outhouse Races for a future story about unique events, post COVID. Pineapple PR sent video and photo along with copy.

- Pineapple PR worked with the BLR team to answer a few questions for AJC (circulation: 8,898,025) for their upcoming golf article.
- Pineapple PR responded to a media inquiry from Travel + Leisure (circulation: 5,294,001) requesting information on the best small towns in the Southeast.
- Pineapple PR continued working with Forbes (circulation: 71,679,754) on the Secret Season article slated for February.
- Pineapple PR responded to a media request requesting information on COVID safe getaways for families.
- Pineapple PR responded to a media request from Atlanta Magazine (circulation: 461,914) requesting Jackson County photos for an upcoming article.
- Pineapple PR drafted and distributed the Astrotourism in Jackson County pitch to distribute to key regional and national media for coverage consideration.
- Pineapple PR continued working with AAA (circulation: 1,200,000) on an article slated for March 15th highlighting Astrotourism in Jackson County.
- Pineapple PR drafted and sent over info and photos for the upcoming spring article in Blue Ridge Digest.
- Pineapple PR continued follow up with regional and national media who received mid-week February Shadow of the Bear viewing pitch for coverage consideration.
- Pineapple PR continued distributing the Secret Season pitch to key regional and national media for coverage consideration.
- Pineapple PR reached out to N. Breedlove regarding information on potential distilleries in Jackson County for a Southern Living (circulation: 5,601,331) article.
- Pineapple PR looked back at Meredith publication notes and trends and pulled together thoughts for N. Breedlove's Travel Media Roadshow and sent them over for reference.
- 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.

Blog

- Pineapple PR worked with N. Breedlove and C. Sullivan to edit and finalize the following blogs:
 - 12 Unique Airbnb's, VRBO's, and Cabins

Account Management

- Pineapple PR participated in the JCTDA partner status call on January 10, 23 and 24.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of February and sent to JCTDA.
- Pineapple PR created and distributed the February 2021 public relations report and publicity summary.

February 2021 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation/Readership
February 2, 2021	365 Atlanta Traveler	Snow Places Near Me: Where Atlanta Locals Love To Find Winter Weather	Online	\$4,625.00	500,000
February 13, 2021	Travel Awaits	5 Best Ski Resorts in North Carolina	Online	\$12,821.08	1,386,063
February 17, 2021	Our State	14 Must-Visit Restaurants for a Memorable Meal	Online	\$3,500.00	118,780
February 28, 2021	Forbes	Five U.S. Destinations to Visit in the Off Season	Online	\$798,108.83	83,282,036
			Totals:	\$819,054.91	2,004,843

Pineapple Grand Total: Actual Ad Value (\$819,045.91) multiplied by 3 (for editorial value): \$2,457,137.73