



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 – January 2021

DATE: February 8, 2021

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

January Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **302,925** readers/viewers with an earned media value of **\$41,100.00**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR drafted the press release/pitch highlighting Jackson County and High Hampton for regional distribution.
- Pineapple PR continued working with Forbes (circulation: 71,679,754) on the Secret Season article slated for February.
- Pineapple PR drafted the Astrotourism in Jackson County pitch to distribute to key regional and national media for coverage consideration.
- Pineapple PR worked with AAA (circulation: 1,200,000) on an article slated for March highlighting Astrotourism in Jackson County.
- Pineapple PR drafted and sent over copy to the AJC (circulation: 6,225,035) on Jackson County's many outdoor offerings and opportunities for the upcoming Spring Travel Guide.
- Pineapple PR continued pitching mid-week February 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 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:
 - Top Frozen Waterfalls in NC Mountains

Account Management

- Pineapple PR participated in the JCTDA partner status call on January 15 and 27.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of January and sent to JCTDA.
- Pineapple PR created and distributed the January 2021 public relations report and publicity summary.

January 2021 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation/Readership
January 1, 2021	Our State	Our State Checklist - 10 Winter Wonderlands	Print	\$9,000.00	160,000
January 4, 2021	Visit NC	5 Off-the-Slopes Activities at North Carolina Ski Resorts	Online	\$1,000.00	92,925
December 21, 2020 *previously unreported	Charlotte Parent	Where to Ski, Snowboard and Tube Within a Short Drive	Online	\$3,700.00	50,000
			Totals:	\$13,700.00	302,925
Pineapple Grand Total: Actual Ad Value (\$13,700.00) multiplied by 3 (for editorial value): \$41,100.00					