



MEMORANDUM

TO: Nick Breedlove, Julie Spiro, Stephanie Edwards, Caleb Sullivan
Jackson County Tourism Development Authority

CC: Robert Jumper
Jackson County Tourism Development Authority

FROM: Deborah Stone, Melissa Webb, and Brianna Reid
Pineapple Public Relations

RE: Public Relations Update – March 2021

DATE: April 5, 2021

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

March Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **206,712,093** readers/viewers with an earned media value of **\$5,545,795**. Please see the attached publicity summary for additional details and publicity clips.

Castle Wedding Giveaway Promotion

- Pineapple PR continued distributing the wedding giveaway to targeted regional, national, and broadcast media for coverage consideration. Media lists that the giveaway was sent and pitched to include:
 - Regional NC, GA, SC, TN, FL broadcast media outlets
 - Regional daily papers
 - Regional lifestyle outlets – digital & social
 - Regional wedding outlets- digital & social
 - National wedding outlets
 - Regional and National wedding influencers and social media sites
 - National daily news outlets
 - National digital news outlets
 - National broadcast outlets
- Pineapple PR worked with the PR Newswire team to distribute the Wedding Giveaway press release to over 2,000 media reps around the US.
- Pineapple PR researched, developed, and distributed the wedding giveaway release to regional hospital communication departments to share internally to their staff.
 - Received feedback from UAB in Birmingham, AL and Vanderbilt University Medical Center in Nashville, TN that they included the information in an internal communication to medical staff.

- Pineapple PR conducted one on one outreach to national broadcast stations to secure coverage of the wedding giveaway. Spoke to several national morning show producers to pitch various ideas for the wedding giveaway and to get feedback. Unfortunately, they did not see the promotion as a fit for their shows. Pineapple PR is continuing outreach to shows such as Ryan and Kelly, The Kelly Clarkson Show, and Rachel – The Rachel Ray Show
- Pineapple PR held conference calls with trusted national media partners to gather feedback and insight into pitching this type of opportunity to national broadcast media outlets.
- Pineapple PR held a call with *the knot* to discuss any additional opportunities/partnerships to showcase the wedding giveaway. It was determined that they do not do free promotions like this and require a paid partnership which starts at \$40K.
- Pineapple PR pulled together a comprehensive wedding giveaway recap highlighting Pineapple PR's efforts and accomplishments thus far.

Media Relations

- Pineapple PR finalized details with Bear Lake Reserve and Baltz and Co. for *Forbes* (circulation: 71,679,754) upcoming media visit to Jackson County secured by Pineapple PR.
- Pineapple PR drafted a pitch highlighting Jackson County as the premier drive time destination for *Simply Buckhead* readers (circulation: 30,000).
- Pineapple PR responded to a media inquiry from *Southern Living* (circulation: 5,601,331) requesting information on unique cabins. Pineapple PR compiled information on dock house for consideration.
- Pineapple PR spoke with Mark Ellison, drafted, and distributed a pitch highlighting Forest Therapy ahead of May's Mental Health Awareness Month. Pineapple PR distributed the pitch to key regional and national health, wellness, and lifestyle media for coverage consideration.
- Pineapple PR responded to a media inquiry from *MSN* (circulation: 190,622,864) requesting information on pandemic-friendly spring break destinations.
- Pineapple PR responded to a media inquiry requesting information on the weirdest museums in the US. Pineapple PR compiled and sent information on the American Museum of the House Cat.
- Pineapple PR worked with 365 Atlanta Traveler (circulation: 500,000), AAA Carolinas (circulation: 1,200,000) and Go World Travel (circulation: 32,996) to provide needed materials for stargazing articles highlighting Jackson County as an astro-tourism destination.
- Pineapple PR followed up with key regional and national media who received the Airbnb, VRBO pitch for coverage consideration.
- Pineapple PR continued working on a media reservation for *Upstate Lake Living* (circulation: 35,242) Editor, Bill Bauer. Bill is coming visit the county and the Ale Trail for an upcoming story assignment April 14-16.
- Pineapple PR responded to a national media inquiry requesting information on the best fishing destinations and pitched the WNC Fly Fishing Trail®.

- Pineapple PR shared the *Atlanta Journal-Constitution* (circulation: 8,898,025) article highlighting Jackson County and golf at Bear Lake Reserve with the JCTDA + Bear Lake Reserve team.
- Pineapple PR continued 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 continue to be lifted.

Blog

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

Account Management

- Pineapple PR participated in the JCTDA partner status call on March 10 and 24.
- Pineapple PR participate on a call with Bear Lake Reserve and the JCTDA to discuss the wedding giveaway on March 1.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of March and sent to JCTDA.
- Pineapple PR reviewed the Visitor Guide for edits and proofed the welcome note.
- Pineapple PR registered for the 365 Conference.
- Pineapple PR created and distributed the March 2021 public relations report and publicity summary.

March 2021 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation/Readership
March 1, 2021	AJC	Gotta Get Away: Take 5 Road Trips in 5 States	Online	\$8,306.73	8,898,025
March 1, 2021	Atlanta Journal-Constitution	Gotta Get Away: Take 5 Road Trips in 5 States	Print	\$7,160.00	374,251
March 2, 2021	Go World Travel	Top 5 Spots for Star-Gazing in North Carolina	Online	\$2,500.00	32,996
March 9, 2021	The Insatiable Traveler	10 of the Most Unusual (Dare I Say Weirdest) Events in America	Online	\$1,500.00	18,837
March 10, 2021	Augusta Magazine	Visit Jackson North Carolina for a Relaxing Spring Getaway	Online	\$3,500.00	50,000
March 10, 2021	Seattle PI	5 Destinations for Spacious Hikes and Scenic Cycling	Online	\$11,597.38	1,253,771
March 10, 2021	MSN.com	5 Destinations for Spacious Hikes and Scenic Cycling	Online	\$1,763,261.49	190,622,864
March 15, 2021	StyleBlueprint	5 Southern Winter Hikes to Take this Year	Online	\$2,543.00	274,919
March 16, 2021	AAA Carolinas	Dark Skies Above: 5 Spots in Western North Carolina for Astrotourists	Online	\$11,100.00	1,200,000
March 18, 2021	AAA Carolinas	Jackson County Tourism Development Authority Launches Dream Wedding Contest for Front-Line Workers	Online	\$11,100.00	1,200,000
March 16, 2021	Charlotte Observer	'Community hero' during COVID could win \$40,000 wedding, NC group says. Here's how	Online	\$16,204.82	2,189,841
March 17, 2021	Augusta Magazine	Be a Princess for a Day: Register for this Dream Castle Wedding Giveaway	Online	\$3,500.00	50,000
March 23, 2021	WBT	North Carolina county offering \$40K dream wedding to a lucky frontline worker	Online	\$1,700.00	46,589
March 24, 2021	365 Atlanta Traveler	Worth The Hike: Top 5 Overlooks In North Carolina For Enjoying The Stars	Online	\$4,625.00	500,000
		Totals:		\$1,848,598.42	206,712,093
Pineapple Grand Total: Actual Ad Value (\$1,848,598.42) multiplied by 3 (for editorial value): \$5,545,795					