



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 – April 2021

DATE: May 11, 2021

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

April Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **979,339** readers/viewers with an earned media value of **\$90,600.75**. Please see the attached publicity summary for additional details and publicity clips.

Castle Wedding Giveaway Promotion

- Pineapple PR completed targeted follow up with regional, national, and broadcast media who received information on the wedding giveaway for coverage consideration. Additionally, Pineapple PR sent a “last call for entries” reminder out to key media and outlets. 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 completed targeted follow up with regional hospital communication departments regarding the wedding giveaway. Additionally, Pineapple PR sent a “last call” for entries reminder email out to the appropriate contacts to share with internal 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 held a call with National broadcast consultant for information on any additional non-paid opportunities and ideas for the wedding giveaway promo.
- Pineapple PR followed up with the Kelly Clarkson show producer and Ellen show producer regarding the wedding giveaway promo after they expressed that they would consider the promotion. They both let us know that they did not have a fit for the promo at the time but let us know that they would hold onto the information and collateral in case something came up where they could potentially work it in.

Media Relations

- Pineapple PR followed up with *Simply Buckhead* readers (circulation: 30,000) regarding the article highlighting Jackson County as a premier drive time destination from Atlanta.
- Pineapple PR continued working with Bear Lake Reserve and High Hampton for Forbes (circulation: 68,094,650) May media visit for coverage on the area.
- Pineapple PR responded to several national media inquires requesting information on destinations with a plethora of outdoor offerings suitable for families. Pineapple PR gathered and sent information and additional photos for further coverage consideration.
- Pineapple PR drafted the Harriet Tubman Sculpture release and shared with N. Breedlove for review and approval prior to distribution.
- Pineapple PR created a media list and distributed the Harriet Tubman release to targeted long-lead media for coverage consideration.
- Pineapple PR responded to a national media inquiry requesting information on Family-Friendly vacations to take this summer that will not break the bank. Pineapple gathered and sent requested information and photos for further consideration.
- Pineapple PR conducted targeted pitching to key regional and national media highlighting a wide variety of undiscovered/hidden gem and tourism assets available to visitors in Jackson County.
- Pineapple PR followed up with Forbes (circulation: 68,094,650) regarding a possible article highlighting Jackson County ahead of Mental Health Awareness Month.
- Pineapple PR researched Jackson County firework info and Fourth of July events information to potentially share with Reader's Digest (circulation: 8,911,289) for an upcoming article highlight Fourth of July events taking place this year.
- Pineapple PR corresponded with Eater Carolinas contributor, Matt Lardie regarding an upcoming visit to the area. Pineapple sent Matt a few accommodation and itinerary options that would fit with his story and are waiting to hear back regarding dates that will work for him.
- Pineapple PR corresponded with Nick and researched some additional Airbnb options to send over to Matt Lardie ahead of his upcoming media visit.
- Pineapple PR continued targeted national follow up with key national lifestyle, family-focused and outdoor-focused media ahead of summer travel utilizing the "Take your vacation after your vaccination angle."

- Pineapple PR compiled information on Cashiers including things to do, etc. for Forbes (circulation: 68,094,650) to have on hand during the May visit to the area for the upcoming article.
- Pineapple PR pitched Outside Magazine (circulation: 2,866,035) and additional select outdoor-focused outlets a Southern mountain feature to include Jackson County.
- Pineapple PR held a call with Travel + Leisure (circulation: 5,656,783) to discuss opportunities in which Jackson County could potentially be a fit. Pineapple PR sent interested angles over to the Travel + Leisure team for further consideration.
- Pineapple PR edited and distributed Caleb Sullivan's award announcement to local publications and industry publications.
- Pineapple PR corresponded with Caleb and JT with Smart Meetings about an upcoming interview for a story.
- Pineapple PR reached out to multiple Travel + Leisure (circulation: 5,656,783) contacts about the Airbnb pitch for Jackson County to accompany the recent story they ran that mentioned Jackson County being one of their top searched destinations.
- Pineapple PR distributed the World Bee Day announcement to select media for coverage consideration.
- Pineapple PR followed up with key regional and national lifestyle, health and wellness and outdoor-focused outlets who received the Forest Therapy information ahead of May's Mental Health Awareness Month.
 - Pineapple worked directly with Washington Post contributor to provide her additional information and photos for a potential article highlighting the unique activity for Mental Health Awareness Month. The journalist requested information on possible virtual offerings offered by Mark. Pineapple PR reached out to Mark regarding this opportunity and sent over the provided information, details and collateral for further consideration.
- Pineapple PR shared the following articles that ran featuring Jackson County's Astro-tourism assets as a result of Astro-tourism pitching and follow up:
 - 365 Atlanta Traveler (circulation: 500,000)
 - AAA Carolinas (circulation: 1,200,000)
 - Go World Travel (circulation: 32,996)
 - Johns Creek Lifestyle: Atlanta (circulation: 45,000)
- Pineapple PR finalized the media reservation for *Upstate Lake Living* (circulation: 35,242) Editor, Bill Bauer. Bill who visited the county and the Ale Trail for an upcoming story assignment April 14-16.
- 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 Blooms

Account Management

- Pineapple PR participated in the JCTDA partner status call on April 7 and 14.
- Pineapple PR tracked and clipped publicity for all public relations efforts for the month of April and sent to JCTDA.
- Pineapple PR created and distributed the April 2021 public relations report and publicity summary.

April 2021 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation/Readership
Spring/Summer 2021	Blue Ridge Digest	Most Convenient Spots for Elk Watching in the Smokies	Print	\$1,930.00	50,000
Spring/Summer 2021	Blue Ridge Digest	Name Your Summer Mountain Adventure- You dream it, Jackson County Has It	Print	\$1,930.00	50,000
April 1, 2021	John's Creek Lifestyle Magazine	Star Struck	Print	\$12,000.00	45,000
April 1, 2021	Southbound Magazine	Cold Calling: 21 refreshing retreats in the South that offer a dose of nature's air-conditioning	Print	\$6,500.00	415,429
April 7, 2021	Atlanta Magazine	Cold Calling: 21 refreshing retreats in the South that offer a dose of nature's air-conditioning	Online	\$3,140.25	339,487
April 16, 2021	Kidding Around Greenville	10+ Family Friendly Vacation Rentals in Western North Carolina	Online	\$3,200.00	58,590
April 21, 2021	Cherokee One Feather	Caleb Sullivan recognized by Destinations International	Online	\$1,500.00	20,833
			Totals:	\$30,200.25	979,339
Pineapple Grand Total: Actual Ad Value (\$30,200.25) multiplied by 3 (for editorial value): \$90,600.75					