



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 – May 2021

DATE: June 9, 2021

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

May Publicity

On behalf of the Jackson County Tourism Development Authority, Pineapple Public Relations secured publicity that reached **811,421** readers/viewers with an earned media value of **\$57,268.20**. Please see the attached publicity summary for additional details and publicity clips.

Media Relations

- Pineapple PR responded a media inquiry requesting information on the best hikes and waterfalls in the U.S.
- Pineapple PR continued pitching summer travel to Jackson County / outreach to targeted regional and national media.
- Pineapple PR conducted additional follow up with targeted regional and national media who received info on Airbnbs and VRBOs etc. in Jackson County.
- Pineapple PR responded to a media inquiry calling for Southwest states with must see overlooks.
- Pineapple PR conducted outreach to several regional media regarding upcoming story ideas in which Jackson County could potentially be a fit.
- Pineapple PR spoke with Forbes (circulation: 68,094,650) freelancer regarding her visit to High Hampton and Jackson County. Pineapple PR provided her with requested information on Cashiers and set up the initial media visit to the area for her upcoming article for the outlet.
- Pineapple PR responded to a media inquiry requesting information on the best waterfalls in the Southwest.

- Pineapple PR responded to a media inquiry requesting information on lesser known lakes in the Southeast. Pineapple PR sent over information on Lake Glenville.
- Pineapple PR responded to a media inquiry requesting information on the best fishing destinations for Memorial Day Weekend.
- Pineapple PR shared additional information on summer offerings in Jackson County with regional and select national media for coverage consideration.
- Pineapple PR responded to a media inquiry requesting information on destinations with White Water rafting.
- Pineapple PR pitched Travel + Leisure (circulation: 5,656,783) Canyon Kitchen for best places to dine this summer.
- Pineapple PR responded to a media inquiry requesting information on top summer hikes. Pineapple PR sent information on Panthertown.
- Pineapple PR responded to a media inquiry requesting information on the best wildflower hikes. Pineapple PR sent information on Bigelow's Botanical Excursions.
- Pineapple PR connected a writer with Atlanta Homes and Lifestyles (circulation: 31,853) with the High Hampton team for an upcoming story. Pineapple PR also sent the writer information on Cashiers.
- Pineapple PR conducted follow up with select media who received the vacation after vaccination pitch.
- Pineapple PR sent information from the spring blog to targeted short-lead regional market media.
- Pineapple PR followed up with select media who received the forest bathing / llama hikes angle.
- Pineapple PR researched and sent events over to Carolina Country (circulation: 695,000).
- Pineapple PR conducted initial long-lead national broadcast outreach for the Bear Shadow to get it on their radar for fall + Secret Season.
- Pineapple PR continued to field media request for the JCTDA and adjust media messaging to fit target outlet needs, travel and consumer trends.

Blog

- Pineapple PR worked with C. Sullivan and N. Breedlove to edit and finalize the following blogs:
 - Summer Trip Planner
 - Best Lakes

Account Management

- Pineapple PR presented FY22 creative ideas to the JCTDA team on May 10.
- Pineapple PR created and distributed the May 2021 public relations report and publicity summary.

May 2021 JCTDA Publicity Summary - Pineapple PR

Date Received	Outlet	Title/Program	Media Group	Publicity Value	Circulation/Readership
April 2021 *previously unreported	Naples Lifestyle	Starstruck - 5 cool spots in Jackson County, NC to be one with the night	Print	\$12,000.00	45,000
May 29, 2021	Asheville Citizen Times	Looking to cool off on Memorial Day? WNC waterfalls have you covered	Online	\$7,089.40	766,421
			Totals:	\$19,089.40	811,421
Pineapple Grand Total: Actual Ad Value (\$19,089.40) multiplied by 3 (for editorial value): \$57,268.20					