

FY 20/21 PR Team Successes

LOCAL SUCCESSES

Month Added	Name Of Publication/ Outlet	Name or Description	Type	Lead	Assisted	Notes	Advertise?
July	Up & Coming Magazine	CVB Promotional Assets Net Results	Insight Feature	Melody		CVB Written	Y
August	Up & Coming Magazine	Get Outdoors	Insight Feature	Melody		CVB Written	Y
September	Up & Coming Magazine	Director of Operations Receives...	Insight Feature	Melody		CVB Written	Y
September	Dios De Notices	Prismatica	Tourism Partner Feature	Melody		Press Release	N
September	WIDU	CVB Promotion, Working with bloggers,	Tourism Partner Feature	Jenn		Partner Outreach	N
September	Arts Council	Virtual IFF - Promoted International Cuisine Trail	Insight Feature	Jenn		Partner Outreach	N

A LEVEL SUCCESSES

Month Added	Name Of Publication/ Outlet	Name or Description	Type	Lead	Assisted	Notes	Advertise?
July	Readers Digest	Readers Digest Selects DBA as the Nicest Place in NC for 2020	Tourism Partner Feature	Melody Foote		Melody Submitted	N

B LEVEL SUCCESSES

Month Added	Name Of Publication/ Outlet	Name or Description	Type	Lead	Assisted	Notes	Advertise?
July	NC Tripping	NC Travel Chat Podcast	Community Feature	Jenny Bell		Previous writer visits	N
July	Family Travels on a Budget	Review of Towneplace Suites in FayettevilleNC	Tourism Partner Feature	Melody Foote		Writer Visit	N
July	Family Travels on a Budget	Historic NC Attractions: carvers Creek State Park	Tourism Partner Feature	Melody Foote		Writer Visit	N
August	Sports Destinations Management	Top Table tennis Pros to Play in faye	Tourism Partner Feature	Melody Foote		press Reelase	N
September	The Meetings Magazines.com	Operations Manager receives National HR Accred.	Insight Feature	Melody Foote		Press Release	N
September	Black Meetings & tourism	Religious Conference Video featured in enews and on blog	Insight Feature	Melody Foote		Epromo sent out to readership	N
September	Your Guide to Atlantic Coast Road Trip	Fayetteville Only NC City featured	Community Included/Metnion	Melody Foote		from RD nomination	N
September	AAA Go	Road Trip Alert: Family friendly Fay	Community Feature	Melody Foote		EDC agency pitched, CVB worked with AAA Go	N

C. LEVEL SUCCESSES

Month Added	Name Of Publication/ Outlet	Name or Description	Type	Lead	Assisted	Notes	Advertise?
July	Brewer Magazine	Dirtbag Ales Named Reader's Digest's Nicest Place in North Carolina	Tourism Partner Feature	Melody Foote		came from RD nomination	N
July	Laurinburg Exchange	Readers Digest Selects DBA as the Nicest Place in NC for 2020	Tourism Partner Feature	Melody Foote		Melody Submitted	N
August	Earth Island Journal	Operation Red-Cockaded Woodpecker	Tourism Partner Feature	Melody Foote		writer visit	N

D. LEVEL SUCCESSES

Month Added	Name Of Publication/ Outlet	Name or Description	Type	Lead	Assisted	Notes	Advertise?
September	Spectacular Magazine.org	Internationally Celebrated Public Art Exhibit Staged In Downtown Fayetteville	Tourism partner Featur	Melody foote		Picked up release and our pics	N
September	Triangle On the Cheap	Downtown Fayetteville lighting up with interactive public art installation, Prismatica, in October	Tourism Partner Feature	Melody foote		Picked up release and our pics	N