

FY 19/20 PR Team Successes

LOCAL SUCCESSES

Month Added	Name Of Publication/ Outlet	Name or Description	Type	Lead	Assisted	Notes	Advertise?
July	Up & Coming Magazine	Tournaments Win Big	Community Feature	Melody		CVB Written	Y
Aug	Up & Coming Magazine	Victory means a Little More here	Community Feature	Melody		CVB Written	Y
Aug	Fayetteville Observer	Visitors Bureau Spreads Good Vibes/ Myron Pitts	Insight Feature	Melody		CVB Outreach/Release	Y
Aug	Fayetteville Observer	Free Gas Cards Given Out to PPI Who Stay	Insight Feature	Melody		CVB Outreach/Release	Y
Aug	News 14 Carolina	Midway to Mickey Campaign	Insight Feature	Melody		CVB Outreach/Release	N
Sept	Up & Coming Magazine	The Missing Man Table	Insight Feature	Melody		CVB Written	Y
Sept	Hodgepodge Blog	A Day At Dirtbag	Tourism Partner Feature	Jenny		Blogger meetup	N
Oct	Fayetteville Observer	Heroes Homecoming November 7-11	Tourism Partner Feature	Republik		Press Release	Y
Nov	Fayetteville Observer	Veterans Day Celebrations planned throughout	Tourism Partner Feature	Republik		Press Release	Y
Nov	Women's View	Celebrating Military Service	Insight Feature	CVB		CVB Written	N
Nov	Fayetteville Observer	I admire them: Chilly Veterans Day Parade ...	Tourism Partner Mention	Republik		Press Release/Outreach	Y
Nov	WNCT	Vietnam Veterans Lay wreath on Blue Star mem. HWY	Tourism Partner Feature	Republik		Press Release	N
Nov	WTVD-ABC	Fayetteville businesses honor POW's, MIA's	Tourism Partner Feature	Republik		Press Release	N
Nov	Up & Coming Magazine	Securing Positive Publicity	Insight Feature	Melody		CVB Written	Y
Nov	ABC 11	By Veterans for Veterans: 3 Fayetteville Army Vets	Tourism Partner Feature	Republik		Press Release	N
Dec	Up & coming Magazine	Meeting in Cumberland County	Insight Feature	Melody		CVB Written	Y
Dec	The Mrs. Tee	Haymount District: A Place for Traditions New & Old	Community Feature	Jenny		Blogger meetup	N
Jan	Up & Coming Magazine	County Marks Tourism Growth	Insight Feature	Melody		CVB Written	Y
Feb	Up & Coming Magazine	Black History Month	Insight Feature	Melody		CVB Written	Y
March	Up & Coming Magazine	Jenny Bell Recognized	Insight Feature	Melody		CVB Written	Y
April	WRAL	Tarheel Traveler: this Special Place	Insight Feature			CVB Outreach	N
April	Up & Coming Magazine	Bureau Provides Resources	Insight Feature	Melody		CVB Written	Y
May	Up & Coming Magazine	This Special Place	Insight Feature	Melody		CVB Written	Y

A LEVEL SUCCESSES

Month Added	Name Of Publication/ Outlet	Name or Description	Type	Lead	Assisted	Notes	Advertise?
July	NC Weekend	A weekend in Fayetteville	Community Feature	Melody Foote		CVB Outreach	N
Dec	USA Today	Among the Giant Things Cities Wil Drop on NYE: Flea	Tourism Partner Feature	Melody Foote		Journalist Outreach/ past release	N
June	Readers Digest.com	The Nicest Place in NC: DBA in Hope Mills	Tourism Partner Feature	Melody Foote		CVB Outreach	N

B LEVEL SUCCESSES

Month Added	Name Of Publication/ Outlet	Name or Description	Type	Lead	Assisted	Notes	Advertise?
Sept	www.Jenoni.com	NC Social Meet Up Fayetteville	Tourism Partner Feature	Jenny Bell		Blogger Meetup	N
Sept	Adventures of a Frugal Mom	You Won't Believe How One Trip to Fayetteville Changed My Life	Community feature	Jenny Bell		Blogger Meetup/	N
July	Drug Store Divas	Everythign you need to know about a Woodpecker Game	Tourism Partner Feature	Melody Foote		Writer Visit/CVB Oureach/ established relationship	N
July	Life of 2 Snowbirds	Work in Progress II	Tourism Partner Feature	Melody Foote		Individual Visit/ Referred by another contact	N
August	Drug Store Divas	Origami in the Garden	Tourism Partner Feature	Melody Foote		Writer Visit/CVB Oureach/ established relationship	N

August	An Open Suitcase	Plan a Stop in Fayetteville NC (Midway to Mickey)	Community Feature	Melody Foote		TMS/ Visit/ Ongoing Relationship	N
August	Drug Store Divas	Fayetteville Pie Co	Tourism Partner Feature	Melody Foote		Writer Visit/CVB Outreach/ established relationship	N
August	I-95 Exit Guide	Stay in Fayetteville & make Every Mile Count	Community Feature	Melody Foote		Press Release	N
August	Drug Store Divas	Fayetteville, NC A Budget Friendly Getaway	Community Feature	Melody Foote		Writer Visit/CVB Outreach/ established relationship	N
August	Drive I95	Stay in Faye and Get a Free Gas Card	Community Feature	Melody Foote		17 Year relationship / Individual	N
Sept	NCTripping.com	Breweries in Fayetteville Veteran Owned	Community Feature	Melody Foote	Jenny Bell	Individual Visit/ Referred by	N
Sept	NCTripping.com	25 Weekend Things to Do in Fayetteville	Community Feature	Melody Foote	Jenny Bell	Individual Visit/ Referred by	N
Sept	An Open Suitcase	Harry Potter, Star Wars, & Godzilla at Comic Con	Tourism Partner Feature	Melody Foote		TMS/ Visit/ Ongoing Relationship	N
Oct	Drug Store Divas	What to Expect at Fayetteville comic Con	Tourism Partner Feature	Melody Foote		Writer Visit/CVB Outreach/ established relationship	N
Oct	Sports Destinations Management	Fayetteville Announces Success With Top Gun	Insight Feature	Melody Foote	Martin Armes	Rob Carey Story	N
Oct	Drug Store Divas	Napkins Farmers market to Table	Tourism Partner Feature	Melody Foote		Writer Visit/CVB Outreach/ established relationship	N
Oct	Drug Store Divas	What to eat at the Crown Complex	Tourism Partner Feature	Melody Foote		Writer Visit/CVB Outreach/ established relationship	N
Sept	Le Chic Geek	Local Likes in Fayetteville	Community Feature	Jenny		Blogger Meetup	N
Nov	Carolina Country	Learn About Legendary Feats Through History	Community Feature	Melody Foote		Melody Outreach/ 17 year relationship	N
Nov	EatMoveMake.com	Things to Do in Fayetteville- Patriotic and Otherwise	Community Feature	Melody Foote		Martin Armes Referral/ Individual visit	N
Nov	Relocation Guide	Fayetteville and Cumberland County	Community Feature	Melody Foote		Journalist Outreach/ provide content for article annually	N
Nov	Cary Magazine	Experience Veterans Day in Fayetteville	Community Feature	Melody Foote		Press release	N
Nov	The Traveling Fool	Airborne & Special Operations Museum in Fayetteville	Tourism Partner Feature	Melody Foote		TMS/ Writer Visit	N
Dec	The Traveling Fool	Places to eat and drink in Fayetteville NC	Community Feature	Melody Foote		TMS/ Writer Visit	N
Dec	The Traveling Fool	Things to Do in Fayetteville NC	Community Feature	Melody Foote		TMS/Writer Visit	N
Dec	The Kubodro Report	Dude, I got three cows: Creating a Farmers Market in	Tourism Partner Feature	Melody Foote		NATJA/Writer Visit	N
Jan	Sports Destinations	All American Dream	Tourism Partner Feature	Melody Foote		Press Release	N
Feb	Convention South	Tips for Planning a Reunion	Tourism Partner Feature	Melody Foote		Journalist Outreach/based on past interaction	N
March	Traveling Adventures of a Farm Girl	Fayetteville NC Out of the Box	Tourism Partner Feature	Melody Foote		NATJA/Writer Visit	N
March	Drug Store Divas	20 Free virtual Museum Tours	Tourism Partner Feature	Melody Foote		Writer Visit/CVB Outreach/ established relationship	N
March	Traveling Adventures of	Staying & Dining in	Tourism Partner Feature	Melody Foote		NATJA/Writer Visit	N
April	Landlopers	Virtual Tourism: How to travel From Home	Community	Jenny Bell		CVB Outreach	N
April	Stuck on the Go	NC Small Businesses: How to Support Them During	Tourism Partner Feature	Jenny Bell		Journlist & CVB Outreach	N
April	Sports Travel	Dream Now, Travel Later: CVBs offer Messages of	Community			CVB Outreach	N

April	Bill Geist's Zeitgeist	Cutting Through the Clutter	Community feature			CVB Outreach	N
May	Senior News (IL)	Dogs that Gave All	Tourism Partner Feature	Melody Foote		NATJA/Writer Visit	N
May	This is Raleigh	8 Fun Day Trips from Raleigh	Community	Melody Foote		2017 Hosted Visit	N
May	Sports Destinations	Fields of Hope	Community	Melody Foote		FACVB outreach	N
May	NCTripping.com	I-95 Exits in North Carolina	Community Mention	Melody Foote		Past Visit	N
June	GoNomad.com	Army Airborne Museum in NC	tourism Partner Feature	Melody Foote		2020 International media Marketplace	N
June	NC Tripping	Things to Do w/Kids in Faye	Community	Melody Foote		Past and Current Visit	N
June	NC tripping	19 Incredible Outdoor Attractions in Fay	Community	Melody Foote		Past and Current Visit	N

C. LEVEL SUCCESSES

Month Added	Name Of Publication/ Outlet	Name or Description	Type	Lead	Assisted	Notes	Advertise?
Oct	Frontdesk Belle.com	Zombie, Ghost & halloween Tours	Tourism Partner Feature	Jenny Bell		CVB Outreach	N
August	VisitNC/Jason Frye	Minor League Baseball Story	Tourism Partner Mention	Melody Foote		CVB Outreach	N
August	VisitNC/Lynn Seldon	Unforgettable Summer Attractions that Wont Break	Tourism Partner Feature	Melody Foote		CVB Outreach	N
Dec	NC Field and Family	Eastover Flea Drop	Tourism Partner Feature	Melody Foote		Old Release/Journalist Outreach	N
Feb	Butterfly Online	Top Table Tennis Players in the US to compete in	Tourism Partner Feature	Melody Foote		Press Release	N
Feb	Total Sports Nut	Top Table Tennis Players in the US to compete in	Tourism Partner Feature	Melody Foote		Press Release	N
May	FindAmerica.Org	Fayetteville NC: Fayetteville Generals	community Feature	Melody Foote		Journalist Outreach	N

D. LEVEL SUCCESSES

Month Added	Name Of Publication/ Outlet	Name or Description	Type	Lead	Assisted	Notes	Advertise?
Nov	Wire Release - placed on 22 Outlets	Heroes Homecoming VIII to Honor Service Members and	Release Recap	Republik		Press Release	N
May	Don411	This Special Place Video	Release Recap	Melody Foote		Press Release	N