

RICHMOND PUBLIC RELATIONS

1411 Fourth Avenue, Suite 610, Seattle, Washington 98101
(206) 682-6979 fax:(206) 682-7062

MEMORANDUM

Date: January 4, 2005
To: Michael Davidson
Company: Tourism Walla Walla
From: Hamilton McCulloh
Mary Dickson
Re: December Report

PROJECTS

- Continue 2006 editorial calendar search for upcoming opportunities. Publications to be considered for possible storylines include, but not limited to the following consumer interest, travel and meeting publications:
 - *USA Today Weekend Magazine*
 - *Newsweek*
 - *Seattle Magazine*
 - *Sunset Magazine*
 - *Wine & Spirits*
 - *Food & Wine*
 - *Smart Meetings*
 - *Meetings West*
- Draft updated copy for Rand McNally guide
- Completed public relations plan for 2006

MEDIA UPDATE:

- Coordinated media visit and itinerary for Margaret Shakespeare, freelance writer on assignment for *Preservation*, from January 5 to January 10. Scheduled interviews with the following:
 - Michael Davidson
 - Timothy Bishop
 - Marty Clubb
 - Kyle Mussman
 - James Payne
 - Mike Davis

- Tim Sampson
 - Pat Keef
 - Mark Anderson
- Contacted freelance writer MaryAnn Hemphill to discuss the Walla Walla Balloon Stampede for upcoming column on hot air ballooning.

MEETINGS

- December 15 – conference call with Port of Walla Walla re: Big Sky campaign
- January 3 – meeting with Michael Davidson in Seattle

UPCOMING PROJECTS

- Big Sky Launch
- New York Media Blitz
- Lewis & Clark promotion
- Long lead pitching with editorial calendar