

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: December 2, 2005

To: Michael Davidson

Company: Tourism Walla Walla

From: Hamilton McCulloh
Mary Dickson

Re: November Report

PROJECTS

- Developed public relations plan, including strategy, tactics, planned initiatives, media outreach and timeline, for 2006.
- Developing 2006 editorial calendar pitch grid for upcoming editorial long lead opportunities.

MEETINGS

- November 17, 2005 – at RPR to discuss public relations strategy and implementation for 2006. Brainstorm variety of package ideas and possible media leads and collaboration with Gibson Media.
- November 29, 2005 – in Walla Walla – presentation of public relations plan for 2006 to Tourism Walla Walla marketing committee

Tourism Walla Walla
2006 Public Relations Campaign

Richmond Public Relations

Goal:

Increase the number of visitors to Walla Walla, targeting meeting and convention, leisure and tour markets, through a strategic and integrated public relations campaign.

Strategy:

Implement a comprehensive public relations campaign leveraging strong relationships with local, regional and national writers to generate coverage in key publications.

Ongoing Tactics:

- Work with Tourism Walla Walla to develop storylines and initiatives
 - i.e. pitch Walla Walla as a destination for groups of up to 300 to meeting trade publications
- Conduct media tours taking the story of Walla Walla to NY, LA, SF) – NY Media Blitz with Michael in February
- Coordinate very targeted media group to visit Walla Walla during Balloon Stampede (May 12-14)
- Ongoing pitches with key members of the media
- Update press kit as needed
- Update web site as needed
- Monitor editorial calendars of all relevant publications
- Publicize annual events
- Promote new and ongoing programs, events and packages
- Develop and disseminate press releases
- Coordinate media visits (individual or group)
- Seek *36 hours in Walla Walla* feature in the New York Times

Key Initiatives:

- February 15, 2006: Launch Big Sky route to Boise
 - Coordinate food and wine delivery to Mayor Bieter on first flight to Boise for photo opportunity. Partner with Mike Davis, Walla Walla Sweet Onions, the wine alliance, arts organizations and others.
 - Set up a kiosk at the Boise airport showcasing items from Walla Walla
 - Coordinate partnership with Boise Philharmonic and Walla Walla Symphony
- April 1, 2006: Lewis & Clark
 - Create comprehensive package for families to include a three day weekend full of activities to explore and celebrate the region's connection with Lewis & Clark's journey. Include admission to several museums and sites, hotel accommodations for two nights in Walla Walla, an activity book and a DVD copy of the PBS documentary to watch on the drive over or in the hotel room. Develop release and pitch the media in early January through a launch event in April.
- July 14-16, 2006 Sweet Onion Festival/BBQ
 - 22nd Annual event with added BBQ component. This is a great opportunity to grow this traditional event.
- October - November: Artrain USA
 - Pitch long lead publications and daily newspapers about the arrival of Artrain in Walla Walla. Work with local writers to experience the train in other towns while the train and exhibit are en route to Walla Walla. Set up interviews with local members of the Native American community to their views on the exhibit. Develop photo opportunities with children in the area to further localize the exhibit.