

# RICHMOND PUBLIC RELATIONS

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## MEMORANDUM

**Date:** October 31, 2005

**To:** Michael Davidson

**Company:** Tourism Walla Walla

**From:** Hamilton McCulloh  
Mary Dickson

**Re:** October Report

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### Writing Assignments:

- Developed pitch letter
- Developed media invite letter

### Projects:

- Developed targeted list of local and national qualified media to invite to experience Walla Walla
- Brainstormed hotel package partnership regarding Lewis & Clark for 2006
- Coordinated press trip invite mailing to follow up previous press kit mailing
- Attended meeting to discuss Washington Wine Highway on behalf of Tourism Walla Walla
- Coordinating advertising and publicity campaigns with Todd Gibson
- Coordinating press room page with Nanqi at Web Weavers
- Collaborating on Washington State Visitor's Guide piece with Todd Gibson
- Edit press kit materials with updated information
- Background on Christine Melander
- Planning for November 29 meeting in Walla Walla

### Media Contacts:

#### **Top tier freelancers:**

- Margaret Backenheimer (including brief information on Walla Walla in two upcoming issues of Chicago Tribune)
- Kim Brown Seeley
- Nick Gallo
- Susan Hauser
- Jessica Maxwell
- Isabel Nanton

- Chris Rubin
- Bruce Schoenfeld
- Margaret Shakespeare (Very interested in Walla Walla for several publications)
- Cynthia Nims

**Top dailies and consumer publications:**

- Jeff Larsen, *Seattle Post-Intelligencer*
- Anne Chalfant, *Contra Costa Times*
- Catherine Hamm, *Los Angeles Times*
- David Landsel, *New York Post*
- Sue Hobart, *The Oregonian*
- Brian Cantwell, *The Seattle Times*
- Rick Bonino, *The Spokesman Review*
- Jerry Shriver, *USA Today*
- David Nemetz, *Bon Appetit*
- Sandra Hart, *Conde Nast Traveler*
- Deborah Hay, *Diversion*
- Ratha Tep, *Food & Wine*
- James Clash, *Forbes*
- Richard Nalley, *Forbes fyi*
- Glen Putman, *Gentry (would like to visit next year)*
- Randy Johnson, *Hemispheres*
- William Sertl, *Gourmet*
- Michele Dill, *Horizons Air*
- Tyler Davidson, *Meetings West*
- Angie Jabine, *Northwest Palate*
- Vickie Higgins, *Northwest Travel Magazine*
- Amy Wolf, *Sunset Magazine*
- Melissa Briggs Bradley, *Town & Country*
- Mario Mercado, *Travel + Leisure*
- Janet Ray, *Western Journey*
- Chris Barnett, *Copley News Service*