

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: October 2005
To: Michael Davidson
Company: Tourism Walla Walla
From: Hamilton McCulloh
Mary Dickson
Re: September Report

Press received

Based on RPR review of local newspapers, regional magazines and trade publications as well as Allen's Clipping Service for Washington State.

September 6, 2005	<i>Tri-City Herald</i>	Walla Walla winery bells tradition featured in article, including picture of Innocent Philo and interview with Kirsten Telander of Waterbrook Winery
September 18, 2005	<i>The Oregonian</i>	The Walla Walla Valley Quilting Festival included in regional "Get Going" listing

Writing Assignments:

- Developed and disseminated media alert Walla Walla bells ringing at Waterbrook Winery.

Projects:

- Developed and approved final press kit
- Developed extended media list of local, regional travel, and consumer contacts for press kit mailing – first 100 press kits have been mailed
- Continue ongoing editorial calendar search and developing food, wine and travel pitching angles
- Delivered press kit to Sharon McCoy
- Discuss and coordinating meeting for Taste the State press trip planning and possible partners, Willows Lodge and Cave B Inn at Sagecliffe
- 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
- Developing strategy for Lewis & Clark Exhibit