

# RICHMOND PUBLIC RELATIONS

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

## MEMORANDUM

**Date:** May 1, 2006

**To:** Michael Davidson

**Company:** Tourism Walla Walla

**From:** Hamilton McCulloh  
Jill Yamamoto  
Mary Dickson

**Re:** April public relations report

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### Press received

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

April 2006	<i>Marketing</i>	Announcing appointment of David Wheeler as sales manager in Newsmakers section.
April 2, 2006	<i>The Oregonian</i>	Joseph Lieberman's feature article on Walla Walla included with Tourism Walla Walla contact information
April 2006	<i>Walla Walla Business Monthly</i>	Tourism Walla Walla opens industry info website. Included quotes from Patrick Keef and Michael Davidson.

### **Writing Assignments**

- Drafted and disseminated press release announcing the upcoming Walla Walla Sweet Onion Festival
- Drafted media alert announcing Walla Walla sweet onion give away on select Big Sky Airlines and Horizon Air flights

### **Media Contacts**

- Coordinated media visit and itinerary (April 12 – April 14) for Marty Wentzel, writer for *TravelAge West*
- Contacted Susan McKee, writer for *Business Traveler USA*, regarding new Big Sky Airlines flight routes to and from Walla Walla
- Contacted all local print and radio regarding First Friday ArtWalks
- Contacted Robin Rauzi, writer with the *L.A Times*, with information on the Walla Walla Sweet Onion Festival for her "Itinerary" column of events and festivals
- Contacted Glen Putman, writer for *Gentry* magazine, about potential spring/summer media visit.
- Contacted Kristine Carber, freelance writer with *Sunset Magazine*, about potential spring/summer media visit.

**Projects**

- Contacted Julia Hunter regarding upcoming ArtWalk to receive additional event collateral for the local media