

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: September 8, 2006

To: Michael Davidson

Company: Tourism Walla Walla

From: Hamilton McCulloh
Mary Dickson

Re: Public Relations report (August – September 8)

Press received

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

August 3, 2006	<i>Daily Sun News Ad Value: \$138</i>	Story with color photography featured in article on the Whitman Mission
August 10, 2006	<i>The Seattle Times Ad Value: \$53.95</i>	Lewis and Clark exhibit in the Fort Walla Walla Museum included in the Travel Notes sections
August 11, 2006	<i>Seattlest.com Ad Value: N/A</i>	Walla Walla included in story on the local wineries with photography
August 13, 2006	<i>Walla Walla Union Bulletin Ad Value: \$875</i>	Feature story on pedi-cabs included with color photography
August 16, 2006	<i>San Jose Mercury News Ad Value: N/A</i>	Several Walla Walla wineries included in feature story on Washington syrahs
August 20, 2006	<i>Contra Costa Times Ad Value:\$443.60</i>	Mentions Walla Walla as a destination in wine country in addition to a good drive
September 2006	<i>Northwest Travel Ad Value: \$8,013</i>	September activities going on in Walla Walla included in regional calendar
September 5, 2006	<i>The New York Post Ad Value: N/A</i>	Walla Walla included in list of top five college towns in feature travel article. Included color photography of Whiman College
		<i>Total advertising value for impressions: \$9,523.55</i>

Pending press

- The Artrain USA's arrival and exhibit in Walla Walla to be included in upcoming **Westways** magazine, the AAA publication in Southern California with a circulation of more than 3,676,079 readers.

Media Outreach

- Reached out to Jan Walsh, contributing travel writer for **Wine Spectator** and the **Wine Report**, regarding Washington wine country and an invitation to visit Walla Walla. Continue to follow up to confirm upcoming travel plans.

Projects

- Developed and disseminated press release announcing the Artrain USA arrival in Walla Walla to all long lead travel publications.
- Coordinated fact checking information with Dave Krippner at **Westways** magazine and Jeanna Garske with ArtWalla.
- Coordinated photography with Jeanne McMenemy and Debra Polich, president of Artrain USA. Provided photos for Leslie Yap, editor of **Westways**, but the issue decided against using photography.
- Coordinated photography for **The New York Post** top five college towns travel story with the photography editors. Coordinated with Molly Galt, public relations coordinate with the Inn at Abeja, to meet the Post's requests for photography.