

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: January 4, 2006

To: Michael Davidson

Company: Tourism Walla Walla

From: Hamilton McCulloh
Mary Dickson

Re: December public relations 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.

December 2006	<i>Alaska Airlines & Horizon Air</i> (approx. one million combined circulation)	Walla Walla wineries included in "Celebrated Cellars" story on Washington wines.
December 2, 2006	<i>Walla Walla Union Bulletin</i> (13,840 daily circulation)	Michael Davidson quoted in business story regarding the growing hospitality industry.
December 13, 2006	<i>The New York Times</i> (1,086,798 daily circulation)	Feature story on Washington state as the leading producer of merlots, including Walla Walla wineries.
December 21, 2006	<i>Walla Walla Union Bulletin</i> (13,840 daily circulation)	Michael Davidson quoted regarding the Marcus Whitman expansion.
December 26, 2006	<i>Walla Walla Union Bulletin</i> (13,840 daily circulation)	Walla Walla Wine 101 program featured in Strictly Business column.
December 27, 2006	<i>The Seattle Times</i> (212,691 daily circulation)	Paul Gregutt's column included a round up of favorite wines in 2006, including several Walla Walla wineries.
December 27, 2006	<i>Yakima Herald-Republic</i> (37,112 daily circulation)	Paul Gregutt's column from <i>The Seattle Times</i> included.
		Total circulation – 2,365,661 Total impressions – 5,914,152

Media Outreach

- Reached out to Avital Binshtock, freelance writer, with information on Walla Walla per her query for undiscovered and underrated destinations to be included in story for the *Los Angeles Times*.
- Reached out to Christianne Sharman, travel writer with the *Spokesman Review*, regarding the Walla Walla Wine 101 program.
- Following up with Greg Atkinson (chef and writer for *Food Arts*, *The Seattle Times* and *Pacific Northwest Magazine*) regarding the Walla Walla Wine 101 program and his media visit to Walla Walla.

Projects

- Drafted and delivered press release announcing the Walla Walla Wine 101 program.
- Coordinated targeted media lists for long and short lead outreach, in addition to key members of the Washington wine community to receive information on the Walla Walla Wine 101 program.
- Reached out to Rob Bhatt, new associate editor of *AAA Western Journey*, regarding the Walla Walla Wine 101 program.
- Delivered Tourism Walla Walla press kits to Michelle Reilly at the Washington State Tourism office.
- Revised monthly tourism article for the *Walla Walla Union-Bulletin*.

Meetings

- December 15 – Conference call with Michael Davidson, Krista McCorkle Davis, Hamilton McCulloh and Mary Dickson regarding details for the Walla Walla Wine 101 program.