

# RICHMOND PUBLIC RELATIONS

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## MEMORANDUM

**Date:** February 28, 2006

**To:** Michael Davidson

**Company:** Tourism Walla Walla

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

**Re:** Big Sky Launch / February 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.*

February 11, 2006	<i>The Idaho Statesman</i>	New Big Sky airline service announced
February 15, 2006	KNDO (NBC affiliate: Tri Cities region)	New Big Sky airline service announced
February 15, 2006	KREM (CBS affiliate: Spokane, Wash.)	Big Sky airlines direct daily service announced on 12 p.m. news
February 16, 2006	<i>Walla Walla Union-Bulletin</i>	Article featured the non stop service launch, including full day details in Boise, "Hoopla Aplenty"
February 16, 2006	<i>Walla Walla Union-Bulletin</i>	Article featured focus on Big Sky Airlines and business impact to Walla Walla by new flight service
February 16, 2006	KULR (NBC affiliate: Billings, Mont)	New Big Sky airline service announced, including mention of the Port of Walla Walla
February 16, 2006	KTRV (Fox affiliate: Boise, Idaho)	New Big Sky airline service announced on the morning and 9 p.m. news
February 16, 2006	KBOI-AM (Boise, Idaho)	New Big Sky airline service announced, including mention of the Port of Walla Walla
February 16, 2006	KIMA (CBS affiliate: Tri Cities region)	New Big Sky flight announced including price of fares

February 16, 2006	KIZN-FM (Boise, Idaho)	On-air interview with Michael Davidson and Fred Deleeuw on new service
February 20, 2006	<i>The Idaho Business Review</i>	New Big Sky airline service announced in business developments
February 23, 2006	CBS Early Show	Michael Davidson featured on the Early Show giving the meteorologist a Walla Walla Sweetie

### **Pending Press**

- *The Idaho Statesman* – article by Joe Estrella featuring interviews with Michael Davidson and Fred Deleeuw, president of Big Sky Airlines
- *Boise Journal* – coverage pending in the April/May issue

### **Writing Assignments**

- Created one sheet on Walla Walla for New York City media blitz
- Drafted and disseminated media alert announcing new Big Sky Airlines daily service from Walla Walla to Boise, Idaho
- Drafted and submitted editorial and delivered CD of images for upcoming article on Walla Walla in Big Sky Airlines in-flight publication, *Latitude*
- Drafted agenda for Boise media day activities

### **Media contacts**

- Coordinated interview with Brian Harris and Michael Davidson on KBOI-AM
- Coordinated *Idaho Statesman* interviews with writer Joe Estrella and Michael Davidson and Fred Deleeuw, president of Big Sky Airlines
- Coordinated interview with Spencer Burke on KIZN-FM

### **Projects**

- Coordinated launch event and radio media appointments in Boise, Idaho, to announce new Big Sky Airlines daily service connecting Walla Walla to Boise
- Disseminated Walla Walla Happy Hour invite to targeted print, television and radio media list
- Coordinated meeting at Citadel Communications with KIZN-FM to share promotional ideas to incorporate weekend getaways for on-air giveaways
- Delivered 15 press kits and 150 one pagers for NYC Media Blitz to Sharon McCoy
- Delivered 10 additional press kits to Chris Erickson at Tourism Walla Walla offices
- Delivered DVD of CBS Early Show Walla Walla Sweetie coverage to Tourism Walla Walla offices