

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: February 1, 2006
To: Michael Davidson
Company: Tourism Walla Walla
From: Hamilton McCulloh
Mary Dickson
Re: January 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.

January 11, 2006	<i>Walla Walla Union Bulletin</i>	Article featured Tourism Walla Walla and the influence of the website for tourists
January 12, 2006	<i>The Times (Waitsburg, Wash.)</i>	Tourism Walla Walla included in article about new branding "Walla Walla, Surprise, Surprise" and increased internet visits

Media Contacts

- Contacted Haley Lenington-Levy with *Latitude* magazine (Big Sky in-flight) to promote Boise to Walla Walla route
- Conducted media tour with Margaret Shakespeare, freelance writer on assignment with *Preservation*, Jan. 5 – Jan. 10, 2006
- Follow up with Margaret Shakespeare for her upcoming feature on Walla Walla for *Preservation*

Projects

- Big Sky Launch Event
 - Developed media list of Boise-area print photographers and on-air radio personalities
 - Contacted Mike Davis and Marty Clubb about participating in the event
 - Draft photo opportunity alert, pending final details
 - Brainstorm package ideas to promote new flight
 - Continue to coordinate day long event including radio drops, lunch with the mayor, Walla Walla happy hour/corporate reception

- Lewis and Clark in Walla Walla Country promotion
 - Develop package including museums, activity books and contest
- Assist in coordination of materials for NYC Media Blitz
- Coordinating Walla Walla's participation in Washington Wine Highway promotion

Meetings:

- Jan. 3 – Hamilton McCulloh and Michael Davidson met in Seattle
- Jan. 30 – Hamilton McCulloh and Michael Davidson met in Seattle