

# RICHMOND PUBLIC RELATIONS

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

## MEMORANDUM

**Date:** August 3, 2006

**To:** Michael Davidson

**Company:** Tourism Walla Walla

**From:** Hamilton McCulloh  
Mary Dickson

**Re:** July 2006 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.

July/August 2006	<i>Preservation</i>	Margaret Shakespeare's three page article on Walla Walla's restoration and history featured with photography
July 2006	<i>Belltown Messenger</i>	Walla Walla included in two-page Washington wine story
July 3, 2006	<i>The Oregonian</i>	Blue Stocking Tours included in the Regional Planning guide
July 6, 2006	<i>The Bellingham Herald</i>	Walla Walla Sweet Onion Festival included in Take Five events calendar
July 6, 2006	<i>Seattle Times</i>	Walla Walla Sweet Onion Festival included in Northwest Weekend section
July 6, 2006	<i>Walla Walla Union-Bulletin</i>	Article about the remodeling of Fort Walla Walla Museum
July 9, 2006	<i>The Oregonian</i>	Walla Walla Sweet Onion Festival included in Get Going section
July 12, 2006	<i>Seattle Times</i>	A how-to buy, prepare and eat Walla Walla onions included in food section
July 12, 2006	<i>Seattle Post-Intelligencer</i>	Hsiao Ching Chou's large two-page write up with color photo and recipes about the Walla Walla Sweet Onion Festival. Picture included on front page mast head.
July 14, 2006	<i>Seattle Times</i>	Walla Walla wines featured in article about Waterfront Seafood Grill and Cascadia

July 13, 2006	<i>Seattle Times</i>	Walla Walla Sweet Onion Festival included in Travel Notes
July 16, 2006	<i>The Oregonian</i>	Blue Stocking Tours special wine package and tour featured in Getaway section
July 14, 2006	<i>Multnomah County Tribune</i>	Article about Walla Walla as the new Bend, Walla Walla Sweet Onion Festival mentioned
Summer 2006	<i>Wine Access</i>	Cinda Chavich's feature story on Washington's wine country and Walla Walla

### **Media Outreach**

- Disseminated media alert announcing the Walla Walla Sweet Onion giveaway and Tourism Walla Walla press conference at the Walla Walla Regional Airport to key regional and local contacts.
- Coordinated sweet onion information with Hsiao-Ching Chou at the *Seattle Post-Intelligencer* for feature food article placed leading into the festival weekend on Wednesday, July 12, 2006.
- Conducted radio drops to key radio and television contacts, including *KOMO-TV, KING-TV, KCPQ-TV, KLSY-FM, KRWM-FM, KMPS-FM, KKWF-FM, KPLZ-FM*. Prepared Festival fact sheet, sweet onions and sweeties to deliver to morning producers and news assignment managers.
- Pitched Susan Katzman, freelance writer looking for food and wine festival information, with information on the Walla Walla Sweet Onion Festival

### **Projects**

- Drafted Walla Walla Sweet Onion Festival fact sheet for radio drops
- Drafted and disseminated press release announcing Lewis and Clark's trip through Walla Walla, including the log book replica
- Drafted and disseminated calendar alert for the Walla Walla Sweet Onion Festival
- Calculated the advertising value for all editorial coverage and publicity from June 2005 through June 2006
- Edited Michael Davidson and Tourism Walla Walla column for the Walla Walla Union-Bulletin

### **Meetings and Conference Calls**

- July 3 – conference call with Michael Davidson