

# RICHMOND PUBLIC RELATIONS

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## MEMORANDUM

**Date:** March 31, 2006

**To:** Michael Davidson

**Company:** Tourism Walla Walla

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

**Re:** March 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.*

February 23, 2006	<i>Walla Walla Union Bulletin</i>	Tourism Walla Walla included in article regarding the upcoming Walla Walla Sweet Onion Festival
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### **Pending Press**

- *The Idaho Statesman*, Joe Estrella article including quote from Michael Davidson and Fred Deleeuw. Continue to coordinate information and photo opportunity for business article

### **Writing Assignments**

- Developed and disseminated appointment release and headshot for David Wheeler

### **Media Contacts**

- Coordinating April media visit and itinerary for Marty Wentzel, travel writer for *TravelAge West*, for upcoming feature on the Pacific Northwest
- Ongoing follow up with Margaret Shakespeare

## **Projects**

- Delivered press kit to Carolyn Wickliff
- Contacted Jennifer Skoglund with the Port of Walla Walla for photo of inaugural Big Sky flight to provide the *Idaho Statesman* article
- Confirmed final editorial for *Latitude* article in Big Sky Airlines in-flight publication
- Researched radio listenership in Boise area
- Develop campaign for Sweet Onion Festival
- Develop ideas for 2007 Q1 “Super Saver” program

## **Meetings**

- March 30 – with Hamilton McCulloh and Michael Davidson