

RICHMOND PUBLIC RELATIONS

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

MEMORANDUM

Date: June 2, 2006
To: Michael Davidson
Company: Tourism Walla Walla
From: Hamilton McCulloh
Mary Dickson
Re: May 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.

May 4, 2006	<i>Walla Walla Union Tribune</i>	The first Friday ArtWalk included in the Marquee section
May 2006	<i>Walla Walla Monthly</i>	Walla Walla Pedi-Powr included in article regarding downtown Walla Walla Tours
May 25, 2006	<i>The Seattle Times</i>	The Walla Walla Sweet Onion Festival included in the "Northwest Weekend" section of upcoming events
June 2006	<i>Seattle Homes & Lifestyles</i>	Vintage Walla Walla included in June calendar of events

Pending Press

- The Walla Walla Sweet Onion Festival to be included in the upcoming July/August issue of **Western Journey** (AAA publication). We assisted the travel editor in providing photography to accompany the listing.
- **Northwest Stir** to include Walla Walla ringing in the September festival and harvest season in upcoming issue.

Media Outreach

- Pitched Jee Park with CBS News, regarding Mike Davis with 26brix appearing as a guest on the CBS Early Show.
- Pitched Brian Cantwell, Northwest Weekend editor of *The Seattle Times*, about the upcoming Sweet Onion Festival.
- Reached out to Elliott Minor, AP agriculture writer based in Georgia who recently

- covered Vidalia onions, regarding Walla Walla sweeties.
- Discussed potential “Short Trips” ideas with Gordy Holt, travel writer with the *Seattle Post-Intelligencer*, regarding a planned trip to Walla Walla.

Projects

- Revised the Walla Walla Sweet Onion Festival press release and disseminated to key local and national travel editors.
- Finalized media alert announcing sweet onion giveaway on select Big Sky Airlines and Horizon Air flights.
- Developed pitch e-mail for the Art Walk event and delivered to local radio and daily publications and calendars.
- Coordinated with Chris Erickson to receive video of Walla Walla for a piece on wine destination for AOL via the Today Show.