

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: December 7, 2006

To: Michael Davidson

Company: Tourism Walla Walla

From: Hamilton McCulloh
Mary Dickson

Re: November 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.

November 1, 2006	<i>The Seattle Times</i> (460,024 daily circulation)	Buty Winery and Walla Walla included in Paul Gregutt's column on crush and wine events in eastern Washington
November 2, 2006	<i>The Seattle Times</i> (460,024 daily circulation)	ArtWalla and the Artrain's "Native Views: Influences of Modern Culture" included in Northwest Weekend calendar
November 9, 2006	<i>The Seattle Times</i> (460,024 daily circulation)	ArtWalla and the Artrain's "Native Views: Influences of Modern Culture" included in Northwest Weekend calendar
November 12, 2006	<i>Pacific Northwest Magazine</i> (423,275 Sunday circulation)	<i>The Seattle Times</i> arts and lifestyle insert featured the Abeja Inn and several color photos
November 13, 2006	<i>Yahoo!</i>	Alaska Airlines Vacation package press release on business page
November 14, 2006	<i>Cheapflights.com</i>	Alaska Airlines Vacation package included on Web site
November 15, 2006	<i>M2 Presswire</i>	Alaska Airlines Vacation package press release on newswire
November 16, 2006	<i>Tri City Herald</i> (40,927 daily circulation)	Alaska Airlines Vacation package and 2006 tourism figures included
November 17, 2006	<i>Walla Walla Union Bulletin</i> (13,840 daily circulation)	Story on Artrain's arrival and exhibit featured
November 19, 2006	<i>The Spokesman Review</i> (119,231 Sunday circulation)	Travel story on writer Christianne Sharman's recent wine tasting trip in Walla Walla featured

November 23, 2006	<i>The Seattle Times</i> (460,024 daily circulation)	The Alaska Airlines Vacation package included in the Travel / Outdoors section, as well as the Artrain exhibit
		Total circulation – 2,437,369 Total impressions – 6,093,423

Media Outreach

- Reached out to Mary Ann Hemphill regarding potential story on Walla Walla as a retirement destination in *Where to Retire* magazine.
- Delivered invitation to local and regional writers to attend exclusive preview of the Artrain exhibit before opening to the community.
- Coordinated media visit with Shanna Hatfield for Greg Atkinson (chef and writer for *Food Arts, The Seattle Times and Pacific Northwest Magazine*) in Walla Walla at the Marcus Whitman Hotel.
- Coordinated fact checking with Kathy Kornengel with the *Walla Walla Union-Bulletin* regarding the Artrain's arrival and exhibit.
- Reached out to Judy Kirkwood regarding query for travel industry leaders.
- Coordinated fact checking with Dori O'Neal, arts and entertainment writer for the *Tri-City Herald*, regarding the Artrain's arrival.
- Reached out to Glen Putnam with *Gentry* magazine regarding Washington State wine tour, including Walla Walla.

Projects

- Created plan and power point presentation for 2007 public relations proposal.
- Coordinated final media invitation for the exclusive Artrain preview with Jeana Garske of ArtWalla.
- Coordinated and developed press release announcing the new Alaska Airlines / Horizon Air Vacation Package to Walla Walla with Amanda Tobin Bielawski, corporate communications for Alaska Air. Delivered final press release to travel media lists.
- Revised monthly tourism article for the *Walla Walla Union-Bulletin*.

Meetings

- November 15 – Michael Davidson, Hamilton McCulloh and Mary Dickson at the Seattle Convention and Visitor's Bureau office.
- November 27 – Hamilton McCulloh in Walla Walla.

