

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: November 1, 2006

To: Michael Davidson

Company: Tourism Walla Walla

From: Hamilton McCulloh
Mary Dickson

Re: October 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.

October 2006	<i>Everyday with Rachael Ray</i> (750,000 monthly circulation)	Feature travel and wine article on Walla Walla as a destination.
October 2006	<i>Walla Walla Business Monthly</i>	Michael Davidson's editorial on tourism marketing featured.
October 2006	<i>Seattle Magazine</i> (39,261 monthly circulation)	Walla Walla featured as a leading wine destination with color photography.
October 2006	<i>Sunset</i> (1,445,407 monthly circulation)	Previous story on Walla Walla's food and wine featured.
October 5, 2006	<i>The Seattle Times</i> (460,024 daily circulation)	Lewis and Clark exhibit included in the Travel Notes calendar of events.
October 12, 2006	<i>The Seattle Times</i> (460,024 daily circulation)	Lewis and Clark exhibit included in the Travel Notes calendar of events.
October 19, 2006	<i>The Seattle Times</i> (460,024 daily circulation)	Lewis and Clark exhibit included in the Travel Notes calendar of events.
October 23, 2006	<i>The Oregonian</i> (333,315 daily circulation)	The Painted Place package in Walla Walla included in the Getaways and Deals section.
October 26, 2006	<i>The Seattle Times</i> (460,024 daily circulation)	Lewis and Clark and the Artrain exhibit included in the Travel Notes calendar of events.

October 27, 2006	<i>San Francisco Chronicle</i> (398,247 daily circulation)	Walla Walla featured in large article on Washington wines.
November / December 2006	<i>Western Journey</i> (511,241 bi-monthly circulation)	"All Aboard for Art" column featured in the AAA travel publication.
		Total impressions in October: 13,393,917 readers

Media Outreach

- Disseminated Artrain USA "Native Views: Influences of Modern Culture" press release to local and regional newspapers and calendar sections.
- Revised press release announcing 2005 tourism numbers and delivered to key regional business/economy writers.
- Pitched Donna Marchetti, editor of the *Wine Buzz*, on Washington wine country, per the Travel Publicity Leads.
- Coordinated media visit with Shanna Hatfield at the Marcus Whitman Hotel for Rachel Hart, managing editor of Tiger Oak Publications (*Seattle Magazine*, *Seattle Bride*, *Northwest Home + Garden*, *Seattle Business Monthly*).
- Reached out to Mary Ann Hemphill regarding Walla Walla as a leading retirement destination for *Where to Retire* magazine.

Projects

- Coordinating final package details and components for the Seattle to Walla Walla vacation package with Pat Baker of Alaska Airlines.
- Drafted invitation to key regional media to attend the opening reception for the Artrain and the unveiling of the "Windows on the Past" display. Developing media list to attend.
- Drafting 2007 public relations plan and proposal.