

# RICHMOND PUBLIC RELATIONS

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## MEMORANDUM

**Date:** May 4, 2007  
**Attention:** Michael Davidson  
**Company:** Tourism Walla Walla  
**From:** Kirsten Bell  
Mary Dickson  
**Re:** April 2007 Public Relations Activity Report

### Press Received:

Based on RPR review of local newspapers, regional magazines and trade publications as well as Allen's Clipping Service:

February 25, 2007	<i>Bend Bulletin</i>	Circulation: 30,104 Ad value: \$11,986.30	A full cover story with photographs on Walla Walla as a leading destination.
March 30, 2007	<i>Tri-City Herald</i>	Circulation: 40,927 Ad Value: \$2,910.72	The new exhibit at the Fort Walla Walla Museum featured.
April 2007	<i>Walla Walla Business Monthly</i>	Circulation: 3,000 Ad value: n/a	\$6 million increase in tourism through Walla Walla. Tourism Walla Walla plans to undertake tourism research to pinpoint why tourists are coming to Walla Walla.
April 3, 2007	<i>Walla Walla Union-Bulletin</i>	Circulation: 14,113 Ad Value: \$4,129.26	Tourism Walla Walla designs Walla Walla Wine 101 crash course teaches everything regarding wine.
April 3, 2007	<i>The Oregonian.com</i>	Circulation: N/A	The Fort Walla Walla Museum included in the "Travels with Terry" online blog posted by the outdoor travel writer.
April 4, 2007	<i>The Seattle Times</i>	Circulation: 220,734 Ad Value: \$46,335.95	Walla Walla wine valley unites two wineries with two separate paths to one common goal.
April 6, 2007	<i>Valley Herald</i>	Circulation: 2,600 Ad Value: \$1,015.00	Walla Walla Sweet Union Festival receives two awards at the annual Northwest Festivals and events Conference.
April 8, 2007	<i>The Seattle Times / Seattle Post Intelligencer</i>	Circulation: 423,275 Ad Value: \$2,736.38	Photo of the Native American baskets from the Fort Walla Walla Museum featured on the front page of the travel section.
April 29, 2007	<i>The Sunday Oregonian</i>	Circulation: 375,757 Ad Value: \$1,613.57	Photo of the public art, "A Delicate Balance." Spring Unveiling Art Festival details.

May 2007	<i>Seattle Magazine</i>	Circulation: 40,328 Ad Value: \$7,280	26brix Restaurant included in the Restaurant Insider column.
May 2007	<i>Seattle Metropolitan</i>	Circulation: 50,000 monthly readers Ad Value: \$3,435.50	Walla Walla included as a destination while touring Washington wine country in the Summer Adventures issue. Result of Jim Gullo's media visit.
May / June 2007	<i>Puget Sound Journey</i>	Circulation: 500,000 monthly readers Ad Value: \$1,064.44	Walla Walla Balloon Stampede and Fort Walla Walla Days included in the calendar section.
			<b>Total circulation: 1,700,838</b> <b>Total impressions: 4,252,095</b> <b>Approximate ad value: \$82,507.12</b>

### Writing:

- Drafted calendar alert of summer activities and festivals within the Walla Walla Valley to submit to *The Seattle Times* annual summer guide and regional calendars.
- Drafted press release announcing the 2007 Walla Walla Sweet Onion Festival.

### Media Visits:

- Coordinated schedules and itineraries for the following writers to experience the destination of Walla Walla:
  - Susan Hauser, freelance writer for the *New York Times*, *Diversion*, *Family Circle*, *Ladies Home Journal*, *Northwest Palate*
  - Rob Bhatt, associate editor of *Journeys* magazine
  - Glen Putman, travel editor of *Gentry Magazine*
- Coordinating with the Walla Walla Wine Alliance regarding Anthony Dias Blue's upcoming media visit. Planning schedule and itinerary.
- Coordinating with Sharon Boorstin, freelance writer for *Town & Country Travel* and *Womenandwine.com*, to reschedule her trip to Washington wine country.

### Media Outreach

- Coordinated photography request for Kristin Jackson, travel reporter with *The Seattle Times*, and Paul Franzmann at the Fort Walla Walla Museum.
- Pitched Avital Binshtock, freelance travel writer, regarding her story query for *Smart Meetings* magazine for wine country meeting destinations. Reached out to her with details on the Marcus Whitman Hotel and coordinated details and photography with Shanna Hatfield. Story to run in the June 2007 issue.
- Reached out to Theresa Russell, regional travel writer, regarding possible visit. Coordinating dates and details.
- Following up with Chris Nishiwaki, food and wine writer with *Seattle Metropolitan* and *Northwest Palate*, regarding potential visit to Walla Walla.

### Meetings

- April 4 – At RPR with Kirsten Bell, Mary Dickson, Michael Davidson and Kelly Koon.
- April 22 – 24 – Kirsten Bell and Mary Dickson in Walla Walla for press trip.