

# RICHMOND PUBLIC RELATIONS

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

## MEMORANDUM

**Date:** September 5, 2007  
**Attention:** Michael Davidson  
**Company:** Tourism Walla Walla  
**From:** Kirsten Andresen Bell  
Kristin Riefflin  
Louie Richmond  
**Re:** August 2007 Public Relations Activity 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:*

|                 |  |   |   |
|-----------------|--|---|---|
| August 23, 2007 | <b>Seattle Times</b>                         | Circulation:<br>212,691<br>Ad value:<br>\$137,592 | Tan Vinh's article features Walla Walla tourism and travel including photography in the Northwest Weekend section.  |
| September 2007  | <b>Gentry Magazine</b>                       | Circulation:<br>50,000<br>Ad value:<br>\$3,700    | Major feature article by Glen Putman about Walla Walla as a wine and culinary travel destination.                   |
| August 29, 2007 | <b>Statesman-Journal<br/>(Salem, OR)</b>     | Circulation:<br>50,000<br>Ad value:<br>\$1,857    | "I Tasted My Way Through Walla Walla" by Robert Mayfield explores tasting rooms in downtown Walla Walla and beyond. |
| August 22, 2007 | <b>Statesman-Journal<br/>(Salem, Oregon)</b> | Circulation:<br>50,000<br>Ad value:<br>\$1,857    | "Walla Walla has Wealth of Wineries" by Robert Mayfield covers wine and culinary travel to Walla Walla.             |
| August 19, 2007 | <b>Seattle Times</b>                         | Circulation:<br>212,691<br>Ad value:<br>\$35,664  | Paul Gregutt mentions Walla Walla in a column on sustainable wineries.  |
| August          | <b>Walla Walla Union<br/>Tribune</b>         | Circulation:<br>15,516<br>Ad value:<br>\$1,198.80 | Tourism column focuses on User Generated Content online and marketing.  |
|                 |  |   | <b>Total circulation: 590,698</b><br><b>Total impressions: 1,477,245</b><br><b>Total ad value: \$182,068</b>        |

### **Pending Press:**

- Upcoming Anthony Dias Blue “Lifestyle Minute” should feature Walla Walla as a destination and its wineries.
- *Seattle Magazine* is planning a feature on Walla Walla’s B&B’s; will follow up for exact run date.
- Walla Walla will be included in an item in *Wine Styles*, a new publication by the publishers of *Wine Spectator*.

### **Media Outreach:**

- Drafted and delivered Waluulapum Warriors Native American Pow-Wow media alert with authentic dance photograph.
- Reached out to Sharon Boorstin, freelance California-based writer, to reschedule trip to Walla Walla. Continue to follow up and confirm dates.
- Followed up with Anthony Dias Blue to determine when Walla Walla radio show will appear on “Blue Lifestyle.”

### **Projects:**

- Reviewed Michael Davidson’s monthly column in the *Walla Walla Union Bulletin*.

### **Meetings:**

- August 31 – Conference call with Michael Davidson, Kirsten Bell and Kristin Riefflin