

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: December 21, 2007

Attention: Michael Davidson

Company: Tourism Walla Walla

From: Kirsten Andresen Bell
Kristin Riefflin
Louie Richmond

Re: 2007 Year End 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:

December 5, 2007	Walla Walla Union-Bulletin	Circulation: 15,516 Ad value: \$399.60	"Tourist Spending Hits Record," story included recent statistics of increased spending by Walla Walla tourists.
December 2007	Northwest Palate	Bi-monthly circulation: 45,000 Ad value: \$3,800	"Winemakers' Fete in Walla Walla," story on weekend event including a photo of visits participating in the Barrell Tasting at Nicholas Cole Cellars.
November 30, 2007	Write for Wine blog	Circulation: N/A Ad value: N/A	Walla Walla's Winemaker's Fete and Holiday Barrel Tasting was included in the "What's Going On..." events calendar.
November 21, 2007	Tri-City Herald	Circulation: 40,927 Ad value: \$272.88	Walla Walla's Winemaker's Fete was included in the "Wine country weekends" section.
October 22, 2007	Bellingham Herald	Circulation: 23,372 Ad Value: \$201.96	"Walla Walla to put Sweet Onions on parade" Associated Press story
October 22, 2007	Examiner.com	Circulation: 752,744 visitors per month Ad Value: N/A	"Walla Walla to put Sweet Onions on parade" Associated Press story included in 'local news' section of website
October 22, 2007	NWsource	Circulation: 505,534 unique visitors per month Ad Value: N/A	"Walla Walla to put Sweet Onions on parade" Associated Press story included in 'local news' section of website

October 22, 2007	OregonLive.com	Circulation: 979,618 visitors per month Ad Value: N/A	"Walla Walla to put Sweet Onions on parade" Associated Press story included in 'news flash' section of website
October 22, 2007	Tri-Cities Herald	Circulation: 40,927 Ad Value: \$272.88	"Walla Walla to put Sweet Onions on parade" Associated Press story
October 20, 2007	Walla Walla Union-Bulletin	Circulation: 15,516 Ad Value: \$399.60	"Sweet Project: Onion Parade" article featuring upcoming plans for Walla Walla Sweet Onion parade
October 18, 2007	Crosscut.com - Seattle	Circulation: 25,000 unique user viewing per month Ad Value: N/A	"Walla Walla bing bang" online feature story including photos of The Marcus Whitman Hotel, Whitman Mission National Historic Site, downtown Walla Walla, and landscape – result of Knute Berger's media visit
October 17, 2007	Statesman Journal	Circulation: 49,089 Ad Value: \$1,857	"Big red wines keep winter's chill away" article including Fort Walla Walla Cellars
October 2007	Walla Walla Valley Business Monthly	Circulation: 3,000 Ad Value: N/A	"Tourism WW brings it closer to home" article discussed Walla Walla targeting closer communities during slow season
October 2007	Washington CEO	Circulation: 33,947 Ad Value:\$10,652	The Marcus Whitman included as one of 'Washington's Top 15 Luxury Hotels'
September 23, 2007	Seattle Times	Sunday Circulation: 462,920 Ad Value: \$39,403	"The Crush is On" by Paul Gregutt mentions Blue Stocking Tours, L'Ecole, and Reiningier.
September 2007	Esquire Magazine online	Visitor's per month: 7.1 million	Recommends wines from Walla Walla as the country's best.
September 2007	Portland Monthly	Circulation: 48,899 Ad Value: \$16,353	"A weekend in Walla Walla wine country," by Stacey Wilson major feature exploring local wineries including pictures.
September 2007	Seattle Magazine	Circulation: 32,770 Ad Value:\$4,995	Walla Walla Valley wine scene included in the 'Dining Guide Tasting Notes' including photo of Norm McKibben and Pepper Bridge Winery.
September 2007	Southwest Airlines Spirit Magazine	Circulation: 458,905 Ad Value: \$186,180	Feature story on Va Piano Vineyards in Walla Walla "The Corker" by Melinda Mahaffey.
September 2007	Gentry Magazine	Circulation: 50,000 Ad value: \$3,700	Major feature article by Glen Putman about Walla Walla as a wine and culinary travel destination.
August 31, 2007	Hermiston Herald	Circulation: 3,673 Ad Value: \$284	"Fort Walla Walla Museum recalls days of Indian Wars," included with picture of local soldier.
August 29, 2007	Statesman-Journal (Salem, OR)	Circulation: 50,000 Ad value: \$1,857	"I Tasted My Way Through Walla Walla" by Robert Mayfield explores tasting rooms in downtown Walla

			Walla and beyond.
August 23, 2007	Seattle Times	Circulation: 212,691 Ad value: \$137,592	Tan Vinh's article features Walla Walla tourism and travel including photography in the Northwest Weekend section.
August 22, 2007	Statesman-Journal (Salem, Oregon)	Circulation: 50,000 Ad value: \$1,857	"Walla Walla has Wealth of Wineries" by Robert Mayfield covers wine and culinary travel to Walla Walla.
August 19, 2007	Seattle Times	Circulation: 212,691 Ad value: \$35,664	Paul Gregutt mentions Walla Walla in a column on sustainable wineries.
August 15, 2007	WCBS-AM New York	Average daily listeners: 285,714	Anthony Dias Blue's segment on Walla Walla for the "Lifestyle Minute."
August 15, 2007	KFWB-AM Los Angeles	Average daily listeners: 142,857	Anthony Dias Blue's segment on Walla Walla for the "Lifestyle Minute."
July / August 2007	Puget Sound Journey	Circulation: 511,241 Ad value: \$1,198	Walla Walla Sweet Onion Festival included as a calendar item in regional auto publication.
August 2007	Walla Walla Union Tribune	Circulation: 15,516 Ad value: \$1,198.80	Tourism column focuses on User Generated Content online and marketing.
July 25, 2007	Walla Walla Union Bulletin	Circulation: 15,516 Ad value: \$366.60	Vicki Hillhouse's article features the new area that is becoming the Walla Walla visitors center or condominiums.
July 19, 2007	Walla Walla Union Bulletin	Circulation: 15,516 Ad value: \$1,198.80	Article introduces the plans to transform an older lot in Walla Walla into a retail development.
July 15, 2007	The Seattle Times	Circulation: 212,691 Ad value: \$1,092	The Sweet Onion Festival included in the Sunday travel section.
July 15, 2007	The Oregonian	Circulation: 333,315 Ad value: \$242	The Sweet Onion Festival included in the Sunday "Get Going" section of upcoming travel events.
July 13, 2007	The Seattle Times	Circulation: 212,691 Ad value: \$1,092	The Walla Walla Sweet Onion Festival included in the weekly travel newsletter.
July 11, 2007	Walla Walla Union Bulletin	Circulation: 15,516 Ad value: \$2,675.10	Article introduces Tourism Walla Walla's workshops that will be given to educate hospitality personnel in the area.
July 10, 2007	KNDO/KNDU	Circulation: N/A Ad value: N/A	Broadcast featured two of Walla Walla's wineries.
July 4, 2007	Seattle Times	Circulation: 212,691 Ad value: \$35,664.09	Paul Gregutt mentioned Walla Walla's Morrison Lane vineyard in his article about Washington state winemakers and wineries.

July 2007	Northwest Travel	Circulation: 40,000 Ad value: \$362	Walla Walla Sweet Onion Festival included as a calendar item.
June 28, 2007	The Seattle Times	Circulation:212,691 Ad value: \$1,092	Walla Walla Sweet Onion Festival included in the Travel Notes section.
June 27, 2007	The Seattle Times	Circulation: 212,691 Ad value: \$39,312	Woodward Canyon profiled in Paul Gregutt's weekly column.
June 24, 2007	Chicago Tribune	Sunday circulation: 937,907 Ad value: \$6,040	Walla Walla Sweet Onion Festival included in the Trips, Tips & Deals column of the Sunday travel section. Coordinated placement with writer.
June 8, 2007	KMPS-FM 94.1 Seattle	Circulation: N/A Ad value: N/A	Stubbs, midday on-air personality, spoke on-air about the Walla Walla Sweet Onion Festival.
June 7, 2007	Walla Walla Union-Bulletin	Circulation:14,113 Ad value: \$2,886	Vicki Hillhouse's column includes details of new Hampton Inn.
June 2007	Smart Meetings	Circulation: 30,323 Ad value: \$1,573	Avital Binshtock's story on meeting in wine country included details on the Fort Walla Walla Museum and the Marcus Whitman Hotel. Pitched the writer and coordinated fact checking.
June 2007	Walla Walla Business Monthly	Circulation: 3,000 Ad value: N/A	Marcus Whitman Hotel's renovation featured.
May 31, 2007	Seattle Post-Intelligencer	Circulation: 126,225 Ad value: \$42,664.67	Leslie Kelly's article described Walla Walla as a great wine destination and tourist attraction. She cited restaurants and hotels in the area.
May 22, 2007	Tri-City Herald	Circulation: 40,927 Ad Value: \$2,728.80	The article compared the wine country of Walla Walla to other great destinations; stating Walla Walla deserves its recognition.
May 16, 2007	The Seattle Times	Circulation: 212,691 daily readers Ad value: \$19,154.63	Paul Gregutt's column included details on the Vintage Walla Walla weekend event.
May 11, 2007	The New York Times	Circulation: 1,120,420 Ad Value: \$35,880.00	The article focused on a Walla Walla resident's thoughts regarding the city's wine-centered events.
May 10, 2007	The Seattle Times	Circulation: 212,691 daily readers Ad value: \$343	Walla Walla Balloon Stampede weekend included in the weekly "Travel Notes" section.
May 9, 2007	Seattle Post-Intelligencer	Circulation: 126,225 Ad value: \$67,719.58	Leslie Kelly concentrated her article on the restaurants and hotels in Walla Walla, but also relayed the story of the city's growth over the past ten years.
May 2007	Seattle Magazine	Circulation: 40,328 Ad Value: \$7,280	26brix Restaurant included in the Restaurant Insider column.

May 2007	Seattle Metropolitan	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.
April 29, 2007	The Sunday Oregonian	Circulation: 375,757 Ad Value: \$1,613.57	Photo of the public art, "A Delicate Balance." Spring Unveiling Art Festival details.
April 8, 2007	The Seattle Times / Seattle Post Intelligencer	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 6, 2007	Valley Herald	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 4, 2007	The Seattle Times	Circulation: 220,734 Ad Value: \$46,335.95	Walla Walla wine valley unites two wineries with two separate paths to one common goal.
April 3, 2007	Walla Walla Union-Bulletin	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	The Oregonian.com	Circulation: N/A Ad value: N/A	The Fort Walla Walla Museum included in the "Travels with Terry" online blog posted by the outdoor travel writer.
April 2007	Walla Walla Business Monthly	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.
March / April 2007	Northwest Palate	Bi-monthly circulation: 45,000 Ad value: \$248	Walla Walla Wine 101 featured in the Datebook section.
April 2007	Seattle Magazine	Monthly circulation: 40,328 Ad value: \$18,806	Sara Dickerman's review of Walla Walla and key dining locations included in April Wine issue.
March / April 2007	Northwest Palate	Monthly circulation: 45,000 Ad value: \$238	Walla Walla Wine 101 featured in the Datebook section.
March 30, 2007	Tri-City Herald	Circulation: 40,927 Ad Value: \$2,910.72	The new exhibit at the Fort Walla Walla Museum featured.
March 30, 2007	Tri City Herald	Circulation: 46,935 Ad value: N/A	Fort Walla Walla Museum opening season and new exhibit included in travel story.
March 30, 2007	The Oregonian Web site	Circulation: N/A Ad value: N/A	Fort Walla Walla Museum included with photo on Terry Richard's new travel blog, Travels with Terry.
March 25, 2007	Tri-City Herald	Circulation: 43,935 Ad value: N/A	Travel story featuring the increase in tourism and hospitality in Walla Walla included with photography.

March 2, 2007	Seattle Post Intelligencer	Circulation: 126,225 Ad value: N/A	Walla Walla wines included in 25 for \$25 promotion.
March 2007	Seattle Homes & Lifestyles	Monthly circulation: 30,000 Ad value \$636	Walla Walla Wine 101 featured in the Wine Notes section
February 25, 2007	Bend Bulletin	Circulation: 30,104 Ad value: \$11,986.30	A full cover story with photographs on Walla Walla as a leading destination.
February 22, 2007	Nation's Restaurant News	Weekly circulation: 80,000 Ad value \$39,780	Walla Walla and 26brix included in food and travel story.
February 14, 2007	Boise Weekly	Weekly circulation: 32,000 Ad value \$800	Walla Walla featured as the new hot spot for wineries. Included details on featured red wines.
February 13, 2007	Daily Journal of Commerce	Circulation: 5,500 Ad value \$293	Kelly Koon's appointment included in the Around the Northwest section.
January / February 2007	Northwest Palate	Bi-monthly circulation: 45,000 Ad value \$238	The Taste Walla Walla event in Portland included in the Datebook section.
January / February 2007	Northwest Palate	Bi-monthly circulation: 45,000 Ad Value:\$238	The Taste Walla Walla event in Portland included in the Datebook section.
January 14, 2007	The Oregonian	Sunday circulation: 398,694 Ad value: \$1,260	Blue Stocking Tours "Let it Snow" package included in the Getaways & Deals column of Destination section.
January 8, 2007	Tri City Herald	Circulation: 40,927 Ad value: \$580	Anna King's story on Walla Walla Wine 101 featured with quotes from Michael Davidson and Stan Clarke.
January 7, 2007	The Spokesman Review	Circulation: 124,893 Ad value: \$1,140	Walla Walla Wine 101 included in travel story
January 4, 2007	The Seattle Times	Circulation: 212,691 Ad value: \$3,360	Walla Walla Wine 101 featured in the Travel Notes column of the Northwest Weekend section.
January 3, 2007	KMPS-FM 94.1	355, 600 daily listeners Ad value: N/A	Details of the Walla Walla Wine 101 included in on-air interview with Stubbs, midday personality. Aired throughout the day.

Total circulation: 19,841,316
Total impressions: 49,603,290
Total ad value: \$860,543.04

Pending Press:

Fall 2008	<i>Seattle Magazine</i> is considering including a feature on Walla Walla's B&B's; currently they are in the research phase and are planning the feature for fall 2008.
TBD	Walla Walla will be included in an item in <i>Wine Styles</i> , a new publication by the publishers of <i>Wine Spectator</i> .

Writing (highlights):

December 2007	Drafted and delivered "Walla Walla Gourmet Getaways" press release to Portland, Tri-Cities, Spokane, Seattle and national travel media outlets.
November 2007	Drafted and delivered Walla Walla Winemakers' Fête at The Marcus Whitman Hotel & Conference Center press release to local media outlets.
October 2007	Drafted and delivered Walla Walla Symphony Host Thomas Hampson press release, coordinated details with Michael Wenberg of the Walla Walla Symphony.
August 2007	Drafted and delivered Waluulapum Warriors Native American Pow-Wow media alert with authentic dance photograph to local media outlets.
May 2007	Drafted and delivered press release announcing the Walla Walla Sweet Onion Festival to local and national media outlets.
March 2007	Drafted and delivered press release announcing the opening of the Fort Walla Walla Museum's 40th season and the Lloyd Family Collection of Indian Artifacts: Positive Intercultural Relations in Southeastern Washington. Coordinated details of the press release with Paul Franzmann, communications manager with the Fort Walla Walla Museum.
March 2007	Drafted calendar alert announcing summer events in the Walla Walla Valley. Submitted individual events and festivals to The Seattle Times summer guide.
February 2007	Drafted and delivered appointment release to announce Kelly Koon's new position as tourism sales manager. Delivered Kelly Koon's headshot to: Beth Luce at Northwest Meetings & Events, Anne Daily Heller with USAE; Joe Kennedy with Eastside Business Monthly; Carla Howard with Smart Meetings magazine.
February 2007	Drafted and delivered the Walla Walla Wine 101 press release to short lead travel editors. Coordinated interview for Anna King at the Tri City Herald with Stan Clarke and Krista McCorkle Davis for story on the Walla Walla Wine 101 program.

Media Outreach (highlights):

September 2007	Researched radio and TV contacts in Tri-Cities area and conducted outreach for Waluulapum Warriors Native American Pow-Wow.
August 2007	Followed up with Anthony Dias Blue to determine when Walla Walla radio show will appear on "Blue Lifestyle."
July 2007	Pitched Sandy Dang Asher, producer of KOMO-TV's "Northwest Afternoon," with details on the Walla Walla Sweet Onion Festival to consider for the Weekend 411 segment.
June 2007	Pitched Amy Hubbard, editor of the <i>Los Angeles Times</i> "Itinerary" section and Brian Cantwell, Northwest Weekend editor of <i>The Seattle Times</i> 'Festivals Hotsheet' travel column, regarding the Walla Walla Sweet Onion Festival.
May 2007	Anthony Dias Blue (<i>Decanter, Celebrated Living, Robb Report</i>) - Coordinated full Seattle to Walla Walla itinerary with Elizabeth Martin-Calder with the Walla Walla Wine Alliance and Michael Davidson.
May 2007	Coordinated with freelance writer Harriet Baskas in her research for stories on small town secrets and destinations. Continued to follow up with the writer and her plans to contribute to <i>National Public Radio</i> and <i>AAA Journey</i> magazine.
April 2007	Coordinated schedules and itineraries for the following writers to experience the destination of Walla Walla: <ul style="list-style-type: none"> o Susan Hauser, freelance writer for the <i>New York Times, Diversion, Family Circle, Ladies Home Journal, Northwest Palate</i> o Rob Bhatt, associate editor of <i>Journeys</i> magazine o Glen Putman, travel editor of <i>Gentry Magazine</i>
April 2007	Pitched Avital Binshtock, freelance travel writer, regarding her story query for <i>Smart Meetings</i> 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.
March 2007	Angie Jabine, editor of <i>Northwest Palate</i> – Coordinated Angie's participation for the Walla Walla Wine 101 weekend to consider for upcoming stories. Followed-up with Angie regarding her experience and discussed ideas for upcoming story.
February 2007	Followed up with Shannon Borg, editor of <i>Seattle Magazine</i> , with April and May events, including the Balloon Stampede Weekend.
February 2007	Reached out to Portland-area travel writers to attend the Taste Walla Walla event. Secured attendance with MJ Cody, freelance travel writer for <i>The Oregonian</i> ; Terry Richard, travel writer with <i>The Oregonian</i> ; Sue Hobart, travel editor of <i>The Oregonian</i> ; and Heidi Yorkshire, freelance food writer.
January 2007	Drafted and delivered Washington Wine Country pitch to long lead food, wine and travel publications for target placements within the 2007 editorial planning.

Projects (highlights):

July 2007	Coordinated with Shanna Hatfield, marketing manager at the Marcus Whitman Hotel, regarding hotel expansion and renovation to prepare press release announcing the additions.
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July 2007	Coordinated with Kathy Fry, director of marketing with the Sweet Onion committee, to deliver sweet onions to Jason Wilson's Crush Restaurant, as part of the sweetie recipe promotion.
June 2007	Secured Chef Jason Wilson (Crush restaurant in Seattle) to participate in the chef initiative prior to the Walla Walla Sweet Onion Festival. Coordinating with Chef for his recipe, and delivery of the onions to Crush with Kathy Fry.
May 2007	Coordinated agency brainstorm to come up with a few creative taglines for the Walla Walla Sweet Onion Festival. Forwarded tagline feedback to client and Kathy Fry of the Sweet Onion marketing committee.
February 2007	Created 50 cds with 2007 media kit, brochures and photos, and delivered to Tourism Walla Walla office.
January 2007	Provided top five experiences in Walla Walla for the Seattle Convention and Visitors Bureau Japanese press trip.

Meetings:

November 28, 2007	Tourism Walla Walla conference call with Michael Davidson, Alexa Palmer, Kirsten Andresen Bell, and Kristin Riefflin, to plan Walla Walla Gourmet Getaways package for February 2008.
August 31, 2007	Conference call with Michael Davidson, Kirsten Andresen Bell, and Kristin Riefflin, to discuss upcoming projects.
July 17, 2007	July 17 – Conference call with Michael Davidson and Mary Dickson to discuss upcoming projects.
July 5, 2007	Conference call with Michael Davidson, Carl Sampson, Mary Dickson and Kirsten Andresen Bell to discuss the upcoming Pow-Wow event.
June 6, 2007	Conference call with Kirsten Andresen Bell, Mary Dickson, Michael Davidson and Elizabeth Martin-Calder.
May 16, 2007	Conference call with Kirsten Andresen Bell, Mary Dickson, Kyle Mussman, Elizabeth Martin-Calder, and Michael Davidson.
May 2, 2007	Conference call with Kirsten Andresen Bell, Mary Dickson, Elizabeth Martin-Calder, and Michael Davidson.
April 22-24, 2007	Kirsten Andresen Bell and Mary Dickson in Walla Walla for press trip.
April 4, 2007	Meeting at Richmond Public Relations with Kirsten Andresen Bell, Mary Dickson, Michael Davidson and Kelly Koon.

January 31, 2007	Coffee introduction with Kelly Koon and Mary Dickson.
January 7, 2007	Conference call with Michael Davidson, Hamilton McCulloh, Mary Dickson, and Fort Walla Walla Museum.