

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: March 5, 2007
Attention: Michael Davidson
Company: Tourism Walla Walla
From: Hamilton McCulloh
Mary Dickson
Re: February 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:

January / February 2007	<i>Northwest Palate</i>	45,000 monthly circulation Ad value \$238	The Taste Walla Walla event in Portland included in the Datebook section.
February 13, 2007	<i>Daily Journal of Commerce</i>	5,500 daily circulation Ad value \$293	Kelly Koon's appointment included in the Around the Northwest section.
February 14, 2007	<i>Boise Weekly</i>	32,000 weekly circulation Ad value \$800	Walla Walla featured as the new hot spot for wineries. Included details on featured red wines.
February 22, 2007	<i>Nation's Restaurant News</i>	80,000 weekly circulations Ad value \$39,780	Walla Walla and 26brix included in food and travel story.
March 2007	<i>Seattle Homes & Lifestyles</i>	30,000 monthly circulation Ad value \$636	Walla Walla Wine 101 featured in the Wine Notes section
March / April 2007	<i>Northwest Palate</i>	45,000 monthly circulation Ad value \$238	Walla Walla Wine 101 featured in the Datebook section.
			Total circulations: 237,500 Total impressions: 593,750 Total advertising value: \$41,985

Writing:

- Drafted and disseminated appointment release to announce Kelly Koon's new position as tourism sales manager.

Media Outreach

- Followed up with Shannon Borg, editor of **Seattle Magazine**, with April and May events, including the Balloon Stampede Weekend.
- Reached out to Angie Jabine, editor of **Northwest Palate**, about attending a Walla Walla Wine 101 weekend in March. Coordinating visit for the March 24 weekend.

- Reached out to Herb Silverman, per an SATW query for food and wine destinations, with details on the Walla Walla Wine 101 program.
- 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.
- Pitched the destination of Walla Walla to Lisa Patterson, editor of **425 Magazine**, to be considered for the summer travel story.
- Coordinating media itineraries and schedules for the April press trip.
- Reached out to Portland-area travel writers to attend the Taste Walla Walla event. Secured attendance with MJ Cody, freelance travel writer for **The Oregonian**; Terry Richard, travel writer with **The Oregonian**; Sue Hobart, travel editor of **The Oregonian**; and Heidi Yorkshire, freelance food writer.
- Pitched Jasmine Moir, editor of DailyCandy, with details on Walla Walla Wine 101 to be considered for the weekend travel guide. Continue to follow up with her for the March 24 weekend.
- Disseminated the Walla Walla Wine 101 to short lead travel editors.
- Reached out to Margaret Backenheimer, freelance writer, with details on the Walla Walla Wine 101.
- Coordinated media visit for Jim Gullo, on assignment with **Seattle Metropolitan**, to cover wine touring in the summer travel issue.

Projects

- Created 50 cds with 2007 media kit, brochures and photos, and delivered to Tourism Walla Walla office.