

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: February 7, 2007
Attention: Michael Davidson
Company: Tourism Walla Walla
From: Hamilton McCulloh
Mary Dickson
Re: January 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.
January 3, 2007	<i>KMPS-FM 94.1</i>	355,600 daily listeners		Details of the Walla Walla Wine 101 included in on-air interview with Stubbs, midday personality. Aired throughout the day.
January 4, 2007	<i>The Seattle Times</i>	212,691 daily circulation	\$3,360	Walla Walla Wine 101 featured in the Travel Notes column of the Northwest Weekend section.
January 7, 2007	<i>The Spokesman Review</i>	124,893 daily circulation	\$1,140	Walla Walla Wine 101 included in travel story
January 8, 2007	<i>Tri City Herald</i>	40,927 daily circulation	\$580	Anna King's story on Walla Walla Wine 101 featured with quotes from Michael Davidson and Stan Clarke.
January 14, 2007	<i>The Oregonian</i>	398,694 Sunday circulation	\$1,260	Blue Stocking Tours "Let it Snow" package included in the Getaways & Deals column of Destination section.
				Total circulation: 1,141,808 Total impressions: 2,854,520 Total ad value: \$6,578

Media Outreach

- Delivered Walla Walla Wine 101 press release to travel, food and wine editors.
- Delivered Washington Wine Country pitch to long lead food, wine and travel publications for target placements within the 2007 editorial planning.
- 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.
- Delivered Walla Walla Wine 101 release to Washington Wine Tours and Juice e-newsletter.

- Reached out to Michele Dill, editor of *Alaska Airlines* and *Horizon Air* magazines, regarding the Walla Walla Wine 101 program.
- Reached out to Rob Bhatt, associate editor of *AAA Journeys*, regarding details of the Walla Walla Wine 101 program.
- Coordinating April media visit and itinerary for Glen Putman, freelance writer for *Wine Enthusiast* and *Gentry*.
- Reached out to Shannon Borg, lifestyle editor of *Seattle Magazine*, with information on the Walla Walla Wine 101 program. Continuing follow up to feature upcoming local events, including the Balloon Stampede weekend.
- Following up with Greg Atkinson (chef and writer for *Food Arts*, *The Seattle Times* and *Pacific Northwest Magazine*) regarding the Walla Walla Wine 101 program and his media visit to Walla Walla.
- Followed up with Jay Selman at Grape Radio with information on the Walla Walla Wine 101 program for iTunes Podcast.
- Reached out to Giselle Smith, editor of *Seattle Homes & Lifestyles*, to include Walla Walla Wine 101 in the “Washington Wine Month” March issue.

Projects

- Drafted Walla Walla Wine 101 PDF file for e-blast.
- Confirmed dates with Michael Davidson and Shanna Hatfield for the April press trip and drafted media invitation letter.
- Drafted press release announcing Kelly Koon’s appointment as tourism sales manager.
- Provided top five experiences in Walla Walla for the Seattle Convention and Visitors Bureau Japanese press trip.
- Coordinated targeted media lists for long and short lead outreach, in addition to key members of the Washington wine community to receive information on the Walla Walla Wine 101 program.
- Reached out to Rob Bhatt, new associate editor of *AAA Western Journey*, regarding the Walla Walla Wine 101 program.
- Delivered Tourism Walla Walla press kits to Michelle Reilly at the Washington State Tourism office.
- Revised monthly tourism article for the *Walla Walla Union-Bulletin*.

Meetings

- January 3 – Conference call with Michael Davidson, Hamilton McCulloh, Mary Dickson and Fort Walla Walla Museum.
- January 31 – Coffee introduction with Kelly Koon and Mary Dickson