

# RICHMOND PUBLIC RELATIONS

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## MEMORANDUM

**Date:** August 1, 2007  
**Attention:** Michael Davidson  
**Company:** Tourism Walla Walla  
**From:** Kirsten Andresen Bell  
Mary Dickson  
Louie Richmond  
**Re:** July 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:*

July 4, 2007	<b>Seattle Times</b>	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 10, 2007	<b>KNDO/KNDU</b>	Circulation: n/a Ad value: n/a	Broadcast featured two of Walla Walla's wineries.
July 11, 2007	<b>Walla Walla Union Bulletin</b>	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 13, 2007	<b>The Seattle Times</b>	Circulation: 212,691 Ad value: \$1,092	The Walla Walla Sweet Onion Festival included in the weekly travel newsletter.
July 15, 2007	<b>The Seattle Times</b>	Circulation: 212,691 Ad value: \$1,092	The Sweet Onion Festival included in the Sunday travel section.
July 15, 2007	<b>The Oregonian</b>	Circulation: 333,315 Ad value: \$242	The Sweet Onion Festival included in the Sunday "Get Going" section of upcoming travel events.
July 19, 2007	<b>Walla Walla Union Bulletin</b>	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 25, 2007	<b>Walla Walla Union Bulletin</b>	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.
			<b>Total circulations: 1,003,976</b> <b>Total impressions: 2,509,940</b> <b>Total ad value: \$42,329</b>

**Pending Press:**

October 2007	<b>Gentry Magazine</b>	Glen Putman, travel editor, to feature Walla Walla as part of his Washington Wine Country story. Result of spring media visit.
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**Media Outreach:**

- 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.
- Pitched local and regional travel writers and editors with details on
- Reached out to Sharon Boorstin, freelance California-based writer, to reschedule trip to Walla Walla. Continue to follow up and confirm dates.

**Projects:**

- Coordinating with Shanna Hatfield, marketing manager at the Marcus Whitman Hotel, regarding hotel expansion and renovation to prepare press release announcing the additions.
- 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.

**Meetings:**

- July 5 – Conference call with Michael Davidson, Carl Sampson, Mary Dickson and Kirsten Bell to discuss the upcoming Pow-Wow event.
- July 17 – Conference call with Michael Davidson and Mary Dickson.