

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: July 5, 2007
Attention: Michael Davidson
Company: Tourism Walla Walla
From: Kirsten Andresen Bell
Mary Dickson
Louie Richmond
Re: June 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:

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.
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 8, 2007	KMPS-FM 94.1 Seattle	N/A	Stubbs, midday on-air personality, spoke on-air about the Walla Walla Sweet Onion Festival.
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 27, 2007	The Seattle Times	Circulation: 212,691 Ad value: \$39,312	Woodward Canyon profiled in Paul Gregutt's weekly column.

June 28, 2007	<i>The Seattle Times</i>	Circulation: 212,691 Ad value: \$1,092	Walla Walla Sweet Onion Festival included in the Travel Notes section.
July 2007	<i>Northwest Travel</i>	Circulation: 40,000 Ad value: \$362	Walla Walla Sweet Onion Festival included as a calendar item.
July / August 2007	<i>Puget Sound Journey</i>	Circulation: 511,241 Ad value: \$1,198	Walla Walla Sweet Onion Festival included as a calendar item in regional auto publication.
			Total circulations: 1,961,966 Total impressions: 4,904,915 Total ad value: \$52,463

Pending Press:

September / October 2007	<i>Imbibe Magazine</i>	Story to include profile of Walla Walla as a wine and travel destination.
September / October 2007	<i>Gentry</i>	Glen Putman's story on Washington wine country to be included with Walla Walla.

Media Outreach:

- Reached out to Harriet Baskas, freelance writer, regarding her travel schedule to Walla Walla and story opportunities.
- Following up with Anthony Dias Blue regarding his recent trip and continue to offer Walla Walla destination story angles.
- Continue follow up with Teri Citterman, writer for *Wine Press Northwest* and *Best Places to Kiss*, regarding recent trip to Walla Walla.
- Pitched Brian Cantwell, Northwest Weekend editor of *The Seattle Times*, regarding the Sweet Onion Festival to be considered for the 'Festivals Hotsheet' column in the travel section.
- Pitched Amy Hubbard, editor of the *Los Angeles Times* "Itinerary" section, regarding the Walla Walla Sweet Onion Festival.

Projects:

- 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.
- Edited Michael Davidson's monthly *Walla Walla Union-Bulletin* tourism article.

Meetings:

- June 6 – Conference call with Kirsten Bell, Mary Dickson, Michael Davidson and Elizabeth Martin-Calder.