

RICHMOND PUBLIC RELATIONS

1411 Fourth Avenue, Suite 610, Seattle, Washington 98101
(206) 682-6979 fax:(206) 682-7062

MEMORANDUM

Date: April 3, 2007
Attention: Michael Davidson
Company: Tourism Walla Walla
From: Kirsten Bell
Mary Dickson
Re: March 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:

March / April 2007	<i>Northwest Palate</i>	45,000 bi-monthly circulation ad value: \$248	Walla Walla Wine 101 featured in the Datebook section.
March 2,2007	<i>Seattle Post Intelligencer</i>	126,225 daily circulation	Walla Walla wines included in 25 for \$25 promotion.
March 25, 2007	<i>Tri-City Herald</i>	43,935 daily circulation	Travel story featuring the increase in tourism and hospitality in Walla Walla included with photography.
March 30, 2007	<i>Tri City Herald</i>	46,935 daily circulation	Fort Walla Walla Museum opening season and new exhibit included in travel story.
March 30, 2007	<i>The Oregonian Web site</i>	n/a	Fort Walla Walla Museum included with photo on Terry Richard's new travel blog, Travels with Terry.
April 2007	<i>Seattle Magazine</i>	40,328 monthly circulation ad value: \$18,806	Sara Dickerman's review of Walla Walla and key dining locations included in April Wine issue.
			Total circulation: 299,423 Total impressions: 748,558 Approximate ad value: \$19,054

Writing:

- Drafted and disseminated 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.

- Drafted press release announcing the 2007 Walla Walla Sweet Onion Festival.
- Drafted calendar alert announcing summer events in the Walla Walla Valley. Submitted individual events and festivals to *The Seattle Times* summer guide.

Media Visits:

- Angie Jabine, editor of ***Northwest Palate*** – Coordinated Angie’s participation for the Walla Walla Wine 101 weekend to consider for upcoming stories. Following up with Angie regarding her experience and discussing ideas to run in the end of 2007 to promote next year’s schedule. Coordinated accommodations and itinerary.

Media Outreach

- Coordinating April press trip, including airline reservations, itinerary and schedule for:
 - Susan Hauser freelance writer for *The New York Times*, *AAA Journey*, *Diversions*, *Family Circle*, *Ladies Home Journal*, *Northwest Palate* and *Parade*
 - Sharon Boorstin freelance writer for *Los Angeles Confidential*, *Los Angeles Times*, *MORE*, *Smithsonian*, *Sunset*, *Town & Country Travel*
 - Rob Bhatt, associate editor of *Journeys* magazine.
- Reached out to Camas Davis, senior food and drink editor for *Portland Monthly*, regarding his upcoming trip to the area. Following up for photography requests.
- Pitched Avital Binshtock regarding meetings in Western wine countries, per her query for *Smart Meetings* magazine.
- Fact checked details with Kristin Jackson, travel reporter for *The Seattle Times*, regarding the Fort Walla Walla Museum’s new exhibit and photography information.
- Pitched Jasmine Moir, editor of *DailyCandy Seattle*, with details on Walla Walla Wine 101 to be considered for the weekend travel guide.
- Continue follow up with Rachel Levin (Northwest editor of *Sunset*) and Avital Binshtock (*The Los Angeles Times*) regarding potential visits to Walla Walla, following interest in press trip invitation.
- Coordinating April itinerary and schedule for Glen Putman, on assignment for *Gentry* while visiting Walla Walla.