

RICHMOND PUBLIC RELATIONS

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

MEMORANDUM

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

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|--------------|-----------------------------------|---|--|
| May 9, 2007 | <i>Seattle Post-Intelligencer</i> | Circulation: 126,225 Ad value: \$67,719.58 | Leslie Kelly concentrated her article on the restaurants and hotels in Walla Walla, but also relayed the story of the city's growth over the past ten years. |
| May 10, 2007 | <i>The Seattle Times</i> | Circulation: 212,691 daily readers Ad value: \$343 | Walla Walla Balloon Stampede weekend included in the weekly "Travel Notes" section. |
| May 11, 2007 | <i>The New York Times</i> | Circulation: 1,120,420 Ad Value: \$35,880.00 | The article focused on a Walla Walla resident's thoughts regarding the city's wine-centered events. |
| May 16, 2007 | <i>The Seattle Times</i> | Circulation: 212,691 daily readers Ad value: \$19,154.63 | Paul Gregutt's column included details on the Vintage Walla Walla weekend event. |
| May 22, 2007 | <i>Tri-City Herald</i> | Circulation: 40,927 Ad Value: \$2,728.80 | The article compared the wine country of Walla Walla to other great destinations; stating Walla Walla deserves its recognition. |
| May 31, 2007 | <i>Seattle Post-Intelligencer</i> | Circulation: 126,225 Ad value: \$42,664.67 | Leslie Kelly's article described Walla Walla as a great wine destination and tourist attraction. She cited restaurants and hotels in the area. |
| | | | Total circulation: 1,839,179 Total impressions: 4,597,947 Approximate ad value: \$168,488 |

Writing:

- Drafted and delivered press release announcing the Walla Walla Sweet Onion Festival
- Edited and revised meetings and convention article for the *Walla Walla Union Bulletin* on behalf of client.

Media Visits:

- Anthony Dias Blue (*Decanter, Celebrated Living, Robb Report*) - Coordinated full Seattle to Walla Walla itinerary with Elizabeth Martin-Calder with the Walla Walla Wine Alliance and Michael Davidson. Will continue follow up to offer story angles

Media Outreach:

- Coordinating with freelance writer Harriet Baskas in her research for stories on small town secrets and destinations. Continue to follow up with the writer and her plans to contribute to *National Public Radio* and *AAA Journey* magazine.
- Coordinating with Tan Vinh, writer for *The Seattle Times*, regarding upcoming trip to Walla Walla for food and travel story.
- Reached out to Leslie Kelly, food critic for the *Seattle Post-Intelligencer*, regarding misprint spelling of 26brix Restaurant.
- Delivered press kit to Glen Putman, travel editor of *Gentry*. Continue to follow up with writer on story angles.

Projects:

- Coordinated agency brainstorm to come up with a few creative taglines for the Walla Walla Sweet Onion Festival. Forwarded tagline feedback to client and Kathy Fry of the Sweet Onion marketing committee.
- Coordinated with Jason Wilson, executive chef at CRUSH in Seattle, to provide a special sweet onion recipe prior to the festival weekend and offer in his restaurant.

Meetings:

- May 2 – Conference call with Kirsten Bell, Mary Dickson, Elizabeth Martin-Calder, Michael Davidson
- May 16 – Conference call with Kirsten Bell, Mary Dickson, Kyle Mussman, Elizabeth Martin-Calder, Michael Davidson