

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: November 1, 2007

Attention: Michael Davidson

Company: Tourism Walla Walla

From: Kirsten Andresen Bell
 Kristin Riefflin
 Louie Richmond

Re: October 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:

October 2007	<i>Walla Walla Valley Business Monthly</i>	Circulation: 3,000 Ad Value: N/A	"Tourism WW brings it closer to home" article discussed Walla Walla targeting closer communities during slow season
October 17, 2007	<i>Statesman Journal</i>	Circulation: 49,089 Ad Value: \$1,857	"Big red wines keep winter's chill away" article including Fort Walla Walla Cellars
October 18, 2007	<i>Crosscut.com -Seattle</i>	Circulation: 25,000 unique user viewing per month Ad Value: N/A	"Walla Walla bing bang" online feature story including photos of The Marcus Whitman Hotel, Whitman Mission National Historic Site, downtown Walla Walla, and landscape – result of Knute Berger's media visit
October 20, 2007	<i>Walla Walla Union-Bulletin</i>	Circulation: 15,516 Ad Value: \$399.60	"Sweet Project: Onion Parade" article featuring upcoming plans for Walla Walla Sweet Onion parade
October 22, 2007	<i>Bellingham Herald</i>	Circulation: 23,372 Ad Value: \$201.96	"Walla Walla to put Sweet Onions on parade" Associated Press story
October 22, 2007	<i>Examiner.com</i>	Circulation: 752,744 visitors per month Ad Value: N/A	"Walla Walla to put Sweet Onions on parade" Associated Press story included in 'local news' section of website
October 22, 2007	<i>NWsource</i>	Circulation: 505,534 unique visitors per month Ad Value: N/A	"Walla Walla to put Sweet Onions on parade" Associated Press story included in 'local news' section of website

October 22, 2007	<i>OregonLive.com</i>	Circulation: 979,618 visitors per month Ad Value: N/A	"Walla Walla to put Sweet Onions on parade" Associated Press story included in 'news flash' section of website
October 22, 2007	<i>Tri-Cities Herald</i>	Circulation: 40,927 Ad Value: \$272.88	"Walla Walla to put Sweet Onions on parade" Associated Press story
			Total circulation: 2,394,800 Total impressions: 5,987,000 Approximate ad value: \$2,731.44

Pending Press:

- Walla Walla will be included in an item in *Wine Styles*, a new publication by the publishers of *Wine Spectator*.
- Followed-up with *Seattle Magazine* about a feature on Walla Walla's B&B's; currently they are in the research phase and are planning the feature for fall 2008.

Media Outreach:

- Drafted and delivered Walla Walla Symphony Host Thomas Hampson press release, coordinated with Michael Wenberg of the Walla Walla Symphony

Projects:

- Contacted Kathy Fry of Walla Walla Sweet Onion to discuss upcoming Sweet Onion parade for press release
- Will draft press release on Walla Walla Sweet Onion Parade to deliver to long-lead publications, awaiting further information and photography