

RICHMOND PUBLIC RELATIONS

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MEMORANDUM

Date: October 2, 2007
Attention: Michael Davidson
Company: Tourism Walla Walla
From: Kirsten Andresen Bell
Kristin Riefflin
Louie Richmond
Re: September 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:

August 15, 2007	WCBS-AM New York	Average daily listeners: 285,714	Anthony Dias Blue's segment on Walla Walla for the "Lifestyle Minute."
August 15, 2007	KFWB-AM Los Angeles	Average daily listeners: 142,857	Anthony Dias Blue's segment on Walla Walla for the "Lifestyle Minute."
August 31, 2007	Hermiston Herald	Circulation: 3,673 Ad Value: \$284	"Fort Walla Walla Museum recalls days of Indian Wars," included with picture of local soldier.
September 23, 2007	Seattle Times	Sunday Circulation: 462,920 Ad Value: \$39,403	"The Crush is On" by Paul Gregutt mentions Blue Stocking Tours, L'Ecole, and Reininger.
September 2007	Esquire Magazine online	Visitor's per month: 7.1 million	Recommends wines from Walla Walla as the country's best.
September 2007	Portland Monthly	Circulation: 48,899 Ad Value: \$16,353	"A weekend in Walla Walla wine country," by Stacey Wilson major feature exploring local wineries including pictures.
September 2007	Seattle Magazine	Circulation: 32,770 Ad Value:\$4,995	Walla Walla Valley wine scene included in the 'Dining Guide Tasting Notes' including photo of Norm McKibben and Pepper Bridge Winery.

September 2007	Southwest Airlines Spirit Magazine	Circulation: 458,905 Ad Value: \$186,180	Feature story on Va Piano Vineyards in Walla Walla "The Corker" by Melinda Mahaffey.
October 2007	Washington CEO	Circulation: 33,947 Ad Value:\$10,652	The Marcus Whitman included as one of 'Washington's Top 15 Luxury Hotels'
			Total circulation: 8,569,685 Total impressions: 21,424,212 Total ad value: \$257,867

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:

- Researched appropriate radio/TV contacts in Tricities area and conducted outreach for Waluulapum Warriors Native American Pow-Wow.
 - KIOK-FM, Kennewick
 - KALE-AM, Kennewick
 - KEGX-FM, Kennewick
 - KEYW-FM, Pasco
 - KFAE-FM, Pullman
 - KFLD-AM, Pasco
 - KGDC-AM, Walla Walla
 - KGSC-FM, Pasco
 - KHSS-FM, Walla Walla
 - KONA-AM, Pasco
 - KORD-AM, Pasco
 - KTEL-AM, Walla Walla
 - KEPR-TV, Pasco
 - KFFX-TV, Kennewick
 - KVEW-TV, Kennewick
 - KREM-TV, Spokane

Projects:

- Reviewed Michael Davidson's monthly column in the *Walla Walla Union Bulletin*.