

DATE: May 6, 2008

TO: Michael Davidson
Tourism Walla Walla

FROM: Kim Van Syoc, Laura Herbert, Molly Cooney-Mesker
Maxwell PR

RE: April 2008 Public Relations Activity Report

Earned Coverage

Total April Circulation: 9,036,276
Total April Impressions: 22,590,690

Date	Publication	Headline	Description	Circulation	Link
4.1.08	Food + Wine	"Secret Winemaker Hangouts"	A brief on winemakers' favorite restaurants, featuring Waitsburg's Jimgermanbar as the perfect escape for locals, according to Buty Winery winemaker Caleb Foster	1,313,526	NA
4.1.08	Oregonian	"Wine: Events"	Brief in the food & wine section, highlighting Walla Walla wine events coming to Portland	309,467	NA
4.1.08	Seattle magazine	"The Ultimate Food + Wine Guide"	Guide announcing Abeja Winery as "Best Destination Winery," Walla Walla as "Best Wine region," "Best New Winemaker" was Greg Harrington of Gramercy Cellars and Gramercy also won "Best New Winery"	40,328	NA

Date	Publication	Headline	Description	Circulation	Link
4.2.08	Washington Business Journal	"Experiencing Washington"	Feature story about the Washington State's tourism office effective partnering with media as well as Washington's relevance in the global tourism market	34,476	NA
4.2.08	East Oregonian	"Dunham Cellars Named Wine of the Year"	Article featuring Eric Dunham and Walla Walla's growing wine industry	9,088	Link
4.2.08	Everett Herald	"Don't Cry Over Those Delicate Sweet Onions"	Food and wine article aimed at redefining onions as soft, sweet and delicate; includes mention of Walla Walla Sweets	233,291	Link
4.2.08	Seattle Times	"A juice guide, with undertones of respectability"	Feature story about wine writer Paul Gregutt's new book, including mentions of Walla Walla wineries	2,208,919	Link
4.2.08	Seattle Times	"Special Sips From Inside the Tasting Room"	Overview about Taste Washington highlighting Balboa 2005 Mith Red Wine, Beresan 2005 Malbec and other Walla Walla wines	2,208,919	Link
4.3.08	Walla Walla Union-Bulletin	"Magazine toasts Dunham Cellars"	Dunham Cellars received "Winery of the Year" recognition from Wine Press Northwest	13,701	NA
4.4.08	Hermiston Herald	"Living History to look back at regions early days"	Story about Fort Walla Walla Museum's performance of Walla Walla history	7,000	NA
4.5.08	Tri City Herald	"Seattle Wine Company Heads to Mid-Columbia"	Story about Precept Brand breaking ground on a new winery and production facility near Walla Walla called Walla Walla Wine Works	36,627	Link
4.6.08	Tri City Herald	"Ogling orchids in Walla Walla"	Story about Walla Walla's Orchideacea greenhouse and the abundant mid-Columbia's sunshine being perfect for orchid growing	36,627	Link
4.7.08	Oregonian	"Feast Walla Walla"	Get Going section lists Feast Walla Walla "Upscale street-party" featuring 30 wineries and 15 restaurants	309,467	NA

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4.8.08	Radio Spokane	"Feast Walla Walla"	On-air interview with Jennifer from the Downtown Walla Walla Foundation about the event, encouraging listeners to attend	NA	NA
4.8.08	Register-Guard	"Rave reviews pouring in for Bandon crossing course"	Story about the developer of the Bandon course scheduled to open Wine Valley Golf Club in spring 2009 — in Walla Walla.	66,670	Link
4.8.08	Tri City Herald	"FOOD: Feast Walla Walla featured this week"	Brief about Feast Walla Walla	36,627	Link
4.9.08	Walla Walla Union Bulletin	"Big Fish in sustainable seafood movement to take care of feast"	Story about Rick Moonen of the Mandalay Bay restaurant in Vegas visiting Walla Walla to learn from the local food community	13,701	NA
4.9.08	Walla Walla Union Bulletin	"Cowgirl Crush' special vintage to benefit fairgrounds renovation"	Story about a special wine blend created for "Frontier Days" and all proceeds of the special-edition wines will go toward renovation of the Walla Walla County Fairgrounds	13,701	NA
4.9.08	Walla Walla Union Bulletin	"Eco-friendly winery to hold gala opening"	Story about Cougar Crest sharing its upgraded facilities and of course its wine in a three day event. Also mentioned is Maccarone restaurant's new website and Walla Walla's pedi cabs	13,701	NA
4.11.08	Puget Sound Business Journal	"Precept Wine Brands' new winery will boost Walla Walla's production"	A story about Precept breaking ground on Walla Walla Wine works, a winery and visitors center. This will be the largest Winery in Walla Walla and will dramatically increase Walla Walla wine production	76,930	Link
4.13.08	Walla Walla Union Bulletin	"Feast Walla Walla satisfies palates, curiosities"	Story about Feast Walla Walla more than doubling its goal with 350 pre-sold tickets. Restaurants, wines, art and music all contributed to the success.	13,701	NA

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4.15.08	The Seattle Post-Intelligencer	"On wine: State's wineries have avoided the bust—so far"	Feature story about Washington's small wineries popping up more quickly than ever during tight economic times. The success may be due to the interdependence of booming wine tourism and small wineries. Writer gives Walla Walla's packed wine fests. as example.	127,584	Link
4.15.08	Walla Walla Union Bulletin	"Mais, c'est formidable! Forgeron Cellars does it the French way"	Story about Forgeron Cellars, owned by French-born Marie-Eve Gilla who brings a typical French dedication to winemaking	13,701	NA
4.16.08	Tri City Herald	"Walla Walla Valley Barrel Tasting on May 3-4"	Brief announcing spring release weekend including 58 wineries. Provided link to the Walla Walla Wine Alliance	36,627	Link
4.16.08	Wine Press NW Blog	"Precept buys into Yakima Valley Wineries"	Blog about Precept announcing their quarter- million-case production facility near Walla Walla	1,000	Link
4.17.08	Whitman College Pioneer	"New Winery To Change Face of Walla Walla"	Story about the introduction of a large-scale winery pushes Walla Walla closer to Napa. The influx of more wineries may raise grape prices so grape growing is actually profitable and bring the market into balance	1,500	Link
4.17.08	Tri City Herald	"Precept buys stake in Prosser wineries"	Story about Precept's rapid expansion. Precept won't have a hand in the vineyards but will own half of Prosser's tasting room and winery. Precept is making a name for itself partnering is small labels.	36,627	Link
4.19.08	Walla Walla Union Bulletin	"New York Artist to be Featured"	Story about Ash Hallow owner, John Turner, commissioning New York artist, Laura Loving' to create a center piece for his tasting booth at Feast	13,701	NA

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4.20.08	Walla Walla Union Bulletin	"Tour of Walla Walla races through Valley"	Large color photo and story features competitive bicycle race draws people from throughout the region in a in what is considered the first big race of the season	13,701	NA
4.20.08	The Oregonian	"Plan ahead: Walla Walla chamber music festival"	Listing and brief details on the: Walla Walla chamber music festival, with contact info for the fest.	309,467	NA
4.23.08	AAA Journey Blog	"Feeding Season Arrives in Walla Walla"	Rob Bhatt writes a story about Walla Walla springtime with story about local man's tradition of feeding hundreds of hummingbirds. Then lists other Walla Walla "feeding" including Feast Walla Walla, breakfast at Clarette's and dinner at Whoopemup	1,200,000	Link
4.23.08	Seattle Times	"Local Vintners Tout Celebrity, Wine Parings"	Story about Walla Walla winemakers partnering with celebrities, such as Eric Dunham and Kyle McLachlan. Spring barrel tasting is suggested with	1,993,608	NA
4.25.08	The Wine Press NW Blog	"A Great Meal In Walla Walla"	Blog reviewing and praising Saffron Mediterranean Kitchen	1,000	Link
4.26.08	The Wine Press NW Blog	"Whitman Cellars Lessard unleashes Corvus"	Blog announcing Steve Lessard, a winemaker at Whitman Cellars, production of 100 cases of his own Cabernet Sauvignon under the label Corvus Cellars	1,000	Link
4.27.08	Write for Wine blog	"Spring Release Weekend"	Blog announcing Spring Release weekend in Walla Walla, May 2-4. Directs readers to <i>Walla Walla Wine News</i> for recommendations	NA	Link
4.29.08	The Kansas City Star	"The Wine Press: Washington wines hold their own against California's"	Story about Walla Walla's rapid growth and transition from onions to wine. Asserts that Walla Walla holds equally as much clout as California	247,274	Link

Date	Publication	Headline	Description	Circulation	Link
4.29.08	Tri City Herald	"Food: Four famers markets to open Saturday"	Brief story announcing Tri City farmers markets will open May 3, but produce will be sparse due to colder than usual spring weather	36,627	Link

Pending Coverage

- Walla Walla Union Bulletin story on the Chamber Music Festival including interview with festival director Timothy Christie
- Alaska Airlines will feature Walla Walla in either the September or December issues

Media Outreach

- Secured on-air interview with Radio Spokane
- Fielded request from Seattle Times golf reporter Scott Hanson on how wine and golf are marketed together; connected him with Michael and local golf club owner
- Worked with freelancer Julie Case on assignment for Alaska Airlines magazine; coordinated lodging and restaurant arrangements while in town
- Distributed the Walla Walla Chamber Music Festival media advisory to targeted list of media contacts

Additional Projects

- Began work for Q2 consumer e-newsletter; solidified story ideas with Michael and team
- Interviewed handful of Walla Walla personalities and began drafting short bios for the press kit