

**DATE:** September 8, 2008

**TO:** Michael Davidson  
Tourism Walla Walla

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

**RE:** August 2008 Public Relations Activity Report

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### Earned Coverage

Total July Circulation: 1,112,337  
Total July Impressions: 2,780,843

Date	Publication	Headline	Description	Circ.	Link	Initiative *
8.1.08	Walla Walla Business Monthly	"Farmers Market Tests Wednesday Waters"	Story about the Farmers Market testing an expansion to Wednesdays to appeal to more customers and draw greater attention to downtown	3,000	NA	Misc.
8.1.08	Wines and Vines	Calendar	A calendar listing for a benefit for the Walla Walla community College Foundation, Blue Mountain Arts Alliance and Walla Walla Wine Alliance.	5,163	NA	Misc.
8.1.08	The Oregonian	"Catch some winks in Northwest's historic hotels"	Article lists the Marcus Whitman among Oregon and Washington historic hotels	309,467	<a href="#">Link</a>	Relationship
8.2.08	Tri-City Herald	"FOOD: Farmers markets open today in Mid-Columbia"	A listing for the Walla Walla Farmers Market	39,627	NA	Misc.
8.2.08	Tri-City Herald	"TO DO: Top picks for fun today"	Listing of the Living History Series at Fort Walla Walla	39,627	NA	Misc.

8.2.08	Tri-City Herald	"Walla Walla Fair & Frontier Days set Aug. 27-31"	Listing of the Walla Walla Fair and Frontier Days	39,627	<a href="#">Link</a>	Misc.
8.3.08	The Oregonian	Shakespeare Uncork'd	An event listing in the Get Going Travel Calendar section	309,467	NA	Pitch
8.8.08	Hermiston Herald	"Live Music and Theater Listings"	A listing for Shakespeare Uncork'd	7,000	NA	Misc.
8.12.08	Coeur d'Alene Press	"For a good time, Walla Walla wine"	Article positions Walla Walla as a proximate wine destination from Coeur d'Alene	24,012	NA	Misc.
8.13.08	Redmond Spokesman	"What's in a Brand"	Article about revitalizing downtown Redmond cites Walla Walla's "Surprise, Surprise" slogan as effective branding	4,600	NA	Misc.
8.13.08	Statesman Journal	"Tackling Walla Walla Wineries Again"	A story detailing a Walla Walla wine tour	118,896	<a href="#">Link</a>	Misc.
8.20.08	Statesman Journal	"Walla Walla has become a wine destination"	Article featuring Walla Walla as a wine destination where wineries close to the Willamette Valley	118,896	<a href="#">Link</a>	Misc.
8.21.08	Northwest Public Radio	"The Walla Walla Valley is Changing from Wheat to Wine"	Story about controversy between land dedicated to wine over wheat	71,989	<a href="#">Link</a>	Misc.
8.21.08	The News Tribune	"Find big bargains at little Rulo Winery"	Article features Walla Walla wineries and leads with a less discovered Rulo winery	111,778	<a href="#">Link</a>	Misc.
8.24.08	The Oregon Wine blog	"Columbia and Walla Walla Valley"	Article describes Walla Walla's farmers market as a culinary destination	NA	<a href="#">Link</a>	Misc.
8.26.08	Travels With Wine blog	"Must-Visit for Wine Lovers: Walla Walla, Washington"	Articles positions Walla Walla as a must-see despite its distance from major airports	NA	<a href="#">Link</a>	Misc.
8.27.08	Tri-City Herald	"Time, not quality, separates Seven Hills, Ash Hollow"	Article describes wines from Seven Hills and Ash Hollow, located on either side of the Marcus Whitman Hotel	39,627	<a href="#">Link</a>	Misc.
8.27.08	Walla Walla Union Bulletin	"Fair & Frontier Days swings into action today"	Story lists Frontier Days activities, details and the history of the fair	13,701	<a href="#">Link</a>	Misc.

8.29.08	East Oregonian	"Contest seeks Walla Walla photos"	Article describe Picture Picture Walla Walla and includes link	NA	<a href="#">Link</a>	Pitch
8.31.08	Tri-City Herald	"TO DO: Top picks for fun today"	Calendar lists the Walla Walla Frontier Days	39,627	<a href="#">Link</a>	Misc.

**Pending Coverage**

- Alaska Airlines Magazine will feature Walla Walla in either the September or December issues
- Seattle Woman article in the September issue

**Media Outreach**

- Pitched Picture Picture Walla Walla photo contest to local and regional radio stations and newspapers; shared coverage in the East Oregonian
- Worked with a visiting writer from Vagablon and TangoDiva travel Web sites and provided a suggested itinerary
- Crafted a pitch about Sam McCloud for Everyday with Rachael Ray for consideration for the Townie Tour Guide column
- Continued to pursue Alex Pulaski at The Oregonian for a fall visit to Walla Walla

**Additional Projects**

- Developed the Picture Picture Walla Walla photo contest
  - Wrote Web copy and worked with Web Weavers to create the site
  - Drafted legal terms and conditions
  - Worked with Gibson to secure photo contest ads tagged on to existing Walla Walla promotions on Spokane radio stations
- Reviewed and edited Michael's column for Walla Walla Business Monthly

**\* Coverage Log Initiative Categories:**

- Pitch / Press Release: the story was pitched by Maxwell PR, or the writer received a press release from Maxwell
- Visit: Maxwell worked with a visiting writer to secure Walla Walla travel arrangements, create itineraries and/or suggest Walla Walla activities
- Relationship: Although the specific story may not have been pitched by Maxwell, our relationship with the writer provided background or interest in the story
- Misc.: Maxwell did not directly work with the writer to obtain this coverage; however; because we're in communication with many of these writers, we consider miscellaneous coverage to also be a good indicator of an effective program.