

DATE: January 9, 2009

TO: Michael Davidson
Tourism Walla Walla

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

RE: December 2008 Public Relations Activity Report

Earned Coverage

Total Circulation: 271,826
Total Impressions: 679,565

Date	Publication	Headline	Description	Circulation	Link	Initiative
12.1.08	Wine Enthusiast	"Walla Walla's Eritage Offers Upscale Winemaking Memberships"	An article about expansive Eritage vineyards in Walla Walla describes the vineyards as Napa-styled	75,000	NA	Misc.
12.2.08	Seattle Post-Intelligencer	"Walla Walla's Big Holiday Barrel Tasting - This Weekend!"	An article about the Holiday Barrel Tasting suggests it as a great holiday activity	117,572	Link	Misc.
12.3.08	Tri-City Herald	"Food for Thought: Save this blogger's tips for next year"	Event listing includes display of gingerbread houses by Walla Walla pastry chefs and bakers at Marcus Whitman Hotel	39,627	Link	Misc.
12.8.08	Washington Wine Report	"Walla Walla 2008 Holiday Barrel Tasting Weekend"	Review of the Holiday Barrel Tasting focusing on a low turn out and beautiful weather	NA	Link	Misc.
12.10.08	Tri-City Herald	"Woehler on Wine: Walla Walla's Dunham, Reininger"	Article recommends Dunham Cellars and Reininger for wine tourists in Walla Walla	39,627	Link	Misc.

Media Outreach

- Continued to work with writer Jennifer Margulis on pursuing opportunities with *Budget Travel*; and to plan her visit for April 2009 for *The Oregonian* and the *Washington Post*
- Reviewed travel publications and editorial calendars for potential story angles for 2009 pitching

- Discussed coordinating our efforts with Washington Wine Country / Hamilton

Additional Projects

- Finalized a comprehensive public relations plan including consumer promotions and public relations initiatives
- Created a scope of work and finalized a detailed annual budget; secured approval with Michael
- Crafted and shared the year-end PR report analyzing media coverage, newsletter tracking and the consumer photo contest statistics
- Participated in bi-monthly client calls
- Updated ongoing coverage log, shared articles when relevant and prepared monthly report

*** 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.