

DATE: March 7, 2008

TO: Michael Davidson
Tourism Walla Walla

FROM: Kim Van Syoc, Laura Herbert, Vicky Hastings
Maxwell PR

RE: February 2008 Public Relations Activity Report

Earned Coverage

Total Feb. Circulation: 771,718
Total Feb. Impressions: 1,929,295

Date	Publication	Headline	Description	Circulation	Link
2.4.08	Seattle Post-Intelligencer	"Success tied to growing wine industry in Washington"	Feature story about how Washington wineries are growing together, including mentions of Pepper Bridge and Spring Valley, with a larger focus on Chateau Ste Michelle	127,584	Link
2.8.08	Associated Press * Pick-up in Seattle Post-Intelligencer, Forbes.com, and more	"Washington wine industry worth \$3B to state"	Positive story about growth of Washington's wine industry, including the ties to the growth in tourism with an entire paragraph about the rise of Walla Walla tourism	2,000,000 (est.)	Link
2.11.08	ProjectFoodie.com	"Cuban Stew from Otis Kenyon"	Recipe-focused story about stew from Whitehouse-Crawford accompanied by Otis Kenyon's 2005 Syrah	NA	Link
2.11.08	Wine Spectator Online	"Foley buys stake in Washington winery Three Rivers"	News brief about Three Rivers new owner and the quality of the wines that spurred the purchase	523,741	Link

2.12.08	Wine Enthusiast	"Substance Debuts"	Story about how Wash. winemakers collaborated to create a new label and site called Wines of Substance and the new vintages	82,393	Link
2.22.08	The Capital Press	"Billions flow through grapevine"	A story about the new study showing Washington's grape and wine industry contributes \$3 billion each year to the state's economy	38,000	Link
2.27.08	Seattle Post-Intelligencer	"Wine and dine, Washington style"	A feature story emphasizing the resurgence of Washington wines on the best lists, including mentions of Walla Walla wineries and Walla Walla as a growing region	127,584	Link

Pending Coverage

- Tri-City Herald's Food and Wine section is planning on writing up Feast Walla Walla in the next couple weeks

Media Outreach

- Pitched media briefings for Michael while in NYC; followed up after all meetings to pursue stories
- Invited select travel journalists to attend Taste Walla Walla in Portland; secured the Oregonian travel editor
- Pitched and secured media interest in attending Feast Walla Walla
- Pitched Sunset Magazine and Everyday with Rachael Ray about Walla Walla through the eyes of a local resident
- Pitched book on Washington state icons about including Walla Walla Sweets

Additional Projects

- Prepared a consumer e-newsletter topic calendar for 2008
- Wrote and distributed the Q1 consumer e-newsletter