

**DATE:** Feb. 8, 2008

**TO:** Michael Davidson  
Tourism Walla Walla

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

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

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### Earned Coverage

Date	Publication	Headline	Description	Circulation	Link
1.4.08	Wall St. Journal	"How a college's budding vintners helped Walla Walla create a buzz"	Feature story detailing Walla Walla's winemaking program, including mentions of the wine and tourism industries	6,070,975	<a href="#">Link</a>
1.13.08	The Oregonian	"Grand hotels in small places"	Travel brief mention of the Marcus Whitman	309,467	<a href="#">Link</a>
1.18.08	The Oregonian	"Nickname that town"	Mention of Walla Walla's town slogan in reference to the one selected by Newport, Ore.	309,467	<a href="#">Link</a>
1.18.08	Tri-City Herald	"Bluesman to belt out tunes in Walla Walla"	Feature story about Curtis Salgado and his tour date Jan. 25 at Walla Walla's Crossroads Steakhouse	36,627	<a href="#">Link</a>
1.19.08	Seattle Post-Intelligencer	"Two winemakers share the skills of young winemaker"	Feature story about Craig Mitrakul's growth in the wine industry, from Three Rivers Winery in Walla Walla to founding his own business	127,584	<a href="#">Link</a>
1.20.08	The Oregonian	"Getaways and deals around the West"	Travel brief about Walla Walla Gourmet Getaways package, including details, pricing, phone and Web site	309,467	<a href="#">Link</a>

1.26.08	Wine Press Northwest Blog	"Walla Walla's Cougar Crest finishing new winery"	Short piece about the new Cougar Crest Winery and its planned grand opening March 27-30.	1,000	<a href="#">Link</a>
1.28.08	Wenatchee World	"Tourism Walla Walla posting faux city tours on YouTube"	Coverage of the Sam McLeod videos in a very positive light, talking about the fun, quirky nature of the faux tours.	24,508	<a href="#">Link</a>

**Total Jan. Circulation: 7,189,095**

### Pending Coverage

- Men's Vogue, Spring
- Endless Vacation, May/June issue
- American Cowboys, April/May issue

### Media Outreach

- Crafted Tourism Walla Walla version of Feast Walla Walla release for distribution
  - Coordinated press release details and outreach with Downtown Walla Walla Foundation
- Created regional media list
- Pitched and secured five travel media meetings for Michael in New York City; prepared briefing book
- Crafted new Walla Walla boilerplate
- Drafted new Walla Walla press kit
- Pitched Walla Walla inclusions to:
  - New York Times magazine: 36 hours in Walla Walla
  - New York's AAA magazine: Washington and West Coast wine country destinations
  - SmarterTravel magazine: great towns to visit
- Set up tracking service for media clips
- Reviewed Sam McCloud videos for potential media angles