

DATE: August 7, 2008

TO: Michael Davidson
Tourism Walla Walla

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

RE: July 2008 Public Relations Activity Report

Earned Coverage

Total July Circulation: 920,092
Total July Impressions: 2,300,230

7.1.08	Symphony Magazine	"Strings Attached"	Walla Walla is featured as an example of a community with a thriving children's orchestra that gives children instruments for free	18,512	NA
7.1.08	Northwest Palate	"Walla Walla Sweet Onion Festival"	A Datebook Northwest listing of the Walla Walla Sweet Onion Festival	45,000	NA
7.2.08	Tri City Herald	"Sweet onion fest this month"	This article highlights all the best of the Walla Walla Sweet Onion Festival, including descriptions of the many onion treats featured and other activities	39,627	Link
7.6.08	Union Bulletin	"Sweet Onions on Display"	An article featuring the onion street art in Walla Walla for the Walla Walla downtown fundraising exhibit	13,701	NA
7.13.08	Tri City Herald	"TO DO: Top picks for fun today"	Listing of activities includes the Living History Series at the Fort Walla Walla Museum	39,627	Link
7.17.08	Tri City Herald	"Walla Walla's Luscious by Nature has new chef, menu"	An article announcing Gabriel Rodriguez's move from Vintage Cellars, to Luscious by Nature	39,627	Link

7.20.08	The Oregonian	"Plan Ahead: Shakespeare Uncork'd"	A listing of Shakespeare Uncork'd"	304,399	NA
7.20.08	Tri City Herald	"Events: Looking for something to do today? Check out this list"	Events listing includes both the Walla Walla Sweet Onion Festival and the Living History Series at Fort Walla Walla	39,627	Link
7.28.08	The Spokesman Review	"Walla Walla Knows Wine"	An article that tours readers through Walla Walla wine, featuring L'Ecole, Pepper Bridge and Cougar Crest Winery	436,000	Link
7.30.08	Northwest Public Radio (Spokane)	"Hummingbird Bander Goes To Work In A Washington Backyard"	Article about the hummingbird researchers banding at Tom Lamb's hummingbird haven	NA	Link
7.31.08	EverydayWine.com	"Back from Washington"	Blog by influential writer detailing her trip to Walla Walla including various tasting rooms	NA	Link
7.31.08	Oregon Public Broadcasting radio	"Hummingbird Bander Goes To Work In A Washington Backyard"	Article about the hummingbird researchers banding at Tom Lamb's hummingbird haven	126,365	Link

Pending Coverage

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

Media Outreach

- Pitched the hummingbird banding story at Tom Lamb's to local televisions stations, newspapers and radio stations
- Crafted a pitch for the taco wagons; contacted well-known Walla Walla chefs to learn about their favorite carts and what makes them unique and pitched the story to national food and wine publications, regional and national newspapers, and regional travel magazines
- Pitched Alex Pulaski at the Oregonian for a fall visit to Walla Walla
- Worked with the reporter at Seattle Woman magazine to provide photos for her story
- Pitched the Ice Berg Diner to the Food Network's "Diners, Drive Ins and Dives" program

Additional Projects

- Pursued 48 hours in Walla Walla package and decided to utilize the photo contest instead for the August consumer e-newsletter