

**DATE:** July 7, 2008

**TO:** Michael Davidson  
Tourism Walla Walla

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

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

### Earned Coverage

Total June Circulation: 1,961,107  
Total June Impressions: 4,902,768

6.6.08	Tri City Herald	"Tasting Music events planned"	Article about the chamber music festival with a focus on the tasting events and a schedule.	39,627	<a href="#">Link</a>
6.6.08	Walla Walla Union-Bulletin	"Chamber music festival got its start with chance visit"	Article about the back story of the chamber music festival, including a full schedule of festival events.	13,701	<a href="#">Link</a>
6.8.08	The Oregonian	"Get Going: Plan Next Weekend"	A brief about Fort Walla Walla Days, positioning it as a celebration of Walla Walla's pioneer settlement	304,399	NA
6.10.08	The Seattle Post-Intelligencer	"Wine Pick Of The Week: 2007 L'Ecole No 41 'Walla Viola' Columbia Valley Chenin Blanc \$14"	An article about the growing popularity of white wines calls out the 'Walla Viola' L'Ecole as the best chenin blanc in Washington.	127,584	<a href="#">Link</a>
6.11.08	Tri City Herald	"Chukar Cherries gets invite to Aspen"	Article about Chukar Cherries being invited to be a food vendor at Food & Wine Magazine's Grand Tasting in Aspen.	39,627	<a href="#">Link</a>
6.13.08	Tri City Herald	"Arts In Brief"	Listing of activities at Fort Walla Walla Days.	39,627	<a href="#">Link</a>

6.18.08	Tri City Herald	"Woehler on Wine: Woodward Canyon and Cougar Crest"	Article about visiting Woodward Canyon and Cougar Crest, includes a list of each vineyard's top wines.	39,627	<a href="#">Link</a>
6.22.08	Tri City Herald	"TO DO: Top picks for fun today"	Event listing for the Walla Walla Living History Museum	39,627	<a href="#">Link</a>
6.25.08	Mercury News	"Daniel: Walla Walla wineries producing top-notch cabernet, merlot, syrah"	Article about the young burgeoning Walla Walla wine industry producing a broad range of wines with an emphasis on the cabernet sauvignon, merlot and, more recently, syrah.	1,515,423	<a href="#">Link</a>
6.25.08	Tri City Herald	"Leonetti Cellar's 30th anniversary"	An article featuring Leonetti Cellars and Gary Figgins as one of the older wineries in the Walla Walla area.	39,627	<a href="#">Link</a>
6.27.08	The San Francisco Chronicle	"The Chronicle Wine Selections: Washington state Cabernet Sauvignon & red Bordeaux blends"	Walla Walla wine reviews including Abeja and Pepper Bridge, which both received high marks.	365,234	<a href="#">Link</a>
6.27.08	Tri City Herald	"Tourists give Walla Walla high marks"	An article summarizing of the black box survey findings including a summary of the many reasons people visit Walla Walla.	39,627	<a href="#">Link</a>
6.28.08	Yakima Herald-Republic	"Washington Wine making inroads"	This article covers the growing popularity of Walla Walla wine in the growing Korean wine market.	36,392	<a href="#">Link</a>

### Pending Coverage

- *Alaska Airlines* will feature Walla Walla in either the September or December issues
- *Seattle Woman* reporter scheduled to visit Walla Walla, coverage expected, date of release TBD

### Media Outreach

- Pitched the Sweet Onion Festival to food and travel calendars to Washington, Oregon and California publications
- Brainstormed themes for proactive media outreach targeting dream media outlets
- Worked with visiting *Seattle Woman* magazine writer and prepared a suggested itinerary
- Pitched Walla Walla as a great weekend destination to Daily Candy

### Additional Projects

- Continued the development and coordination of the 48 Hours in Walla Walla weekend package