

DATE: April 4, 2008

TO: Michael Davidson
Tourism Walla Walla

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

RE: March 2008 Public Relations Activity Report

Earned Coverage

Total March Circulation: 6,167,190
Total March Impressions: 15,417,975

Date	Publication	Headline	Description	Circulation	Link
3.1.08	American Cowboy	"20 Best Places to Visit in the West"	The travel story details the 20 best places to live the Western dream across the U.S., and includes Walla Walla as a destination. Mentions Fort Walla Walla, the Whitman Mission and the Frontier Days, among other things.	95,767	Link
3.1.08	Men's Vogue	"Cellar: a peak year"	Feature story about actor Kyle MacLacklan returning to his home of Walla Walla to celebrate the first bottling of Pursued by Bear, a new blend from him and his friend/winemaker at Dunham Cellars	321,342	Link
3.1.08	NW Palate	"Events around the Northwest"	Calendar listings feature Feast Walla Walla, Women of WW Wine event at the Marcus Whitman, Spring Release Weekend, and Vintage Walla Walla	45,000	NA

3.5.08	Seattle Times	"Food & Wine Calendar: Taste Walla Walla"	Calendar listing for Taste Walla Walla in Seattle	2,208,919	Link
3.7.08	San Francisco Chronicle	"Wine: domestic sangiovese and supertuscan-style blends"	A review of domestic sangiovese, including Walla Walla winery Stella Fino	365,234	Link
3.9.08	Miami Herald	"Washington State: the nation's other wine country"	Feature story about Wash. as the nation's next best wine country, naming Walla Walla as a spot to visit for culture, sophistication and great wine	239,289	Link
3.11.08	Vancouver Sun	"Washington State"	A feature story about Wash. travel included Walla Walla as a great destination for wine and art	162,626	Link
3.12.08	Tri-City Herald	"Wallula Vineyard purchase believed among largest ever"	Story about the investors' purchase of the highly promising vineyard near the Wallula gap, with mention of the founder of Long Shadows Vintners of Walla Walla	36,627	Link
3.12.08	Tri-City Herald	"Take a bit out of Walla Walla"	Nice calendar brief highlighting Feast Walla Walla	36,627	Link
3.13.08	Tri-City Herald	"Walla Walla wineries collaborate on new joint brand"	Story about Walla Walla wineries collaborating to create the joint wine brand, 21 Grams	36,627	Link
3.16.08	Tri-City Herald	"Make a beeline for this Walla Walla winery"	Nice travel feature story on Abeja Winery and Inn discussing the property's history, charm and great wine	36,627	Link
3.19.08	Dallas Morning News	"Walla Walla wonders"	A large calendar listing about a Walla Walla wine dinner featuring Pepper Bridge and Gramercy Cellars at a local steak house	373,586	Link
3.19.08	Seattle Times	"Doing it the French way – near downtown Walla Walla"	A nice feature about French-style winemaker Forgeron Cellars	2,208,919	Link

Pending Coverage

- OutTraveler.com news brief about Feast Walla Walla
- Radio Spokane interview regarding Feast Walla Walla

Media Outreach

- Pitched and secured media interest in attending and covering Feast Walla Walla
- Crafted pitch for Rick Moonen's attendance at Feast Walla Walla
- Developed Walla Walla Chamber Music Festival advisory
- Coordinated interview between Michael Davidson and Seattle Business Monthly regarding state tourism story

Additional Projects

- Brainstormed Q2 consumer e-newsletter incentive with the Downtown Foundation
- Analyzed data from Q1 e-newsletter for reference going forward