

DATE: June 6, 2008

TO: Michael Davidson
Tourism Walla Walla

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

RE: May 2008 Public Relations Activity Report

Earned Coverage

Total May Circulation: 3,614,353

Total May Impressions: 9,516,758

5.08	Frontier	"A City So Nice They Names It Twice"	Feature about what to do and where to dine in Walla Walla.	192,350	NA
5.1.08	Frontier	"A City So Nice They Names It Twice"	Feature about what to do, where to eat in Walla Walla	192,350	NA
5.1.08	The Seattle Times	"Golf and wine mix in wine regions"	Feature story gives mention to the Wine Valley Gold Club in Walla Walla is set to open its course next spring and will eventually include a tasting room	2,208,919	Link
5.2.08	Capital Press	"Precept buys vineyards, builds new winery"	Article about Precept breaking ground for a major new winery in Walla Walla	38,000	Link
5.2.08	Walla Walla Union-Bulletin	"Parade for the palate commences "	Article about Spring release	13,701	NA
5.3.08	The Wine Press NW Blog	"Walla Walla Weekend:	Blog about spring release weekend, attracting thousands of visitors to the valley	1,000	Link

5.8.08	Spokesman Review	"Caterina releases wines for spring tasting"	Article about winemaker at Caterine using Seven Hills grapes for various wines	436,000	NA
5.9.08	Tri City Herald	"Hot air balloons ready for liftoff in Walla Walla (w/ video)"	Short article with video about the kick off of the 34 th annual Hot Air Balloon Stampede	36,627	Link
5.10.08	Capital Press	"Wine institute to uncork Umpqua Valley's potential"	Article about Umpqua Valley's potential as a wine region cites Walla Walla quickly expanding successes	38,000	NA
5.11.08	The Oregonian	"Plan ahead May 22 and beyond"	Walla Walla Chamber Music festival listing	304,399	NA
5.11.08	Walla Walla Union-Bulletin	"Questions float by as balloons float away"	Article about the balloon stampede featuring unofficial balloon expert and announcer Jim Block	13,701	NA
5.12.08	Walla Walla Union-Bulletin	"Weather blows twists on balloons"	Article about Nite Glow the Friday night event of The Walla Walla Balloon Stampede	13,701	NA
5.16.08	Eastside Business Journal	"Vintage Walla Walla 2008 features new programs"	Article with Vintage Walla Walla schedule and activities		Link
5.15.08	Seattle Post-Intelligencer	"East of the City"	An article describing small Eastern Washington towns as prime tourist locations. Walla Walla is mentioned as the region's "Napa."	127,584	NA
5.20.08	The Oregonian	"Spring Guide to Oregon Wineries"	Oregon wine guide suggests the South Fork trail in the Walla Walla Valley as activity destination	309,467	NA
5.20.08	Tri City Herald	"FOOD: Memorial Day weekend kicks off grilling season"	Article about getting outside Memorial Day weekend, featuring Vintage Walla Walla	36,627	Link
5.21.08	Tri City Herald	"Embrace 2 days of wine in June at Vintage Walla Walla"	Article exclusively covering Vintage Walla Walla	36,627	Link
5.22.08	Everett Herald	"Travel Washington's wine highway"	A short article describing the third annual "Washington Wine Highway," a weekend long wine, food and travel extravaganza	233,291	Link

5.25.08	Tri City Herald	"Embrace 2 days of wine in June at Vintage Walla Walla"	Article outlining schedule and highlights of Vintage Walla Walla.	36,627	Link
5.28.08	Washington CEO	"So what do the experts know?"	An article about the challenges of drawing young people to move to the tri cities; Walla Walla is listed as an asset to the area	33,947	Link
5.28.08	Yakima Herald	"The Gorge for Wines"	An article featuring the vineyards in the Columbia AVA	36,392	Link
5.30.08	Tri City Herald	"Tourism officials promote Washington as destination"	Article highlighting Washington State Tourism Commission's new six year plan to boost tourism in the state. Michael Davidson is cited as wanting to assure the plan has educational components.	36,627	Link
5.30.08	The New York Times	"Wine Takes Over a Town and Prosperity follows"	Article in travel section describing the growth, increased property value and trend toward second home buying in Walla Walla. Mentions many of the town tourism assets.	15,086,201	NA

Pending Coverage

- Walla Walla Union Bulletin is running a story on the Chamber Music Festival including interview with festival director Timothy Christie
- Alaska Airlines will feature Walla Walla in either the September or December issues

Media Outreach

- Continued to work with freelancer Julie Case on assignment for Alaska Airlines magazine; confirmed arrangements and followed up after her visit
- Pitched attendance at one of the opening events of the Chamber Music Festival to regional TV stations
- Developed advisory for the Walla Walla Sweet Onion Festival; coordinated edits and approvals with Michael and event organizers

Additional Projects

- Finalized and sent quarterly consumer e-newsletter; analyzed read rates and click-throughs
- Created 48 Hours in Walla Walla weekend package itinerary and reviewed with Michael
- Drafted short character biographies for inclusion in the press kit