

DATE: December 4, 2008

TO: Michael Davidson
Tourism Walla Walla

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

RE: November 2008 Public Relations Activity Report

Earned Coverage

Total November Circulation: 12,112,630
Total November Impressions: 30,281,575

Date	Publication	Headline	Description	Circulation	Link	Initiative
11.1.08	Northwest Palate	"Datebook: Northwest"	Calendar listing includes Walla Walla Winemaker's Fete	45,000	NA	Misc.
11.1.08	Sunset	"Wild about Wine"	An article about wine escapes highlights Walla Walla's Abeja Inn as the ultimate expression of wine country	1,224,325	NA	Misc.
11.1.08	Walla Walla Business Monthly	"Tourism spending in WW County rises by \$8 million"	Story about record-breaking visitor spending in 2007 predicts continued growth in 2009	NA	NA	Interview with Michael
11.2.08	San Francisco Chronicle	"Try a wine-tasting trip to Seattle"	Article mentions Walla Walla among Washington's flourishing wine regions	370,345	Link	Misc.
11.4.08	Yakima Herald-Republic	"The New Walla Walla"	Story about the growth of Walla Walla wineries and the surge of young winemakers flocking to the area	36,392	Link	Misc.
11.9.08	Seattle Times	"Women winemakers of Walla Walla are working the dirt and pushing the bar with passion"	Article about Walla Walla's women winemakers describes Walla Walla as one of the world's hottest wine regions	2,208,919	Link	Misc.

11.12.08	Walla Walla Union Bulletin	"Office fields questions from tourists"	Story about the new Destination Walla Walla booth on Main Street increasing visibility for Tourism Walla Walla	13,701	NA	Interview with Michael
11.18.08	The Oregonian	"Celebrate Oregon Wine: Walla Walla Valley"	Three articles in the "Celebrate Oregon Wine" section describe Downtown Walla Walla as a great place to take a break from wine tasting and go shopping; suggests the ideal day in Walla Walla, listing restaurants and wineries	304,399	NA	Misc.
11.26.08	Away.com	"Top Ten Foodie Destinations"	Walla Walla is described as foodie must-see among other international destinations	NA	Link	Misc.
11.26.08	Seattle Times	"Expanding your knowledge — and enjoyment — of Washington wines"	Walla Walla is suggested in a round-up of wine-tasting destinations near Seattle	2,208,919	Link	Misc.
11.28.08	Wall Street Journal	"Wine Events Rolling Out the Barrels: Walla Walla Winemakers"	Wine event listing includes Walla Walla Holiday Barrel Tasting	6,070,975	NA	Misc.

Media Outreach

- Pitched freelance writer Jennifer Margulis on opportunities with the *Washington Post* and *The Oregonian*; worked to plan a visit for April 2009
- Worked with Michael to potentially leverage grant award to support regional PR efforts

Additional Projects

- Reviewed consumer e-newsletter design and distributed November edition
- Developed comprehensive public relations plan for 2009
 - Participated in planning call with Michael and the Tourism Walla Walla board
- Began preparing year-end PR report analyzing media coverage, newsletter tracking and the consumer photo contest statistics

* Coverage Log Initiative Categories

- Pitch / Press Release: the story was pitched by Maxwell PR, or the writer received a press release from Maxwell
- Visit: Maxwell worked with a visiting writer to secure Walla Walla travel arrangements, create itineraries and/or suggest Walla Walla activities

- Relationship: Although the specific story may not have been pitched by Maxwell, our relationship with the writer provided background or interest in the story
- Misc.: Maxwell did not directly work with the writer to obtain this coverage; however, because we're in communication with many of these writers, we consider miscellaneous coverage to also be a good indicator of an effective program.