

## MEMORANDUM

**DATE:** November 11, 2008

**TO:** Michael Davidson  
Tourism Walla Walla

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

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

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### Earned Coverage

Total October Circulation: 966,239  
Total October Impressions: 2,415,598

Date	Publication	Headline	Description	Circulation	Link	Initiative
10.1.08	British Airways	"Grape Escapes"	Story describes the Walla Walla landscape and the emerging wine scene	NA	NA	Misc.
10.1.08	Mix	"Eat Here: Walla Walla"	Article includes photos and a listing of a diverse range of new Walla Walla restaurants	304,399	NA	Relationship
10.1.08	Northwest Travel	"Regional Travel Guide/Calendar of Events"	Calendar includes Wheelin' Walla Walla Weekend and Walla Walla Fall Harvest Festival	40,000	NA	Misc.
10.1.08	Seattle Monthly	"Fall Washington Wine Getaways"	Story features Girasol Vineyard and Inn among many Walla Walla wineries and restaurants.	40,328	NA	Misc.
10.1.08	Wine Enthusiast	"Destination: Walla Walla"	Story describes the explosion of Walla Walla wine and lists various Walla Walla restaurants and inns.	91,269	NA	Misc.
10.3.08	Hermiston Herald	"Walla Walla, Wash."	A calendar listing of upcoming events in Walla Walla including Fort Walla Walla's Italian Heritage event	7,000	NA	Misc.

10.3.08	Walla Walla Union Bulletin	"Surveys offer peek at visitors to pair of spring events"	Article reveals results from survey given to attendees at Tour of Walla Walla and Feast Walla Walla	14,113	NA	Misc.
10.3.08	Tri City Herald	"Arts in brief"	Calendar listing includes the Walla Walla Art Walk and the Oct. 5 Kitchen Tour	39,627	<a href="#">Link</a>	Misc.
10.6.08	Tango Diva	"Walla Walla's Foundry Foundry: Washington"	Story features Walla Walla mentioning dining and wine experience with an in depth description of the Foundry	71,364	<a href="#">Link</a>	Visit
10.8.08	Walla Walla Union Bulletin	Tourists' wallets open to tune of \$84 million in county"	Article about increased tourism spending in Walla Walla	14,113	NA	Misc.
10.10.08	Tri City Herald	"Celebrate 'Festa Italiana' in Walla Walla"	An article about the Italian festival listing the event activities and available cuisine	39,627	<a href="#">Link</a>	Misc.
10.14.08	Tri City Herald	"GPS unit to help guide Walla Walla visitors"	Article announces the release of the Sightline GPS unit for Walla Walla visitors' use	39,627	<a href="#">Link</a>	Misc.
10.22.08	Los Angeles Times	"Walla Walla Wineries: A place for exciting reds"	A wine-focused article about Walla Walla's collaborative spirit and growing wine industry. Article includes a side bar of Walla Walla wine recommendations	773,884	<a href="#">Link</a> <a href="#">Link</a> (side bar)	Misc.
10.22.08	Tri City Herald	"More Northwest wine events"	Event listing includes two wine and dinner fundraising events for local organizations	39,627	<a href="#">Link</a>	Misc.
10.26.08	The Oregonian	"Walla Walla: A sweet inn to tuck in to"	Article describing Walla Walla as a perfect weekend getaway for Portlanders features the Inn at Blackberry Creek.	304,399	NA	Misc.
10.30.08	NuWire Investor	"Walla Walla Real Estate: Wineries abound in this accessibly priced college town"	Article mentions Tourism Walla Walla and describes why Walla Walla visitors are attracted to area and how they boost the housing market	190,000	<a href="#">Link</a>	Misc.

## Media Outreach

- Pitched Walla Walla's culinary scene and invited writers to visit from:
  - *Food & Wine*
  - *Sunset*
  - *San Francisco Chronicle*
  - *Gourmet*
- Worked with freelance writer Jennifer Margulis on pitching a story to *Budget Travel's* Eat Like a Local section

## Additional Projects

- Continued to support the Picture Picture Walla Walla photo contest
  - Crafted letter to the photo contest winner
- Created Q4 consumer e-newsletter
  - Brainstormed topics, drafted copy and collected photos
  - Received approval and integrated edits

## \* 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.