

DATE: October 8, 2008

TO: Michael Davidson
Tourism Walla Walla

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

RE: September 2008 Public Relations Activity Report

Earned Coverage

Total September Circulation: 2,030,587
Total September Impressions: 5,076,468

Date	Publication	Headline	Description	Circulation	Link	Initiative
9.1.08	Cuisiniers Kitchen	"Walla Walla Weekend..."	An article about the wine and culinary offerings in Walla Walla	NA	Link	Misc.
9.1.08	Alaska Airlines Magazine	"Walla Walla Wines"	The feature article describes various Walla Walla wines, the history of Walla Walla viticulture and lodging options	62,548	NA	Visit
9.1.08	Northwest Travel	"Regional Travel Guide: Calendar of Events"	Calendar listing for the Walla Walla Fall Harvest Festival	40,000	NA	NA
9.1.08	Seattle Woman	"Down Walla Walla Way"	A feature highlighting the Walla Walla must-do's, including lodging, dining, wine tasting, the Foundry and historic home tour	70,000	NA	Visit
9.1.08	Wine Business Monthly	"Walla Walla Joins Sustainable Agriculture Movement"	An article featuring Walla Walla wineries' efforts to become more sustainable	43,671	NA	Misc.

9.3.08	The News Tribune	“Winery is family affair – from Walla Walla to Wisconsin”	An article featuring Dusted Valley Vintners’ sustainability practices	111,778	Link	Misc.
9.5.08	Hermiston Herald	“Events”	A listing of upcoming events includes Wheelin’ Walla Walla Weekend	7,000	NA	Link
9.7.08	The Oregon Wine Blog	“Doing a great wine justice”	An article about Walla Walla featuring Terra Blanca	NA	Link	Misc.
9.11.08	Washington Wine Report	“Yellow Hawk Cellars opens downtown Walla Walla tasting room”	Article announces the opening of a new Yellow Hawk tasting room in downtown	NA	Link	Misc.
9.12.08	The Salt Lake Tribune	“Geoff Tate uncorks new wine and music projects”	An article about metal band QueensrØche’s frontman, Geoff Tate’s, new Bordeaux-style Walla Walla wine, Insania	725,412	Link	Misc.
9.12.08	Hermiston Herald	“Events”	A listing of upcoming events including the Walla Walla Valley Quilt festival and the Fall Harvest Festival	7,000	NA	Misc.
9.15.08	KUOW Puget Sound Public Radio	“Sweet Earth Special: Wine Versus Wheat”	A story about the transition of wheat fields to vineyards and developments in Walla Walla	13,988	Link	Relationship
9.15.08	Desert Valley Times	“Sweet Walla Walla Country”	An article about Walla Walla’s diverse attractions, emphasizing historical visitors activities	16,082	NA	Misc.
9.17.08	Slashfood	“Wine not fit for mere mortals”	Article features Cayuse winery’s overwhelming popularity, placing it on the map with top tier Napa wines and describes the biodynamic growing techniques	701,481	Link	Misc.
9.19.08	The Telegraph	“Winemaking in Washington State”	Article introduces Walla Walla as a significant wine destination that is still under the radar for many UK wine although growing increasingly popular	NA	Link	Misc.
9.24.08	Idaho Statesman	“Wine advice: Take a road trip to Walla Walla”	An article about the accessible and scenic the trip to Walla Walla, including vineyard reviews	61,927	Link	Misc.
9.27.08	Tri-City Herald	“Take a tour of Walla Walla kitchens”	An article about the annual kitchen tour and its emphasis this year on green kitchen features	39,627	Link	Misc.

9.26.08	KNDO/KNDU	"Wine Grape Harvest In Good Shape For Most of Washington"	Story about good weather compensating for late spring for good fall harvest conditions focuses on Walla Walla vineyards	NA	Link	Misc.
9.28.08	The Oregonian	"EAT HERE: Walla Walla"	An article about Walla Walla's transition from onion agriculture to culinary destination	304,399	NA	Misc.
9.29.08	Seattle Post-Intelligencer	"On the road in Walla Walla and Portland"	An article highlighting Vintage Wine Bar as a good representation of area wines	127,584	Link	Misc.

Pending Coverage

- Vagablond, October

Media Outreach

- Continued to work with a visiting writer from Vagablond and TangoDiva travel Web sites to secure hotel reservations and provide story ideas
- Delivered press kit and photos to Washington State Tourism for upcoming media trip
- Worked with freelance writer Jennifer Margulis on pitching a story to the New York Times travel section

Additional Projects

- Continued to support the Picture Picture Walla Walla photo contest through consumer and media outreach
 - Drafted and distributed follow-up pitches to media
 - Wrote and sent consumer email blast reminder for consumers to submit photos
 - Worked with Gibson Media to place radio ads about the contest
- Developed outline of activities for 2008 based on remaining budget; shared with Michael

* 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.