

DATE: May 1, 2009

TO: Michael Davidson
Tourism Walla Walla

FROM: Laura Herbert, Molly Cooney-Mesker
Maxwell PR

RE: April 2009 Public Relations Activity Report

Earned Coverage

Total Circulation: 1,764,342
Total Impressions: 4,410,855

Date	Publication	Headline	Description	Circulation	Link	Initiative
4.1.09	Western Living	"Locks, Crops and Barrels"	Article about Cruise West's cruise through the Columbia Gorge features Walla Walla wine tasting and lodging at Basal Cellars	183,411	NA	Misc.
4.5.09	The Record	"Drinking it all in"	Article about Cruise West in the Columbia Gorge includes Walla Walla and mentions Nicholas Cole Cellars	156,817	NA	Misc.
4.6.09	The News Tribune	Event offers taste of Walla Walla's best food, wine	Article featuring Feast Walla Walla describes the event's vendors, artists and extensive outdoor venue	106,335	link	Misc.
4.8.09	Tri City Herald	"Woehler on Wines: Waterbrook winery"	Story about Walla Walla's fourth oldest winery's, Waterbrooks, plans to expand into a large new tasting room	39,725	link	Misc.
4.11.09	Tri City Herald	"A tour of history: See 6 privately-owned historic Walla Walla houses"	Story about Walla Walla's tour through turn of the century homes on April 19	39,725	link	Misc.
4.16.09	South Florida Sun-Sentinel	"Bob Hosmon's Wine Tasting Notes: Seven Hills to put Walla Walla, Wash., on winery map"	Article calls out Washington as an underappreciated wine region, featuring Seven Hills Winery and its long history in Walla Walla	1,071,368	link	Misc.

4.22.09	Spokesman Review	"Culinary Calendar: Wine + Art"	Calendar listing includes Walla Walla Wine Alliance wine and art fundraiser on April 23	87,511	link	Misc.
4.29.09	Tri City Herald	"Spring Release weekend is near"	Article about Spring Release activities and event details	39,725	link	Misc.
4.29.09	Tri City Herald	"Farmers markets opening soon in an area near you"	Article lists Farmers Markets opening in the Tri-City area and includes details about Walla Walla Farmers Market	39,725	link	Misc.
4.30.09	Shropshire Star (UK)	"Appetites fired in pumpkin country"	Story about the culinary bounty of Washington state features Walla Walla Valley wineries, restaurants and destinations	NA	link	Tourism Walla Walla coordinated with Port of Seattle and Seattle CVB

Media Relations

- Managed itinerary for visiting freelance writer, Jennifer Margulis, on assignment for *The Oregonian* and the *Washington Post*; coordinated final details with the Tourism Walla Walla team and debriefed after her trip
- Fielded call from travel editor at *Food & Wine* about a potential feature story about Walla Walla as a travel, food and wine destination
 - Developed a detailed list of "what's new" relating to hotels, restaurants and other attractions
 - Pitched additional ideas and themes based on the editor's feedback and coordinated with the team on new ideas and next steps
- Corresponded with the beer blogger at Brewpublic on his interest in visiting the area for a brew tour
- Worked with the Wine Alliance to provide information to Terry Richard from *The Oregonian* for a story about wineries offering live music this summer
- Researched, drafted and finalized the May media newsletter for distribution in May

Additional Projects

- Finalized the consumer newsletter; coordinated approvals and worked with Web Weavers to distribute in May
 - Coordinated rounds of golf from the Wine Valley Golf Club to be given away as prizes
- Continued support for the My Walla Walla Weekend contest and coordinated with Michael to choose four winners

*** 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.