

**DATE:** Sept 8, 2009

**TO:** Michael Davidson  
Tourism Walla Walla

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

**RE:** August 2009 Public Relations Activity Report

### Media Coverage

Total Circulation: 4,247,188  
Total Impressions: 10,617,970

| Date    | Publication                              | Headline  | Description  | Circulation | Link                 | Initiative |
|---------|--|---|--|-------------|----------------------|------------|
| 8.1.09  | Sunset                                   | "Best Trips with Your Best Friend"                    | Walla Walla is featured in the top 10 destinations to bring a dog on summer vacation, including Dunham Cellars and the Marcus Whitman  | 1,330,745   | NA                   | Misc.      |
| 8.5.09  | Daily Press (Newport, VA)                | "Wine Press: Walla Walla Washington – Worth the trip" | Article featuring the Walla Walla wine experience differentiates the region from Napa Valley and includes a list of the author's favorite wineries                                 | 71,622      | <a href="#">link</a> | Misc.      |
| 8.9.09  | San Francisco Chronicle Online (SF Gate) | "Turn to Washington for great Cabernet values"        | Washington state is highlighted as <i>the</i> destination for Cabernet lovers who are looking for a variety of quality, affordable cabs; various Walla Walla wineries are featured | 2,524,745   | <a href="#">link</a> | Misc.      |
| 8.11.09 | Inspired Imbiber                         | "Walla Walla Weekend"                                 | A story about a weekend wine tasting in Walla Walla includes a description of Vintage Walla Walla and terroir tour conducted by Dr. Kevin R. Pogue of Whitman College              | NA          | <a href="#">link</a> | Misc.      |
| 8.13.09 | LA World Travel Examiner                 | "Eastern Washington's fruited plains"                 | Article about the Walla Walla Valley's abundant agriculture provides geological history of the area and includes wineries and restaurants  | NA          | <a href="#">link</a> | Misc.      |

|         |              |                            |  |         |                      |       |
|---------|--------------|----------------------------|--|---------|----------------------|-------|
| 8.24.09 | Star Tribune | "Wisconsin to Walla Walla" | Article features Corey Braunal of Dusted Valley Vintners | 320,076 | <a href="#">link</a> | Misc. |
|---------|--------------|----------------------------|--|---------|----------------------|-------|

### Media Relations

- Coordinated visit for the Oregon Wine Blog managing editor
  - Connected with the Wine Alliance to provide background for pending story about the Walla Walla region featuring Cayuse
  - Worked with Tourism Walla Walla to secure lodging
- Responded to request for information from VIA editor for consideration for 2011 story line-up
  - Updated the existing press kit
  - Drafted cover letter including suggested story angles
  - Coordinated with Chris to provide additional background material for the packet (visitor guide, maps, etc.)
- Worked to finalize the itinerary for Brewpublic blogger, Angelo De Ieso; confirmed dates and lodging
- Participated in bi-monthly status calls and updated the team on program status
- Updated ongoing coverage log, shared articles when relevant and prepared monthly report

### \* 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.