

DATE: March 2, 2009

TO: Michael Davidson
Tourism Walla Walla

FROM: Laura Herbert, Molly Cooney-Mesker
Maxwell PR

RE: February 2009 Public Relations Activity Report

Earned Coverage

Total Circulation: 1,653,928
Total Impressions: 4,134,820

Date	Publication	Headline	Description	Circulation	Link	Initiative
2.1.09	Gourmet	"A town so nice"	Story about Walla Walla features restaurants, lodging and wineries	983,836	NA	Misc.
2.1.09	Northwest Plate	"Datebook Northwest"	Calendar listing includes Celebration of Washington Wines at Ste. Michelle winery	45,000	NA	Misc.
2.2.09	San Jose Mercury News	"Gourmet magazine says wow to Walla Walla"	Article affirms <i>Gourmet's</i> positive review of Walla Walla	224,199	Link	Misc.
2.13.09	Seattle Post-Intelligencer	"Food Oscars: James Beard Award semifinalists named"	Listing of semi-finalists for "James Beard Best Chef Northwest Award" includes Chris Ainsworth of Saffron	117,572	Link	Misc.
2.24.09	The Oregonian	"Events: Taste Walla Walla Portland"	Brief event listing describes Walla Walla Wine Alliance Event at the Portland Art Museum	283,321	NA	Misc.

Media Outreach

- Drafted March media e-newsletter and coordinated approvals
- Finalized itinerary for visiting freelance writer, Jennifer Margulis, for her April visit with the *Oregonian* and *Washington Post*
 - Coordinated with Walla Walla Valley Wine Alliance for recommendation on tasting routes and destinations
 - Provided itinerary to Tourism Walla Walla for reservation fulfillment
 - Created photo shoot itinerary for visiting *Oregonian* photographer

Additional Projects

- Launched new Discover Walla Walla blog
 - Developed website copy
 - Reviewed blog design and homepage ad with Web Weavers and team
 - Held kick-off call with celebrity bloggers
- Began work on My Walla Walla Weekend Contest
 - Drafted official rules for consumer promotion and website copy
 - Shared feedback on site layout
- Drafted March consumer e-newsletter

*** 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.