

DATE: February 5, 2009

TO: Michael Davidson
Tourism Walla Walla

FROM: Laura Herbert, Molly Cooney-Mesker
Maxwell PR

RE: January 2009 Public Relations Activity Report

Earned Coverage

Total Circulation: 12,284,325
Total Impressions: 30,710,813

Date	Publication	Headline	Description	Circulation	Link	Initiative
1.1.09	Boca Raton magazine	"Going, Going, Gone"	A story about a trip to the Northwest calls Walla Walla the jewel of the trip and describes the growing wine region	22,915	NA	Misc.
1.1.09	Northwest Plate	"Datebook Northwest"	Calendar listing includes winemakers cruise with Walla Walla winemakers	45,000	NA	Misc.
1.4.08	Wall Street Journal	"Winemaker's Dinners: Maurice Wine Dinner Seattle"	A brief article featuring Walla Walla's Maurice Cellars' wine dinner in Seattle	6,070,975	Link	Misc.
1.7.09	Seattle Post-Intelligencer	"The Grounded Gardener: Take a class and load up on ideas"	An article about upcoming gardening events includes the Northwest Flower and Garden show at Walla Walla's Orchidaceae	117,572	Link	Misc.
1.7.09	Tri-City Herald	"Sip, cook, relax on weekend getaway"	An article featuring Walla Walla's Gourmet Getaways package	39,725	Link	Misc.
1.17.09	Wall Street Journal	"Gorgeous Giants of the Northwest"	A story about Washington Zinfandels and Syrahs highlights Chateau Ste. Michelle and Dunham Cellars	6,070,975	Link	Misc.
1.21.09	The Modesto Bee	"Turning grapes into gold in Washington"	An article about the Walla Walla AVA describes various wineries	74,460	Link	Misc.

Media Outreach

- Continued to coordinate with visiting freelance writer Jennifer Margulis regarding her April visit for *The Oregonian* and the *Washington Post*

Additional Projects

- Created and finalized a detailed plan and timeline for consumer promotion activities, including a name for the new blog and a name for the contest
- Developed outline for Phase 1 – celebrity blogger program
 - Established blog posting schedule
 - Provided a list of suggested bloggers
 - Fielded questions from Michael and bloggers
- Participated in a call with Web Weavers to share blogger program plan and provided additional feedback as needed

*** 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.