

MEMORANDUM

DATE: August 5, 2009

TO: Michael Davidson
Tourism Walla Walla

FROM: Laura Herbert, Molly Cooney-Mesker
Maxwell PR

RE: July 2009 Public Relations Activity Report

Earned Coverage

Total Circulation: 9,652,849

Total Impressions: 24,132,123

Date	Publication	Headline	Description	Circulation	Link	Initiative
7.1.09	AARP The Magazine	"More Great Cities for the Simple Life"	An story about small livable cities includes Walla Walla, highlighting the culinary scene and proximity to Seattle and Portland	556,603	link	Misc.
7.1.09	Northwest Palate	"Datebook: Northwest"	Event listing includes the Walla Walla Sweet Onion Festival	10,000	NA	Misc.
7.1.09	The Seattle Times	"Hard times for tourist towns means good deals for travelers"	Article about the effect of the economy on Tourism includes Walla Walla's restaurants and hotels	2,192,348	link	Misc.
7.9.09	Tri City Herald	"Walla Walla to Celebrate its most famous vegetable"	An article about the Walla Walla Sweet Onion Festival	39,725	link	Misc.
7.15.09	The Washington Post	"So Sweet, You Have to Say It Twice The Walla Walla Is One Big, Tasty Onion"	An article about the Sweet Onion Festival includes a description of the Walla Walla Valley and local restaurants' use of sweet onions	665,383	link	Misc.
7.25.09	Tri City Herald	"Wine bloggers across N. America to converge on Walla Walla"	A story about Walla Walla hosting the North American Wine Bloggers' Conference in June 2010	39,725	link	Misc.

7.24.09	The Wall Street Journal	“Summer Winning and Dinning”	A listing of summer food and wine events includes Dunham Cellars new release dinner	6,070,975	link	Misc.
7.27.09	The Columbian	“Beautiful Sweet Bulbs”	An article about the Sweet Onion Festival, including a description of the Walla Walla Valley and local restaurants’ use of sweet onions (pick-up of the Washington Post)	78,090	link	Misc.

Media Relations

- Coordinated fall visit for Brewpublic blogger, Angelo De Ieso and connected with Tourism Walla Walla to create itinerary
- Provided freelance writer Debra Gordon with recommendations for her visit and worked with Tourism Walla Walla to supply her with media information
- Coordinated visit for freelance writer, Leslie Forsberg
 - Provided her with a suggested list of activities and sites
 - Collaborated with Tourism Walla Walla to secure lodging and postponed based on family tragedy
- Fielded call for restaurant accommodations from *Santa Inez Valley Journal* writer, Ray Navis
- Shared coverage in *Just Out* as a result of Eric Olson’s visit
- Pitched the Fromagerie’s cheese making classes to *The Oregonian*’s travel calendar section
- Finalized the July media newsletter and distributed to regional and national travel media contacts
- Participated in bi-monthly status calls and updated the team on program status halfway through 2009
- Updated ongoing coverage log, shared articles when relevant and prepared monthly report

Additional Projects

- Finalized the July consumer newsletter; coordinated approvals and worked with Web Weavers to distribute
- Provided feedback on the social media strategic plan and editorial calendar; collaborated with Tourism Walla Walla to generate content for daily posts on Facebook and Twitter

* 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.