

DATE: July 2, 2009

TO: Michael Davidson
Tourism Walla Walla

FROM: Laura Herbert, Molly Cooney-Mesker
Maxwell PR

RE: June 2009 Public Relations Activity Report

Earned Coverage

Total Circulation: 9,772,960
Total Impressions: 24,432,400

Date	Publication	Headline	Description	Circulation	Link	Initiative
6.1.09	Cascade Golfer	"Cascade Golfer Wine Trail"	An article about touring Washington's wine country golf courses features Walla Walla as the first stop on the trip, including the Wine Valley Golf Club and various restaurants and lodging	NA	NA	Misc.
6.1.09	Edible Portland	"July"	Summer event calendar includes the Sweet Onion Festival	25,000	NA	Misc.
6.1.09	Northwest Travel	"Regional Travel Guide/Calendar of Events"	Washington event listing includes the Hot Air Balloon Stampede	40,000	NA	Misc
6.2.09	Tri City Herald	"Walla Walla Farm Tours Planned"	The 'business beat' listings features Thundering Hoofs' dinner and farm tour	39,725	link	Misc.
6.5.09	Boston Herald	"Beautiful Vistas Just the Beginning of Pleasures at Wine Valley Golf Club"	An article featuring the Wine Valley Golf Club praises the course for its location and course design	1,047,870	link	Misc.
6.6.09	Wall Street Journal	"Vacationing in the Vineyards"	A round-up of wine destinations includes Walla Walla as a wine destination	5,035,397	link	Misc.
6.11.09	The Seattle Times	"Travel/Outdoors"	Fort Walla Walla Days and Western Art show is included in travel calendar	2,192,348	link	Misc.

6.12.09	Tri City Herald	“Arts in brief “	Event listing includes Walla Walla Symphony’s Mares ‘n’ Music	39,725	link	Misc.
6.14.09	The Oregonian	“The W’s in Walla Walla Must Stand for Wine”	Feature story about visiting Walla Walla including wineries, restaurants, lodging and activities	283,321	NA	Pitch and visit
6.14.09	The Oregonian	“Waitsburg worth a stop for relaxed pace, dining	Article about Waitsburg includes Whoopemup Hollow Café, Jimgermanbar and Moteillet Fromagerie	283,321	NA	Pitch and visit
6.21.09	The Oregonian	“Get Going: Sweet Onion Festival”	The Sweet Onion Festival is included in the events listing	283,321	NA	Relationship
6.21.09	The Oregonian	“Washington offers wine-sipping – with music”	Article features Walla Walla Valley wineries that offer seasonal music events	283,321	NA	Pitch
6.25.09	Seattle Weekly	“Blogwatch: Walla Walla, Beer After Bread, Fish Death”	Brief suggests Walla Walla as a road trip destination and directs readers to the Seattle Wine Blog for winery recommendations	78,783	link	Misc.
6.25.09	Yakima Herald	“Motorcycle wine tour to Walla Walla planned for Saturday”	An article about the Moteur de Vine event	34,493	link	Misc.
6.29.09	The News Tribune	“Walla Walla Symphony offers Rock and/or Roll Camp”	A story about the rock and roll camp hosted by The Walla Walla Symphony	106,335	link	Misc.

Media Relations

- Coordinated visit for *Just Out* writer, Eric Olson
 - Worked with Tourism Walla Walla to secure comps, recommended destinations and shared background information
- Pitched area brewery tours to Brewpublic blogger, Angelo De Ieso, and connected with you to create itinerary
- Share pitch opportunity from *National Geographic Adventure* editor looking for outdoor activities
- Provided visiting freelance writer Crai Bower with recommendations for his visit
- Shared coverage in *The Oregonian* as a result of Jennifer Margulis’ visit
 - Followed up with Jennifer to check on status of other pending articles
- Began research projects for the media and consumer e-newsletters
- Researched and provided a recommendation regarding request from UK-based *Blue Tomato* magazine
- Participated in bi-monthly status calls
- Updated ongoing coverage log, shared articles when relevant and prepared monthly report

Additional Projects

- Created and shared a campaign recap for the My Walla Walla Weekend promotion, including suggestions for social media next steps
- Provided a strategic perspective on using social media (Facebook and Twitter) and discussed ongoing launch efforts with Tourism Walla Walla team
- Helped select the two consumer winners for the Wine Valley Golf package from the April 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.