

DATE: April 6, 2009

TO: Michael Davidson
Tourism Walla Walla

FROM: Laura Herbert, Molly Cooney-Mesker
Maxwell PR

RE: March 2009 Public Relations Activity Report

Earned Coverage

Total Circulation: 4,550,719
Total Impressions: 11,376,798

Date	Publication	Headline	Description	Circulation	Link	Initiative
3.1.09	Northwest Palate	"150 Days of Wine in the Willamette Valley"	Feast Walla Walla is included in Spring event calendar listing	10,000	NA	Misc.
3.1.09	Portland Monthly	"Recession-Friendly Spring Break, Kick back close to home"	Brief describes Wall Walla as a destination for oenophiles and describes the burgeoning restaurant scene	69,079	NA	Misc.
3.1.09	Sunset	"20 Best Small Towns"	Walla Walla is featured in the Food & Wine category of this destination round-up	1,352,239	Link	Misc.
3.3.09	Los Angeles Times	"Washington's wine industry is maturing"	The Walla Walla AVA and various Walla Walla wineries are mentioned in this article about Washington's growing wine industry	739,147	Link	Misc.
3.3.09	The Oregonian	"Wine by the glass"	A Portland tasting of eight emerging Walla Walla wineries is listed in the events section	283,321	NA	Misc.
3.8.09	The News Tribune	"Government boost for tourism would yield money, jobs"	Article about increasing the budget for tourism in Washington state lists Washington landmarks including Walla Walla, Space Needle and Mt. Rainer	106,335	Link	Misc.

3.8.09	San Francisco Examiner	“Washington merlot defies malicious clichés”	Walla Walla is mentioned and Northstar winery is highlighted in an article about the area’s merlot	166,614	Link	Misc.
3.9.09	KEPR CBS	“New Tasting Room in Walla Walla”	Story about Waterbook’s upgrade to a tasting room with extensive grounds that will appeal to families	NA	Link	Misc.
3.10.09	Seattle Post-Intelligencer	“On Wine: Easy flight is a great wine find”	Article about easy flights from Seattle to great wine destinations mentions Walla Walla	117,572	Link	Misc.
3.13.09	Seattle Times	“McNary National Wildlife Refuge is winter wonderland for waterfowl”	McNary Wildlife Refuge in Walla Walla County is known for its exceptional bird watching fall through summer	2,192,348	Link	Misc.
3.18.09	Tri City Herald	“7 groups join Walla Walla alliance to promote tourism”	An article about Partnership Walla Walla, a new collaborative initiative to boost regional economy	39,725	Link	Misc.
3.19.09	Seattle Times	“Sample Walla Walla Bounty”	Feast Walla Walla is featured in the Travel Notes section	2,192,348	Link	Misc.
3.27.09	East Oregonian	“Walla Walla hosts historic home tour”	Article about Walla Walla’s Sweet Home Tour	8,726	NA	Misc.

Media Relations

- Confirmed itinerary for visiting freelance writer, Jennifer Margulis, for her April visit (Writing for *The Oregonian* and *Washington Post*)
- Finalized the March media newsletter and coordinated distribution
 - Established email service account and created a targeted master media list

Additional Projects

- Finalized the March consumer newsletter; coordinated approvals and worked with Web Weavers to distribute
- Worked with Gibson to support the My Walla Walla Weekend contest with radio ads
- Finalized web copy, developed the site layout and launched the contest site
- Crafted an email reminder for contest submissions
 - Coordinated approvals and worked with Web Weavers to distribute
- Analyzed My Walla Walla Weekend contest website and newsletter statistics and conducted another round of promotion
 - Pitched the contest to a few influential wine and travel bloggers
 - Posted the contest press release to Pitch Engine, a social media network
 - Included contest on Media Kitty, a tourism news pitching service
 - Tweeted about the contest
 - Suggested Michael alert Whitman College Alumni groups about the contest

*** 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.