

DATE: June 4, 2009

TO: Michael Davidson
Tourism Walla Walla

FROM: Laura Herbert, Molly Cooney-Mesker
Maxwell PR

RE: May 2009 Public Relations Activity Report

Earned Coverage

Total Circulation: 5,543,603
Total Impressions: 13,859,008

Date	Publication	Headline	Description	Circulation	Link	Initiative
5.1.09	OPB	"Walla Walla Spring Release Weekend Remains Bright Despite Slow Economy"	A brief about the success of Spring Release increasing Walla Walla area wine sales	257,622	link	Misc.
5.1.09	Seattle Magazine	"From the Ground Up"	Story about Walla Walla's emerging generation of vineyards highlights Cadaretta's new vineyard	43,812	NA	Misc.
5.1.09	Tri City Herald	"Walla Walla's new Wine Valley: A course built 'the right way'"	Article about the development of the Wine Country Golf Course includes details about the course	39,725	link	Misc.
5.3.09	Seattle Times	"Golf Notebook The new Wine Valley GC is no easy task despite no trees"	Story about the Wine Valley Golf Course's natural elements and plans for a clubhouse and new homes surrounding the course	2,192,348	link	Misc.
5.4.09	KNDO/KNDU	"Walla Walla Museum Expects More Business"	Brief announcing the Fort Walla Walla Museum opening and the Balloon Stampede	37,116	link	Misc.
5.11.09	The News Tribune	"Benton City ready to capitalize on future tourism"	Article cites Walla Walla as model for leveraging wine industry tourism	106,335	link	Misc.

5.12.09	Bellingham Herald	"Otis Kenyon wines are big and beautiful"	Article about Otis Kenyon Winery and its new tasting room in downtown Walla Walla	70,248	link	Misc.
5.13.09	Tri City Herald	"Woehler on Wine: K Vintners"	Walla Walla is mentioned in story about K Vinter's success	39,725	link	Misc.
5.19.09	The Oregonian	"Celebrate Oregon Wine: Walla Walla Valley"	Walla Walla was featured in special wine section featuring various vineyards and the Backstage Bistro	283,321	NA	Misc.
5.24.09	Seattle Times	"Washington merlots stand tall standing alone"	Walla Walla Vintners is featured in story about Washington's Merlot grapes	2,192,348	link	Misc.
5.29.09	Ventura Country Star	"Remoteness hurts some wine areas in downturn"	Story about tourism challenges in Walla Walla highlights both healthy and struggling local businesses. Michael is quoted.	281,003	link	Misc.

Media Relations

- Responded to questions from Jennifer Margulis for her pending *Oregonian* story
- Distributed the media e-newsletter; as a result of the pitch, corresponded with an editorial assistant from *O, The Oprah Magazine* about the region
- Reached out to Jen Murphy, travel editor for *Food & Wine*, to get an update about her plans to potentially cover the area

Additional Projects

- Distributed the consumer e-newsletter
 - Worked with you and Web Weavers to resolve issues with the contest forward function in the consumer newsletter
 - Crafted an email providing contest registration instructions for the consumer newsletter list
 - Provided list of readers who forwarded the newsletter to you to pick two golf package winners

* 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.