

MEMORANDUM

DATE: Dec 3, 2009

TO: Michael Davidson
Tourism Walla Walla

FROM: Laura Herbert, Molly Cooney-Mesker
Maxwell PR

RE: November 2009 Public Relations Activity Report

Media Coverage

Total Circulation: 190,247
Total Impressions: 475,618

11.1.09	Northwest Palate	“Brasserie Four” “Datebook”	A brief article featuring Brasserie Four describes menu and décor Calendar listing includes Walla Walla Wine Makers Fete and Walla Walla Barrel Tasting Weekend	45,000	NA	Misc.
11.2.09	Tasting Table Everywhere	“Walla Wallop”	An article about Walla Walla as a wine destination features Syrah	60,041	link	Misc.
11.10.09	Brewpublic	“When in Walla Walla – Part 2”	The second part of a story about beer in the Walla Walla Valley describes the beer scene in Dayton and features Skye Book & Brew	5,756	link	Visit
11.25.09	Tri City Herald	“Food in brief: Walla Walla wineries offer holiday tastings”	A culinary events listing features the Walla Walla Barrel Tasting Weekend	39,725	link	Misc.
11.27.09	Tri City Herald	“Walla Walla winery, inn link up to expand in spite of tough times”	Article about the new partnership between Walla Faces winery and the Fat Duck Inn	39,725	link	Misc.

Media Relations

- Hosted 2010 planning meeting
 - Created and shared a recap of 2009 objectives and accomplishments
 - Brainstormed 2010 consumer programs, social media campaigns and media relations strategies with team
- Worked to identify source of Walla Walla prize package on “Price is Right”
- Provided feedback on visit inquiry from Warner News Agency

*** 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.