

## MEMORANDUM

**DATE:** Nov 6, 2009

**TO:** Michael Davidson  
Tourism Walla Walla

**FROM:** Laura Herbert, Molly Cooney-Mesker  
Maxwell PR

**RE:** October 2009 Public Relations Activity Report

### Media Coverage

Total Circulation: 4,914,402  
Total Impressions: 12,286,005

Date	Publication	Headline	Description	Circulation	Link	Initiative
10.1.09	Mix	"Tasting Walla Walla's New Wave"	A story about emerging Walla Walla wineries features Walla Walla Wine Incubators	40,000	NA	Relationship
10.1.09	Mother Earth News	"Walla Walla, Washington: Galleries, Grapes and Good Food"	A brief story about Walla Walla describes the thriving art scene and a variety of restaurants	268,596	<a href="#">link</a>	Misc.
10.1.09	Northwest Travel	"Regional Travel Guide/Calendar of Events"	Events listing includes Walla Walla's Fall Harvest Festival	40,000	NA	Misc.
10.5.09	KGW.com	"Draft horses' power drives organic farm"	An article about Welcome Table Farm in Walla Walla includes the Walla Walla Farmers' market	369,792	<a href="#">link</a>	Misc.
10.5.09	Seattle Times	"Draft horses' power drives organic farm"	An article about Welcome Table Farm in Walla Walla includes the Walla Walla Farmers' market	1,993,608	<a href="#">link</a>	Misc.
10.6.09	D Magazine	"What I am Drinking Now: Walla Walla"	Walla Walla is featured as the emerging Norwest destination for those who love "boutique, family owned wineries"	65,773	<a href="#">link</a>	Misc.

10.6.09	KPLU Public Broadcasting	"Winemakers Fighting Down Economy With New Business Plans"	A story about the effect of the recession on the Northwest wine industry features Walla Walla winemakers who are adapting	3,300	<a href="#">link</a>	Misc.
10.6.09	Seattle Times	"A few nice spots where tourists can be tasters"	A 'tasting tour' of Washington features Monteillet Fromagerie among other food producers	1,993,608	<a href="#">link</a>	Misc.
10.9.09	Tri City Herald	"Halloween fun: Check out our list of spooktacular hauntings"	The Walla Walla corn maze is included in a round up of Halloween activities	39,725	<a href="#">link</a>	Misc.
10.12.09	About.com: Culinary Tourism	"Travel to Walla Walla Wine"	Article about touring Walla Walla wineries describes each winery hub, from downtown to the airport	100,000	<a href="#">link</a>	Misc.
10.20.09	Brewpublic	"Walla Walla is Beer Country"	An article that provides a rich history of beer production in Walla Walla	NA	<a href="#">link</a>	Visit
10.27.09	Brewpublic	"When in Walla Walla – Part 1"	A story about Walla Walla beer features the Walla Walla Brewery, Crab Creek Brewery and mentions Walla Walla festival traditions	NA	<a href="#">link</a>	Visit

### Media Relations

- Finalized and distributed the Fall/Winter media newsletter
- Pitched Seattle Travel Examiner writer and freelancer, Sue Frause; suggested visit
- Worked to finalize itinerary for visiting Brewpublic blogger, Angelo De Ieso
  - Followed-up with Angelo for feedback after his visit
  - Shared coverage as it appeared

### Additional Projects

- Distributed the Fall/Winter consumer e-newsletter, coordinated approvals and worked with Web Weavers to distribute
- Coordinated 2010 planning meeting

### \* 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.