

**DATE:** Oct 5, 2009

**TO:** Michael Davidson  
Tourism Walla Walla

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

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

### Media Coverage

Total Circulation: 931,479  
Total Impressions: 2,328,947

Date	Publication	Headline	Description	Circulation	Link	Initiative
9.1.09	Journey	"No melancholy, only merlot in these blue hills"	A story featuring restaurants, various local activities, lodging and wineries	588,335	NA	Visit
9.1.09	The Oregon Wine Blog	"Only 3 cases? 1000 miles and some great wine."	A story about a wine trip around Eastern Washington highlights various Walla Walla wineries	NA	<a href="#">link</a>	Visit
9.1.09	Northwest Palate	"Touring Walla Walla Wine Country"	A feature about the Walla Walla Valley reaches beyond wine to include tours of restaurants and lodging	45,000	NA	Misc.
9.1.09	Northwest Palate	"Appetite for Adventure: Chef Chris Ainsworth"	An article about Chris' rising as a prominent national chef highlights Saffron Mediterranean Kitchen	45,000	NA	Misc.
9.1.09	Seattle magazine	"Shannon's Wine Picks"  "Fish Friendly Wines"	Wine picks features Walla Walla Valley wineries highlighting Abeja and Pepperbridge  Article about environmentally sustainable wineries cites more than half of Walla Walla wineries as certified Salmon-safe	66,847	NA	Misc.

9.18.09	The Olympian	“Beautiful new Walla Walla course has its designs on hosting tournaments”	A story about the accessibility and good design of the Wine Valley Golf Club	126,072	<a href="#">link</a>	Misc.
9.29.09	KUOW	“Walla Walla Winemakers Feeling Stress of Down Economy”	An article about the expenses of wine production and how the economy has affected Walla Walla winemakers	20,600	<a href="#">link</a>	Misc.
9.29.09	Tri City Herald	“Walla Walla preparing for Fiesta Italiana”	An article about Fiesta Italiana includes descriptions of food and activities	39,725	<a href="#">link</a>	Misc.

**Media Relations**

- Pitched the new managing editor at *VIA* magazine and provided packet of Walla Walla material
  - Updated the press kit
  - Crafted a cover letter including potential story angles
  - Coordinated with Tourism Walla Walla to source brochures and maps
- Worked to finalize the itinerary for visiting Brewpublic blogger, Angelo De Ieso
- Checked in with top travel writers about what they’re working on and what they’d like to hear about from Walla Walla

**Additional Projects**

- Reviewed the Gammet Interactive Social Media Report and provided comments and suggestions for free resources to measure social media ROI
- Shared feedback on the Gibson radio ad

**\* 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.