

# Walla Walla

Surprise, surprise.

## MEMORANDUM

**DATE:** February 1, 2011

**TO:** Michael Davidson  
Tourism Walla Walla

**FROM:** Andrew Holt  
Tourism Walla Walla

**RE:** January 2011 Public Relations Activity Report

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### Media Coverage

Total Circulation: 1,266,504  
Total Impressions: 3,166,260

Date	Publication	Headline	Description	Circulation	Link	Initiative
1.4.2011	Journey Western	Looking Down Field	Feature is on Drew Bledsoe's partnership with Chris Figgins in developing his wine.	602,128	<a href="#">link</a>	Maxwell PR
1.4.2011	California Chronicle	'Hairspray' to take stage this summer	Article is a reprint of the UB article on the announcement of Hairspray as the WWCC Summer Musical.	N/A	<a href="#">link</a>	Misc.
1.7.2011	Tri-City Herald		Article previews concert of famous guitarist Adrian Legg at the Marcus Whitman Hotel.	39,725	<a href="#">link</a>	Misc.
1.9.2011	Pittsburgh Tribune	Armchair traveler	Feature mentions Walla Walla as the next great wine destination in reference to Travel & Leisure's book "Unexpected USA."	179,695	<a href="#">link</a>	Misc.
1.10.2011	California Chronicle	Concert promises pickn' good time in Walla Walla	Article previews concert of famous guitarist Adrian Legg at the Marcus Whitman Hotel.	N/A	<a href="#">link</a>	Misc.

1.12.2011	Pacific Northwest Inlander	Saving the Slopes	The article discusses the re-opening of Ski Bluewood and its role in the tourism and skiing community.	48,500	<a href="#">link</a>	Misc.
1.18.2011	Tacoma News Tribune	New Walla Walla tasting room under construction	Articles discusses K Vintners showcase tasting room being constructed in WW	120,800	<a href="#">link</a>	Misc.
1.19.2011	The Shelby News	Travel far, wide with wine in 2011	Column mentions Walla Walla as producing the top wines in the Northwest.	10,500	<a href="#">link</a>	Misc.
1.20.2011	Northwest Travel Magazine	Romantic Getaways	Girasol Vineyard & Inn is featured along w/ mentions of area restaurants and historic downtown	125,000	<a href="#">link</a>	Misc.
1.21.2011	The Wenatchee World	Washington wines served at Obama state dinner	Article mentions that Poet's Leap was on the menu for the state dinner for the President of China	19,356	<a href="#">link</a>	Misc.
1.25.2011	Tacoma News Tribune	Tacoma musicians are partners in harmony	Article on Walla Walla Chamber Music Festival founder, Tim Christie, mentions the beauty of Walla Walla	120,800	<a href="#">link</a>	Misc.
1.26.2011	KNDO	Washington Wine Industry continues to grow	Article mentions Walla Walla as major growth area and Gramercy Cellars as best new winery	N/A	<a href="#">link</a>	Misc.

## Media Coverage Year-to-Date

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