



09-10 SECOND QUARTER REPORT

Public Relations Addendum

NATIONAL & REGIONAL MEDIA = \$16,819 in value

Secured 33 published articles/references with 515,000 impressions

Northwest Travel

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| ○ Travel Salem/Willamette Valley Vineyards partnership | ○ Silver Falls State Park - Holiday Festival |
| ○ Champoeg Holiday Gathering | ○ Mission Mill Museum - Magic at the Mill |
| ○ PGE Festival of Lights Holiday Parade | ○ A.C. Gilbert's Discovery Village – New Year's Eve Family Fun |

Travel Oregon Magazine

- | | |
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| ○ Riverfront Park | ○ Antique Powerland Museum |
| ○ A.C. Gilbert's Discovery Village | ○ Aurora Antiques |
| ○ Riverfront Carousel | ○ French Prairie Garden – Harvest Festival |
| ○ Enchanted Forest | ○ Historic Elsinore Theatre |
| ○ Woodburn Company Stores | |

Oregon Wine Press

- | | |
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| ○ Travel Salem/Willamette Valley Vineyards partnership | ○ Cherry Hill Winery |
| ○ Willamette Valley Vineyards | ○ Cristom Vineyards |
| | ○ Redhawk Winery |

Smart Meetings

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| ○ Salem Conference Center | ○ The Gordon House |
| ○ Phoenix Grand Hotel | |

KGW's Out and About with Drew Carney

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| ○ French Prairie Garden – Harvest Festival |
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Oregon Wine Country website

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| ○ Travel Salem/Willamette Valley Vineyards partnership |
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Oregon Business Magazine

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| ○ 100 Best Nonprofits - Travel Salem |
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Oregon Adventurist

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| ○ Travel Salem | ○ Oregon Wine Safari |
| ○ Willamette Valley Vineyards | ○ j.james Restaurant |

Yamhill News Register

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| ○ Travel Salem/Willamette Valley Vineyards partnership |
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LOCAL MEDIA = \$75,878 in value

Secured 272 published articles/references with 1,037,644 impressions

Statesman Journal

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| ○ Monthly Column: Salem's more than just Oregon's capital | ○ AIA Salem Design Awards – Travel Salem's Travel Café |
| ○ Monthly Column: Salem has much to offer for conventions | ○ 100 Best Nonprofits – Travel Salem |
| ○ Monthly Column: The Salem scene offers plenty of gifts | ○ E.Z. Orchards |
| ○ Oregon State Fairgrounds | ○ Vitality from Wellspring |
| ○ 2009 West Coast World Championship Wrestling Tournament | ○ Willamette Valley Vineyards |
| ○ Salem Repertory Theatre | ○ Business leaders reflect on years past – Angie Morris |
| | ○ Salem Book |

KBZY

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| ○ Absolutely Giving Back program | ○ 2009 West Coast World Championship Youth Wrestling Tournament |
| ○ Marketing Exchange Luncheon | ○ A.C. Gilbert's Discovery Village |
| ○ Social Media Seminars | ○ Keizer Renaissance Inn |
| ○ 100 Best Nonprofits – Travel Salem | ○ La Rouge Boutique |
| ○ Twitter Adventure | ○ Tourism Summit |
| ○ Travel Café (AbsolutelyTix, Garmin GPS units, Digital City Guide) | ○ Oregon Wine, Food & Brew Festival |
| ○ Reed Opera House Halloween Events | ○ PGE Festival of Lights Holiday Parade |

SEDCOR

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| ○ Travel Salem/Willamette Valley Vineyards partnership |
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Salem Business Journal

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| ○ Travel Salem/Willamette Valley Vineyards partnership |
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2010 Salem/Keizer Phone Directory

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| ○ Travel Salem | ○ Various attractions and events |
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Stayton/Sublimity Chamber News

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| ○ Social Media Seminars |
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Communication Steroids

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| ○ Social Media Seminars |
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Salem Monthly

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| ○ Various attractions and events |
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Willamette Woman (SJ)

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| ○ Various attractions and events |
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Moms Like Me (SJ)

- Various attractions and events

Your Health (SJ)

- Various attractions and events

Media Kits sent to and targeted media pitched to:

- KATU
- Where to Retire
- American Road
- Northwest Travel
- VIA Oregon
- The Oregonian
- RV Journal
- AARP Magazine
- The Group Travel Leader
- Examiner.com
- Oregon Adventurist
- Google – Trike Places
- American Airlines
- Brian Dawson – Cashflow
- Via HARO (HelpAReporterOut.com)
 - Sue Millpond – freelance writer – publication anonymous
 - Beth Howard – freelance writer – publication anonymous
 - Camping Life magazine
 - Event Solutions magazine
 - About.com
 - Trekaroo
 - AOL
 - Travel blog
 - Boston B&B Examiner