

PUBLIC RELATIONS & MARKETING OVERVIEW, 2007-2009

Prepared by Eden Umble, Calistoga Chamber of Commerce PR/Marketing Manager and Jack Wolf of Wolf Communications, September 11, 2009

Under Executive Director Rex Albright's direction, The Calistoga Chamber of Commerce & Visitors Center has become a more high-profile, proactive and technologically competitive Chamber, representing its local business members, and Visitors Center, meeting and anticipating the needs of sophisticated visitors seeking an ideal, modern-day Napa Valley experience.

Tourism has been the engine of Calistoga's economy since the 1860's, prior to the town's founding. 50 years ago, Calistoga was one of a handful of resort towns around the country in the infancy of Napa's reputation as a worldwide wine region. Today every state in the nation has a wine region and day spas are plentiful, both in Northern California and across the U.S. Competition for visitors has become much more fierce, demanding much more targeted, smart, distinctive and aggressive marketing to make Calistoga stand out.

The Calistoga Brand

The cornerstone of the Chamber's destination marketing is that Calistoga's identity has been honed to its essence – Hot Springs, Cool Wines, Warm Welcome – which highlight the most distinctive aspects of our town within the world-renowned Napa Valley brand and are used in all publicity messages and marketing materials. Our geothermal hot springs are a critical element of our spa experience (while spas are prevalent, only a dozen in the nation have geothermal hot springs) which makes Calistoga an authentic spa destination. Also, Calistoga's roster of events which create excitement for guests and residents alike have been expanded to reflect a desire for a full, well-rounded event schedule throughout the year. Popular events with a long history in Calistoga have continued, and in many cases, been strengthened through increased publicity or more aggressive, focused marketing.

Technology

Technologically, the Chamber in the last two years has been brought into the 21st century, with a more interactive website, CalistogaVisitors.com, featuring improvements like an up-to-date lodging availability system which allow prospective visitors to explore all our lodging properties at a glance and make reservations directly online. This completely revamped website has been given a fresher, more authentic look, with content that keeps users on the site for an extremely high average of 4.5 minutes. Online marketing of Calistoga as a unique destination, as well as individual events, has increased dramatically; Calistoga's events are regularly posted on over two dozen sites reaching millions of users both locally and nationwide. In response to signs of a flagging economy in early 2009, the Chamber proposed its first cooperative travel package program, Wine Country Wellness Packages, which was launched in April 2009. To date this program has resulted in 350 bookings, sold overwhelmingly to first-time visitors; packages directly benefit a minimum of 4 businesses with each package: lodging, spa, winery and restaurant. Recognizing the growing importance of social media as an invaluable tool to

reach an ever-expanding, younger affluent visitor base, this year the Chamber launched CalistogaVisitors Facebook, Twitter and YouTube pages.

Publicity

Local, national and international publicity in the past 18 months has been at an all-time high, both in quality and quantity, through the coordinated efforts of an in-house PR/marketing manager working closely and harmoniously with a professional public relations firm. Relationships with a growing stable of Calistoga-centric journalists and bloggers have been strengthened and continue to reap benefits in terms of positive coverage. Publicity through this Chamber/Wolf team is both reactive (responding to PR requests) and proactive (pursuing specific outlets which reach our ideal demographic). PR opportunities for statewide, nationwide and international coverage have been expanded. For just one example, Calistoga is prominently and consistently featured in press releases distributed by the California Travel & Tourism Commission (CTTC), whose website receives 6 million hits daily. A summary of the **quantifiable value** of our combined PR output is attached; actual value is higher.

Community Outreach

The Chamber has shown leadership in the Calistoga community by building strong partnerships among local businesses through outreach efforts like the Shop Local campaign, which encourages residents to support local businesses, and the Warm Welcome campaign, which enhances the visitor experience while inviting businesses to refer their guests to local goods & services. The Chamber has also frequently sought the local community's input and involvement in its plans, events and strategy to ensure that our efforts reflect Calistoga from its core outward, meeting the needs and desires of local residents while providing a healthy economy which contributes 60% of the city's annual operating budget as a direct result of the Chamber's work. In addition, partnerships with neighboring Chambers in Napa, Sonoma, and Lake Counties have been nurtured; we have been able to share successful strategies and increase our publicity reach through this united effort.

Event Promotion

The Chamber has vigorously promoted Calistoga's community events, whether organized by us or by community groups, Bay Area-wide, statewide and nationwide. This partial list includes:

Mustard, Mud & Music

Art Walks

Cinco de Mayo Parade

Farmers Market

July 4th Parade/Napa County Fair

Summer Concerts in the Park

Sterling Summer Movies

Cruisin' Calistoga

Sprint races

Halloween Parade

Downtown Blues Festival

Lighted Tractor Parade & Christmas Bazaar

New events developed and organized by the Chamber include:

Health & Wellness Festival – Jan. 2009: created to reestablish Calistoga as a wellness center, encouraging local residents to benefit from Calistoga's wellness community as an off-season event

Farmers Market: Cooking With The Chef – May 2008: monthly chef demonstration emphasizing fresh, healthy ingredients

First Saturday Calistoga Stroll – May 2009: monthly music/wine event marketed both to residents and visitors

Chamber-directed projects to strengthen community:

Guerrilla Marketing Workshop, January 2009 – Welcomed all facets of the community to present ideas, forge partnerships, brainstorm and become more involved in local events.

Downtown Beautification Day – April 2009: plant flowers and clean up downtown area

Shop Local Campaign – March 2009

Warm Welcome Campaign – July 2009

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Marketing 101

When you buy a ticket to a movie because the 30-second TV spot made it look like something you shouldn't miss, that's an example of the effectiveness of marketing.

When you try out a new restaurant because of a rave review you read in the paper, that's an example of the effectiveness of publicity.

When you buy tickets to a music event you saw in an online calendar, you're aware of that event through its ads, promotion or publicity, which is necessary to make sure the show will be a success.

If a friend calls to tell you about their incredible trip to a friendly Napa Valley town with gorgeous scenery, excellent wines, relaxing spas, innovative restaurants and great shops, that's the holy grail of marketing – positive word of mouth, and it's extremely important because it carries extra value to each one of us. It comes from a trusted source that we know, and we're much more likely to look into our friend's recommendation and try it for ourselves.

Marketing – the deliberate purchasing of advertising to put a product in front of its most likely consumers - has a significant ability to influence our buying decisions. In just about any area you can name, whether it's sneakers, soda or a vacation destination, we all have a huge number of choices. Effective marketing makes something stand out in your mind so that when the time comes to make that buying decision, you choose that product because you've **already been shown why you want it.**

Publicity works in a very similar way, by bringing attention to something to make it stand out in your mind. If you read a magazine story that shows you exactly **why** a place is somewhere you want to visit, when it comes time to plan that trip, you'll remember that story and perhaps visit that place for the first time. That travel show, article or review of a resort or winery may be the thing that makes you aware of that place for the first time, or even reminds you of what you loved about it and **why** you should go back.

Publicity and marketing are interwoven parts of a carefully orchestrated effort that requires time, skill, strategy, money, diligence and consistent momentum in order to be successful. With a destination like Calistoga, we have an embarrassment of riches to present to the media: world-class wineries, spas, lodging, restaurants, shops and attractions set in unsurpassed natural beauty. Without a doubt, we have been able to greatly expand our coverage by exposing journalists to the wide range of Calistoga's many attributes.

Eden Umble, Chamber of Commerce Public Relations & Marketing Manager

9-11-09

Media Generated for Calistoga

Wolf Communications, Calistoga Chamber of Commerce

Sept. 2008 - June 2009

Media	Writer	Date	Circulation	Ad Value	Size	Information
Print Media						
Oakland Tribune	Ann Tatko-Peterson	9/14/2008	92,500	\$945.00	3.75 inches	"Wineries move beyond tasting rooms to become true destinations" Includes info. about Castello di Amorosa in article.
7x7 San Francisco	No byline	10/1/2008	35,910	\$715.00	2.5 inches	"California Escapes": Section on Solage Calistoga and Calistoga Ranch.
Press Democrat	Multiple writers	10/9/2008	71,789	\$226.00	2 inches	Listing in "Quick Ticks" column for Rockabilly Roundup
Wine Country This Week	No byline	10/10/2008	800,000	\$1,090.00	1 page	"Indie Film Hit Bottle Shock Defies Industry Expectations and Means Good Business with Wine Country": Quotes Rex.
Press Democrat	No byline	10/23/2008	71,789	\$113.00	1 inch	Listing in "10 Days" column for Calistoga Jazz & Blues Festival
Press Democrat	No byline	10/23/2008	71,789	\$113.00	1 inch	"10 Days" section: Calistoga Jazz & Blues Festival
Wine Country This Week	Jeffry Ross	10/24/2008	800,000	\$76.30	.07 page	Column item: Calistoga Downtown Jazz & Blues Festival
Wine Country This Week	No byline	10/25/2008	800,000	\$363.33	0.33	Article: Calistoga Downtown Jazz & Blues Festival
Napa Valley Register	No byline	10/29/2008	15,236	\$143.85	5.25 inches	Article: Calistoga Downtown Jazz & Blues Festival
North Bay Bohemian	No byline	10/29/2008	34,000	\$25.50	1.5 inch	Events calendar: Calistoga Downtown Jazz & Blues Festival
The Tribune (Mesa, Arizona)	Ann Tatko-Peterson	10/29/2008	54,217	\$238.00	4 inches	"Wineries move beyond tasting rooms to become true destinations": contains information about Castello di Amorosa. This was picked up from the Oakland Tribune article above.
The Tribune (Scottsdale, Arizona)	Ann Tatko-Peterson	10/29/2008	54,217	\$238.00	4 inches	"Wineries move beyond tasting rooms to become true destinations": contains information about Castello di Amorosa. This was picked up from the Oakland Tribune article above.
The Hartford Courant (Hartford Connecticut)	Ann Tatko-Peterson	10/29/2008	164,338	\$590.00	2 inches	Vineyards Well Worth the Miles: section on Castello di Amorosa.
West County Times (Contra Costa County)	Jessica Yadegara	10/29/2008	33,000	\$5,000.00	40 inches	Winery Built to Impress - article on Castello di Amorosa.
North Bay Bohemian	No byline	10/29/2008	34,000	\$21.25	1.25 inches	Calendar listing: Downtown Jazz & Blues Festival

Media	Writer	Date	Circulation	Ad Value	Size	Information
Alameda Times Star	Jessica Yadegara	10/29/2008	7,158	\$8,316.00	33 inches	Castle and Its Wine Are Both Impressive: article on Castello di Amorosa. This was picked up from the West County Times article above.
Yountville Sun	No byline	10/30/2008			.5 inch	Calendar: Calistoga Downtown Jazz & Blues Festival
Napa Valley Register	No byline	10/30/2008	15,236	\$123.00	4.5 inches	Calendar: Calistoga Downtown Jazz & Blues Festival
St. Helena Star	No byline	10/30/2008	4,600	\$105.60	6 inches	Article: Calistoga Downtown Jazz & Blues Festival
St. Helena Star	George Starke	10/30/2008	4,600	\$52.86	3 inches	"Up and Down The Wine Roads" column: item on Downtown Jazz & Blues Festival
The Weekly Calistogan	No byline	10/30/2008	2,500	\$92.50	5.25 inches	Article: Calistoga Downtown Jazz & Blues Festival
Calistoga Tribune	Michelle Wing	10/31/2008	2,200	\$141.00	11.75 inches	Article: Calistoga Downtown Jazz & Blues Festival
Inside Napa Valley	No byline	11/1/2008	32,000	\$4,500.00	6 inches	Item (with illustration) about Calistoga Downtown Jazz Festival.
Sunset Magazine	No byline	11/1/2008	1,224,325	\$5,167.50	2 inches	"Wild about Wine": includes section on Calistoga bike tour
Passport Magazine	Rich Rubin	11/1/2008	50,000	\$18,000	3 pages	"Doing business in Calistoga": covers gay-owned and gay-friendly businesses.
Inside Napa Valley	No byline	11/8/2008	32,000	\$3,750.00	5 inches	Lighted Tractor Parade
Asiana Airlines inflight	Kim Jeong-eun	11/8/2008	50,000	\$1,000.00	8 inches	"California Pilgrim": contained information about Napa wine country and Solage and Cuvaison. Arranged in cooperation with California Travel and Tourism Committee.
Experience Life (magazine in Eden Prairie, MN)	Bob Cooper	11/9/2008	593,539	\$5,737.20	6 inches	Total Immersion - Article with section on Calistoga spas. Started pitching Bob on spa stories in early 2007 and he did this story in November 2008.
Napa Sentinel	No byline	11/28/2008	15,000	\$23.10	3.5 inches	Community Calendar - item on Lighted Tractor Parade
San Francisco Chronicle: Desinations section	Matt Villano	11/30/2008	339,430	\$2,025.00	6.75 inches	"Wine country spots for leftovers picnics"
Press Democrat	Lori Carter	12/3/2008	71,789	\$282.50	2.5 inches	Christmas in Calistoga: Tractors on Parade
Calistoga Tribune	Michelle Wing	12/5/2008	2,200	\$480.00	40 inches	"Calistoga Lights Up for Christmas" - article about Lighted Tractor Parade and Christmas Bazaar

Media	Writer	Date	Circulation	Ad Value	Size	Information
Los Angeles Times	Eric Lucas	12/7/2008	739,147	\$11,178.00	11.5 inches	hot spring waters": includes section on Indian Hot Springs. We regularly send Calistoga
Southern Bride	Sherra Meyers and Suzanne Scharff	Winter 2009	100,000	\$2,081.00	1.25 inches	"Romancing the Vines: Wine Enthusiasts Honeymoon 4 Days in Napa and Sonoma": Mentions Getaway Adventures.
In Flight USA	Stuart J. Faber	1/1/2009	41,000	\$2,650.00	2 pages	"Calistoga: A Beautiful Blend of Past and Present
Los Angeles Times	Avital Binshtock	1/11/2009	739,000	\$972.00	1 inch	Calendar Listing: Calendar: - Wellness Month
San Francisco Chronicle	No byline	1/18/2009	339,000	\$626.00	2 inches	Calendar Listing: Art, Competitions and Community Events: "Mustard, Music and Music: A Calistoga Jazz Festival"
Houston Chronicle	Susan Fornoff	1/25/2009	448,000	\$37,518.00	55.5 inches	"Calistoga mud for a dirt-cheap deal (almost)"
San Antonio Express-News	Susan Fornoff	1/25/2009	207,000	\$19,245.73	55.5 inches	"Calistoga mud for a dirt-cheap deal (almost)"
San Francisco Chronicle	No byline	1/28/2009	312,000	\$1,800.38	5.75 inches	Mustard Festival 2009 - special section that mentions Calistoga Ranch Living, Castello di Amorosa, and Solage
Southwest Spirit Magazine	Brad Cope	2/1/2009	508,000	\$3,613.20	7 inches	Worked with writer on story entitled: Your Adventure in Wine Country
Via	Christopher Hall	2/1/2009	2.8 million	\$292,140.00	9 pages	"Calistoga: Napa Valley's hot spot".
Napa Valley Register	no byline	2/4/2009	15,200	\$1,035.00	7.5 inches	"Mustard news" - mentions in detail Mustard, Mud and Music Festival
Calistoga Tribune	No byline	2/6/2009	2,200	\$288.00	24 inches	"Mustard, Mud & Music fills the air with jazz, wine and good times"
Manteca Bulletin	Cary Ordway	2/18/2009	7,000	\$48.68	3.5 inches	"Deals make California travel enticing" - mentions Best Western Stevenson Manor Inn, Brannan's, Flat Iron Grill and Checkers.
St. Helena Star	No byline	2/26/2009	4,600	\$44.05	2.5 inches	"Mustard, Mud, Music: Calistoga Jazz Fest"
Wine Country This Week	No byline	3/1/2009	800,000	\$817.50	.75 page	"Mustard, Mud, & Mustic Festival Returns to Calistoga
Press Democrat	No byline	3/6/2009	72,000	\$480.25	4.25 inches	Quick Ticks: "Mustard, Mud & Music in Calistoga"
St. Helena Star	No byline	3/6/2009	4,600	\$35.24	2 inches	Jazz Fest"
Pacific Sun	Pat Fusco	3/6/2009	36,000	\$29.00	1 inch	"Put a Fork in it - What's New" - mentions Mustard, Mud & Music Festival
East Bay Monthly	Anna Mindess	4/9/2009	81,000	\$2,002.00	27	"Bay Tripping (column)." Features various destinations within Calistoga.

Media	Writer	Date	Circulation	Ad Value	Size	Information
Spa Management	N/A	4/1/2009	29,624	\$3,089.44	2 pages	Destination (section): Warm up to Winter with a Mud Bath at Dr. Wilkinson's Hot Springs Resort." Article about Dr. Wilkinson's.
Woodland Daily Democrat (AP)	Michelle Locke	4/17/2009	8,740	\$860.40	24	"Who Has Rights to a Name?" Article about designation of Calistoga AVA.
Wine Country This Week	N/A	4/17/2009	800,000	\$1,090.00	1 page	"Calistoga Wineries Annual Spring Celebration, May 2"/" Article about annual wineries spring celebration, but also gives background about filming of movies in the area.
Wine Country This Week	Charles Neave	4/17/2009	800,000	\$1,090.00	1 page	"Knowledge, Service and Value at Calistoga Wine Stop."
North Bay Business Journal	D. Ashley Furness	4/20/2009	9,000	\$302.50	8	"New Calistoga Tourism Efforts Prove Effective." Part of hospitality and tourism column.
Conde Nast Johansens Guide	N/A	5/1/2009	N/A	N/A	N/A	Chanric Inn named "Distinctive Property."
Wine Country This Week	N/A	5/1/2009	800,000	\$1,090.00	1 page	"Calistoga Wineries Annual Spring Celebration" Article about annual wineries spring celebration, but also gives background about filming of movies in the area.
Spotlight's Wine Country Guide	N/A	5/1/1900	66,500	\$466.50	12.25	"Exploring the Wine Country More Fully." Includes sections on spa treatments in Calistoga and on Safari West.
Wine Country This Week	Charles Neave	5/1/2009	800,000	\$1,090.00	1 page	"Knowledge, Service and Value at Calistoga Wine Stop."
San Francisco Chronicle	Matt Villano	5/3/2009	312,118	\$18,780.00	30	"Small Place, Big Story." Article about Sharpsteen Museum.
San Francisco Chronicle	N/A	5/3/2009	312,118	\$5,008.00	8	"Sunday Drive: Napa Wine Country." Article gives directions for drive through Napa Valley, includin through Calistoga.
San Francisco Chronicle	N/A	5/3/2009	312,118	\$3,130.00	5	"Forget the Sleepover, Just Spring for the Spa." Article features five spas in various areas, including Solage Calistoga.
Wine Country This Week	Christin Piccin	5/8/2009	800,000	\$1,090.00	1 page	"Plan a Visit to the Old Faithful Geyser in Calistoga."
The Washington Post	Christina Talcott	5/10/2009	665,000	\$43,228.00	50.5	"In Calistoga, Calif., Go for Grapes and Goo."

Media	Writer	Date	Circulation	Ad Value	Size	Information
San Francisco Chronicle	Susan Fornoff	5/10/2009	312,118	\$1,252.00	2	"A Lot of Art, a Little Wine Equal One perfect Day." Mentions Close Pegase.
Manhattan Mercury (KS)	Christina Talcott	5/12/2009	9,424	\$368.00	39	"In Calistoga, Calif., Go for Grapes and Goo."
Calistogan	John Waters	5/14/2009	2,500	\$1,339.12	76	"Classic Car Show Returns a Feeling of Old - at Least an Earlier - Calistoga."
Wine Country This Week	Christin Piccin	5/15/2009	800,000	\$1,090.00	1 page	"Plan a Visit to the Old Faithful Geysers in Calistoga."
Connecticut Post	Christina Talcott	5/17/2009	68,286	\$4,621.50	39	"In Calistoga, Calif., Go for Grapes and Goo."
Inside Napa Valley	Louisa Hufstader	5/21/2009	32,000	\$202.30	10 inches	
Greenwich Time (CT)	Christina Talcott	5/22/2009	9,622	\$1,979.60	24.5	"In Calistoga, Calif., Go for Grapes and Goo."
Grass Valley Union	Christina Talcott	5/22/2009	16,571	\$1,050.00	30	"In Calistoga, Calif., Go for Grapes and Goo."
Wine Country This Week	Diana Greenwood	5/22/2009	800,000	\$1,453.00	1.3 page	"Calistoga Cellars: The Perfect Place to Begin or Wind Down Your Day."
Sacramento Bee	Rick Kushman	5/24/2009	248,855	\$12,600.00	36	"Calistoga, Where the Locals are Friendly"
Napa Valley Register	N/A	6/3/2009	14,497	\$89.62	3.75	"First Saturday in Calistoga."
Benicia Herald	N/A	6/4/2009	9,184	\$88.20	7	"First Saturday in Calistoga."
San Francisco Chronicle	Matt Villano	6/14/2009	312,118	\$18,780.00	30	"Petrified Forest - Science, Not Scares."
The Wine Spectator	Tim Fish	6/15/2009	389,000	\$9,387.87	43.12	Touring at the Top. Includes sections on Solage Calistoga, Solbar, Castello di Amorosa. Schramsberg, Calistoga Spa Hot Springs,
Alton Telegraph (IL)	Brooke Donald	6/16/2009	24,032	\$90.66	2	"Sipping and Saving in California's Wine Country." Includes mentions of Golden Haven Hot Springs Spa and Resort and Sterling Vineyards.
San Francisco Examiner	N/A	6/18/2009	166,614	\$92.07	2.75	"Calistoga Gears Up for Summer Events."
Northwest Herald (IL)	Brooke Donald	6/18/2009	34,763	\$94.26	3	"Travel Thursdays: Wine Country Wedding within Reach." Includes mention of Golde Haven Hot Springs Spa and Resort and Sterling Vineyards.
Esquire (Japan)	N/A	6/24/2009	60,000	\$9,240.00	.66 page	"California Has It All." Includes section on Calistoga.
TOTAL PRINT				\$580,431.56		
Broadcast Media						
NBC Bay Area	Bob Redell	8/6/2009	N/A	\$3,200.00	4 minutes	Interview with Bo Barrett for opening of "Bottle Shock."

Media	Writer	Date	Circulation	Ad Value	Size	Information
TOTAL BROADCAST				\$3,200.00		
Electronic Media						
CaliforniaTravelGirl.blogspot.com	Lora Finnegan	12/11/2008	NA	NA	NA	"Art, Wine and a Castle in Calistoga" - Blog entry on Castello di Amorosa resulting from FAM tour
traveler.sunset.com	Amy Wolf	12/28/2009	NA	NA	NA	"Visit the castle where Bedtime
californiatravelgirl.blogspot.com	Lora Finnegan	1/1/2009	NA	NA	NA	"Calistoga launches a month of wellness"
napavalleyregister.com	No byline	1/1/2009	NA	NA	NA	"Wellness Month"
napavalleyregister.com	No byline	1/2/2009	NA	NA	NA	"All's well in Calistoga" (small newsbrief about Wellness Month"
sthelenastar.com	No byline	1/3/2009	NA	NA	NA	"Kick off a healthy New Year in Calistoga" - article about Wellness Month
travel.latimes.com	Avital Binshtock	1/6/2009	NA	NA	NA	Calendar listing (events from January to March 2009: "Calistoga Wellness Month"
examiner.com	D.T. Regula	1/12/2009	NA	NA	NA	Wine Country Weekends - a new
spiritmag.com	Brad Cope	2/1/2009	NA	NA	NA	Your Adventure in Wine
travel.latimes.com	Avital Binshtock	2/17/2009	NA	NA	NA	Calendar listing (events from February to April 2009: "Mustard, Mud & Music Festival"
sfgate.com	Matt Villano	3-May-09	N/A	\$9,390.00	N/A	"Calistoga Packs its History into Small Museum."
sfgate.com	Tom Stienstra	5/3/2009	N/A	\$2,504.00	N/A	"Sunday Drive: Napa Wine Country."
sfgate.com	Susan Fornoff	5/3/2009	NA	\$1,565.00	N/A	"Forget the Sleepover, Just Spring for the Spa."
washingtonpost.com	Christina Talcott	5/10/2009	N/A	\$21,614.00	N/A	"In California Wine Country, You Can Develop a Taste for Mud."
sfgate.com	Susan Fornoff	5/10/2009	N/A	\$626.00	N/A	"A Lot of Art", a Little Wine Equal One Perfect Day."
sacbee.com	Rick Kushman	5/24/2009	N/A	\$630.00	N/A	"Calistoga, Where the Loals are Friendly."
starchefs.com	N/A	June	N/A	N/A	N/A	JoLe Chef award
sfgate.com	Matt Villano	6/14/2009	N/A	\$9,390.00	N/A	"Petrified Forest - Science, Not Scares."
winespectator.com	Tim Fish	6/14/2009	N/A	\$4,693.00	N/A	"Touring at the Top."
Dog Blog	N/A	6/15/2009	N/A	N/A	N/A	Calistoga as a Dog-friendly
TOTAL ELECTRONIC				\$50,412.00		
TOTAL All MEDIA				\$634,043.56		