

January 17, 2001

Ms. Sue Enger
MRSC
1200 Fifth Avenue, Suite 1300
Seattle, WA 98105-1159

Dear Ms. Enger:

Thank you for your recent telephone call about the marketing efforts of the City of Walla Walla. Attached please find a copy of a small survey we did in May 2000, along with the results, copies of "At Your Service" which is a monthly utility bill stuffer, our 1998 Annual Report and activity statements for the Marketing Committee for 1999 and 2001.

We also have a digital autoloading message "on hold" system that is connected to our phone system. These messages are short, tidbits of information about city services that our customers may listen to. I believe that this is well received by the public. We change the messages about two to three times per year.

In the past, we also had t.v. spots which were played on various cable channels. We worked with our local cable provider to video tape these spots (we provided a script), and they would offer one or two "free" spots for every two we paid for. We also used these scripts with local radio stations, working with both English and Spanish-speaking stations.

I hope that some of this information is helpful. Please let me know if you have any specific questions about the material I have enclosed.

Sincerely,



Darci Hamilton
Marketing Chair

Enclosures