



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
10.07.05:

SEPTMEBER ACTIVITY

- Finalization of media plan & creative comps
- Presentation of creative & media plan
- Creative repurposing (based on board direction)
- Creative approval
- Media procurement (radio, newspaper, magazines, cable tv, internet)
- Radio promotion coordination
- Radio production of two radio spots
- Trafficking of radio spots & traffic instructions to radio stations
- Customization of print ad for each publication
- Trafficking of digital materials to print and internet media
- Development of Internet Search list
- Development of shot list for Northwest Cable News segment