



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
05.03.06:

2006 CAMPAIGN:

Attended planning meeting to ready for fall creative campaign

Interfaced with David Wheeler regarding Meeting Planning one sheet

Developed creative brief for Meeting Planning one sheet

Generated estimate for Meeting Planning one sheet

Internet Search Optimization, Tweaks, and Response Tracking

TWW Radio Promotion Decisions – Account Service

Media accounting & reconciliation

Media billing / accounts payable

Fielding of new media inquiries

TWW/PWW/BIG SKY:

Implementation of Radio Promotions/Trafficking of Promo Materials with the following stations:

- KBOI-AM
- KTHI-FM
- KLTB-FM
- KXLT-FM

Media billing / accounts payable

MISC:

Generated Tri-City radio market research/ranker report for Fort Walla Walla Museum