



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
09.02.06:

2006 Fall Campaign:

- Seattle-based radio production for spot voiceovers
- Radio production of both spots in Vancouver, Canada
- Re-negotiation of advertising radio program with KMPS to achieve greater efficiencies (based on current Arbitron trends)
- Added Classical KING-FM with cost savings from KMPS
- Orchestrated general shot list for Northwest Cable News shoot

2006 Artrain:

- Solicited proposals from media vendors (NPR, Yakima Republic, Spokesman Review, etc.)
- Developed media plan

TWW/PWW/BIG SKY:

- Media accounting & reconciliation

FORT WALLA WALLA:

- Media accounting & reconciliation