



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
07.09.06:

2006 Fall Campaign:

- Copywriting/concepting of three radio campaigns (six spots total) for production in Fall of 2006.
- Copywriting/concepting/art direction of three print campaigns for production and insertion beginning Fall of 2006.
- Travel to Walla Walla for two days of meetings: (1) to present proposed Fall 2006 Creative and (2) to discuss future lodging tax rates, budgets, etc. with Walla Walla area hospitality representatives (3) to meet with Fort Walla Walla staff about possible assistance with promotions, etc.
- Initial casting/pre-production research associated with Fall 2006 radio production

2006 Spring Campaign:

- Internet Search Optimization, Tweaks, and Response Tracking
- Media accounting & reconciliation
- Media billing / accounts payable
- Fielding of new media inquiries

2007 Annual Campaign:

- *Walla Walla Hotel Assn. Mtg.:*
 - Developed Media options for additional tax funding dollars (\$30k & \$70k).
 - Developed Presentation for WW Hotel community meeting
 - Presented to WW Hotel community
- Researched Database Marketing Possibilities for future Direct Marketing Campaign.

TWW/PWW/BIG SKY:

- Media billing / accounts payable

MISC:

- Negotiated & Procured Fort Walla Walla Radio Campaign
- Media accounting & reconciliation
- Media billing / accounts payable