



GIBSON MEDIA, INC.  
TWW PROCESS UPDATE  
06.05.06:

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**2006 Spring CAMPAIGN:**

Internet Search Optimization, Tweaks, and Response Tracking

Media accounting & reconciliation

Media billing / accounts payable (2005 Campaign)

**2006 Fall CAMPAIGN:**

Develop print concepts for implementation in Fall 2006

Develop of radio concepts for implementation in Fall 2006

Preparation of print comps for presentation in Walla Walla

Preparation and initial pre-production (casting discussion) of radio scripts

Discussion and formulation of strategic recommendations for Fall 2006 action plan

**2006/7 CAMPAIGN:**

Development of media options / planning for additional funds

Preparation of comp plans for presentation in Walla Walla

Interfacing with media reps; fielding of proposals

