



GIBSON MEDIA, INC.  
TWW PROCESS UPDATE  
11.03.06:

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**2006 Fall Campaign:**

- Copywriting of five "package" :10 tags to be used with radio
- Coordinated photography needs with David Wheeler
- Recommended edits/coordinated copy for Visitor Guide 2007
- Resize of new print ad/color house coordination of proof for Wine Spectator
- Media reconciliation and accounts payable

**2006 Artrain:**

- Began Gathering Materials for Trafficking to: NPR, Yakima Republic, Spokesman Review, etc.
- Provision of logo & art specs for creative development

**2006 Italian Heritage Festival:**

- Reviewed and coordinated copy with NPR.

**2007 Media Plan:**

- Planning/budgeting discussions with Michael for 2007
- Investigate/researched and reviewed new media opportunities for 07