



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
02.07.07:

2006 Fall Campaign:

- Media reconciliation and accounts payable

2007 Media Plan:

- Media procurement/placement
- Digital media plan for Michael for meeting
- 2007 Sunset Co-op plan development
- Coordination of input/feedback/approval of WA State Visitor Guide copy
- Concepting/copywriting/art direction of two new full-page print ads
- Researching of photographers/correspondence with Walla Walla area photographers for possible use in print ads
- Trafficking/e-pro of two new ads to various print publications for use throughout 2007
- Review and e-mailing of various WW photos for Joshua Ratliff at CVB
- Review and recommendation of WW photos for printing on PR CD