



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
09.06.07:

2007 Meeting/Conference Promotion:

- Creative brief generation, concepting, copywriting, art direction of comps for "bring your meeting home" brochure
- Researching of printer options for "bring your meeting home" brochure

2007 Fall Campaign:

- Editing, un-archiving of NYC radio spot from Dick & Rogers studio in Vancouver BC
- Coordination and negotiation of talent payment for Spokane market airing of NYC radio spot
- Seattle Promotional Planning:
 - KWJZ-FM (Smooth Jazz) Promotion development for October 1st – "A Smooth Night Out in Walla Walla"
- Spokane Promotional Planning: Finalized promotions with...
 - KGA – The Big Talker – The Big Weekday Promotion
 - KEYF – Oldies – TC & Dougie Show Contest Promotion
 - KKZX – Web Contest
 - KISS 98.1 – TWW Daily Game Zone Contest
- Account Billing:
 - TWW Invoice / Billing schedule development
 - Processed TWW Spokane Radio Credit Applications w/ Spokane Radio groups

2008 Planning:

- Correspondence with Mike Greenstein and John DeLeva RE: WA State Visitor's Guide
- Preparation, printing, binding, shipping of TWW RFP
- Preparation for presentation in Walla Walla on September 6th
- Travel Web site research / meetings with regional web networks, including: Ad.com, adtegrity.com, 24/7 Real Media, Blue Lithium, & Tribal Fusion.

Misc.:

- Interview with Tri-City Herald about strategy behind TWW Advertising strategies (Published last Sunday)