



GIBSON MEDIA, INC.  
TWW PROCESS UPDATE  
08.03.07:

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**2007 Fall Campaign:**

\* Spokane Promotional Planning:

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

\* Spokane Radio Schedule Adjustment

\* Trafficking of Print Publication Materials (Horizon Air / Media Max Pubs)

**2007 Fall WW Local Campaign:**

\* Brochure & Ad Estimate Development for Local Associations

**2007 Spring Campaign:**

\* Seattle Promotional Planning:

KWJZ – Jazz

\* Web Optimization

\* Account Billing

**2008 Planning:**

\* TWW Web Strategy Mtg. w/ SearchWrite

\* Web / Occupancy / Traffic Post Analysis

\* 2008 RFP Development