



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
11.05.07:

2007 Fall Campaign:

- Seattle Promotional recap development:
 - KWJZ-FM (Smooth Jazz) Promotion.
- Spokane Promotional recap development
 - KGA – The Big Talker – The Big Weekday Promotion
 - KEYF – Oldies – TC & Dougie Show Contest Promotion
 - KKZZ – Web Contest
 - KISS 98.1 – TWW Daily Game Zone Contest
- Account Billing:
 - TWW Spokane radio campaign media reconciliation
 - TWW Accounts payable and receiveable

2008 Planning:

- Mtg. w/ Quigo to discuss online Search Engine Optimization expansion capabilities.
- Mtgs. w/ Atlas server management assessing cost efficiencies for serving up TWW banner ads
- Mtg. w/ DrivePm for possible online ad space procurement across their web network.
- Mtg w/ Seattle Convention & Visitor's Bureau Membership Director to discuss CVB strategies/ TWW referral possibilities.
- Conference call with Alaska Airlines discussing cross-promotional partnership with Alaska Airlines, Restaurants Unlimited, Inc. and TWW.
- 2008 Washington State Visitor's Guide negotiation
- November Mtg. Coordination / Planning for focus groups with Maxwell PR

