



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
10.06.07:

2007 Meeting/Conference Promotion:

- Print bidding/pre-press/uploading/billing coordination of "Home Town Hero" brochure piece with Modern Postcard.

2007 Fall Campaign:

- Editing/coordination/traffic + FTP of Spokane version of HOUSTON spot w/studio in Vancouver
- Copywriting/coordination of promotion copy points for Spokane radio (KEYF)
- Trafficking of TWW logo to Spokane radio stations
- Seattle Promotional Execution:
 - KWJZ-FM (Smooth Jazz) Promotion execution for October 1st – "A Smooth Night Out in Walla Walla"
- Spokane Promotional coordination: Coordinated prize packages & promotional mentions associated with the following events....
 - 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:

- Negotiation/coordination of Walla Walla photography purchase with Brian Gaines
- Discussions/e-mails about inclusion of TWW in 2008 Visitor's Guide with Mike Greenstein