



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
09.04.08:

2008/9 Media Research / Strategy:

- NPR Co-Op Partnership Discussion / Exploration
- Tribal Fusion & Value-Click Discussions re: TWW future web advertising
- Meeting w/ Amazon.com ad search division regarding TWW options for 2009
- Re-worked QUIGO regarding text link advertising strategy.
- Review of potential print partnerships with: Experience WA, Encore Media, Northwest Magazine.
- Walla Walla Green Review
- Review of Visitor's Research Report
- Assist Michael w/ June 2006 presentation files.

2008 Creative Development:

- Copywriting/editing of :30 copy for TWW "sightline" copy.
- Copywriting of :10-sec "Picture Picture Walla Walla" contest.

2008 Promotions:

Preliminary customization and promotional coordination of Spokane Fall promotions:

- Picture Picture Walla Walla contest on KQNT-AM & KXLY-AM, and KISC-FM
- Entwine partnerships with KXLY-AM, KGA-FM, and KEYF-FM

2008 Print Trafficking:

Trafficking of :30/:10 Spokane radio spots to KEYF-FM, KXLY-AM/FM, KISC-FM, KGA-FM, KQNT-AM