



GIBSON MEDIA, INC.  
TWW PROCESS UPDATE  
03.07.08:

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**2008 Creative Development:**

- Print Ad development & approval
- Radio script finalization & approval
- Radio VO talent coordination
- Broadcast Radio Production
- Quigo.com web text creative

**2008 Promotional Planning:**

Promotional Planning (Gourmet Weekend Getaways) with the following stations:

- Seattle Weekend Getaways:
  - Recaps for KBSG-FM, KTTH-AM, KWJZ-FM, KIXI-AM & KING-FM
- Portland:
  - KLTH - Portland: "Heavy Hitters E-Blast" provided by Cameo Heights Mansion
  - KKCW - Portland: "SOLV Charity Auction" Walla Walla Inns and Girasol Vineyard & Inn
  - KXL - Portland: "Vine Time" Moved to last two weeks of flight, still need two getaways.
- Spokane: KEYF\_FM, KXLY-AM, KISC-FM, KGA-FM, KQNT-AM, KXLY-AM

(This includes coordination of concept, copy, execution, gift certificates, air checks, etc.)

**2008 Misc.:**

- 2008 Digital Media Plan summary development
- Accounts payable
- Contract confirmations / Order reconciliation
- Interface w/ various print pubs re: artwork questions/concerns

**2008 Feast Walla Walla:**

- Northwest Palette Magazine Creative Trafficking
- Seattle: KIRO-AM, Tom Douglas Show – Writing of :60-sec. Feast Walla Walla Copy

for Tom Douglas.

- Feast Walla Walla Radio Banner Bank copy development
- Eastern Washington: Copy development for Northwest Public Radio Ads.