



GIBSON MEDIA, INC.  
TWW PROCESS UPDATE  
02.21.08:

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**2008 Creative Development:**

- Print Ad concepting
- Radio script concepting & development
- Radio VO talent coordination
- Photograph procurement for print ads
- Print proof generation of “Laid Back” & “Rush Hour”/ review for dissemination to pubs
- Resizing of WBBG Directory Ads
- Sizing and trafficking of print ads for Sunset, Bon Appetit, Domino, Gourmet & Architectural Digest, and Horizon Air Magazines.

**2008 Promotional Getaway Planning:**

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

- Seattle: KBSG-FM, KTTH-AM, KWJZ-FM, KIXI-AM, KING-FM
- Portland: KLTH-FM, KXL-AM, KKCW-FM
- 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. Planning:**

- Precept Wine & TWW cross-promotional partnership on KBSG-FM
- Accounts receivable planning
- Contract confirmations / Order reconciliation

**2008 Feast Walla Walla Media Planning:**

Media negotiation and placement with the following media outlets:

- Regional: Northwest Palette Magazine
- Seattle/Tacoma: KIRO-AM, Tom Douglas Show
- Eastern Washington: NWPR (Public Radio – Both News & Classical)