



GIBSON MEDIA, INC.  
TWW PROCESS UPDATE  
08.05.08:

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**2008 Media Strategy:**

- Interfaced w/ QUIGO regarding text link advertising strategy.
- WW Correlations Review
- Account Service: Interface w/ Horizon Air regarding web leads and Walla Walla Wine Story.
- Experience WA Review

**2008 Creative Development:**

- Preparation of creative estimate for Fly Walla Walla First campaign
- General creative discussion and planning
- Creative review of print artwork for MediaMax (November Issue)

**2008 Promotions:**

- KIXI promotional proposal - Listener Appreciation Event - (chose not to do it).

**2008 Print Trafficking:**

- Trafficking of print artwork for MediaMax (November Issue)

**Accounts Payable / Receiveable:**

- Shakespeare Uncorked media reconciliation with Tri-City Herald & NPR