



GIBSON MEDIA, INC.
TWW PROCESS UPDATE
5.18.09:

2009 TWW Annual:

Creative – April:

- Coordination, correspondence, comp approval of TribalFusion banner campaign launch.
- Coordination, choosing of photography selects, approval of final artwork for MaxTravel advertorial.
- Resizing of print artwork/formatting as JPEG for TWW (Chris request)
- Resizing of banner artwork (x2) for Washington Wine Country (Matt Burleigh)
- Resizing of banner artwork (x2) for Gold Today (Cameron Healey)
Coordination with Sunset Magazine to re-size artwork for a second time (after size spec change).

2009 Walla Walla Chamber Music Festival:

- Developed WWCMF2 media plan, negotiated rates, received approvals, & procured inventory
- Accumulated specs and trafficked creative to UB and the Tri-City Herald.
- Developed NPR copy, revised and trafficked
- Developed KING-FM (Seattle) :60-spot copy and trafficked
- Developed KING WWCMF2 radio promotion: Tourism Walla Walla and Bartell Drugs Partnership

2009 Misc.

- Media reconciliation for Spring TWW Campaign & Feast Walla Walla
- Optimization of Tribal Fusion Travel Network, Quigo, & Citysearch.com

2009 Billing:

- Media Accounts Payable / Receivable for Spring TWW Campaign
- Media Accounts Payable / Receivable for Feast Walla Walla