



GIBSON MEDIA, INC.  
TWW PROCESS UPDATE  
12.08.09:

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- Creative brief development
- Resizing of “Eeny Meeny” for Washington’s Visitor’s Guide
- Trafficking of Visitor’s Guide Ad
- Revising/adjusting Media Plan Option B (spring/fall)
- Revising/adjusting Media Plan Option A (spring/ fall)
- Placement of 2010 TWW Media Plan Option A (Spring + Fall)
- Promotional planning for KINK-FM in Portland
- Media discussions with Blue Sky Broadcasting
- Media review of Mid-Columbian and Transit media vendor options
- Creating and sending out purchase orders for individual markets and vendors. (Seattle, Portland, Boise, Spokane radio, Print, Online)