



GIBSON MEDIA, INC.  
TWW PROCESS UPDATE  
11.16.09:

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**2010 TWW Planning:**

- Media Review & Strategic Development for 2010
- Media RFP's & Negotiation (Radio, Print, Online)
- Creation of 2010 TWW Media Plans - Option A and Option B.
- Coordination/planning with web development firm Viallo re: possible shopping cart/packages for 2010
- Negotiation/planning for 2010 TWW promotions in Seattle/Spokane/Portland/Boise (Experience Walla Walla packages)
- Creative Budgeting/planning for 2010 ad year (gathering of radio estimate info, prep of internal creative time estimates)
- Creation/art direction of slides for 2010 media planning presentation
- Travel to and time spent in Walla Walla for 2010 media planning presentation

**2009 Campaign:**

- Media Accounts Payable / Receiveable