



GIBSON MEDIA, INC.  
TWW PROCESS UPDATE  
10.01.09:

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**2009 TWW Misc.:**

- Copywriting/editing/creative direction of radio tags for Wheelin' Walla Walla Weekend
- Copywriting/editing/creative direction and coordination with Maxwell PR of Facebook tag for Spokane radio.
- Copywriting/editing/creative direction of radio tags for the 17th Annual Fall Harvest Festival
- Media review meeting with Citysearch
- Coordination and trafficking of spots and traffic instructions for Spokane Fall Radio Campaign. (KEYF-FM, KXLY-AM, KISC-FM)

**2009 Billing:**

- Media Accounts Payable / Receivable for Annual Campaign, Shakespeare Uncorked.

**2010 Planning:**

- Account planning/creative strategy development for 2010 campaign:
  - Radio: Seattle, Portland, Spokane, Boise
  - Promotional concepting
  - Print: Magazine – various pub review
  - Web: Search, Contextual, Banner placement, Social network
- Discussions / meeting w/ Viallo Web systems on TWW web financial transaction systems
- Review of Washington Tasting Room Magazine proposal / pitch