



TWW PROCESS UPDATE
2.16.10:

Creative Development:

- Coordination/correspondence with Kim Leary at Sunset Magazine re: March Artwork
- Resize of artwork for new art size reqs at Sunset Magazine
- Coordination/correspondence with Natalie Corniel at MediaMax re: April artwork
- Copywriting of :10 tag for Gourmet Getaway promotion
- Copywriting/correspondence/approval/edits of :60 station-read script for Gourmet Getaway promotion
- Finalizing of creative development of new creative for 2010 campaign.

Media Planning/Trafficking:

- Gourmet Getaway Plan building (\$2,040 on KXL-Am Portland)
 - (Options A & B)
- Booking Gourmet Getaway schedule with KXL
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Account Service / Proposal Review

- Travel to and from Walla Walla; attendance at TWW Annual Meeting
- Trafficking spot for Gourmet Getaway Portland Campaign

Misc.

- Accounts receivable / payable (reconciliation)