



TWW PROCESS UPDATE

3.02.10:

Creative Development:

- Casting, broadcast pre-production, recording/mixing, trafficking of two new radio commercials for Tourism Walla Walla.
- Coordination/approval/troubleshooting of artwork for May 2010 Tourism Walla Walla print ad in MediaMax.
- Copywriting/approval of four different :10 radio tags for new :50/:10 spots
- Procurement, negotiation, downloading of photography from Jim Willis for use in Tourism Walla Walla 2010 web ads.
- Copywriting of :15 generic tag copy for use on KING-FM
- Editing/copywriting of :10 tag from above version
- Resize/optimization/trafficking of four sets of artwork for four new web ads
- Copywriting/editing of CitySearch web profile copy
- Resizing/formatting of TWW logo to 200x200px square format for inclusion in CitySearch profile

Trafficking:

- Trafficking of spots and traffic instructions to Seattle/Portland/Boise radio stations (Seattle: KING/KOMO/KRWM/KWJZ/KIXI Portland: KEX/KPOJ/KINK/KKCW and Boise: KBOI/KTHI)
- City Search Profile:
 - Trafficking new web copy, logo and photos
 - Tribal Fusion: Trafficking new banner ads

Misc.

- Media Analysis of Media Max/Portland and Seattle Monthly comparison
- Building Kirkman House Media Plan: Tri-Cities stations: KFLD/KOLW and NPR: KFAE/KWWS
- Canceling of Portland/Seattle/Boise promotions