

Velocity Radio Management



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Velocity Radio Management partners with McVay Media to bring Listeners and Profits to Radio Stations

Pittsburgh, PA/Cleveland, OH...Velocity Radio Management and McVay Media, today announced a partnership to help the Radio industry grow Ratings and Profits.

McVay Media will work with Velocity Radio Management to provide Programming, Promotion and Marketing to Velocity's clients.

"McVay Media is a perfect fit for Velocity's model for running Radio Stations." Tony Renda, CEO of Velocity Radio Management said. "We've all watched the current economic conditions dictate more centralized programming: Bigger decisions are being made by fewer individuals. These broad strokes require scrutiny and oversight by a consultant with tremendous experience and vision, and that's Mike McVay."

"Hundreds of Radio Stations across the country and the globe use McVay Media's programming, coaching and promotional resources to grow their audience. I'm looking forward to working with Velocity Radio Management and their clients to turn our ratings into revenue." Mike McVay, President of McVay Media, said.

About Velocity Radio Management

Velocity Radio Management *Protects and Grows the Value of Radio Stations* by operating, managing, and consulting radio stations for Radio Owners and Equity Shareholders. Based in Pittsburgh, Pennsylvania, Velocity Radio Management's operates radio stations for survival and success: Lean, Efficient and Profitable. More information about Velocity Radio Management is available at www.VelocityRM.com.

About McVay Media

McVay Media has been the world's preeminent media, communications, public relations, sales, marketing and consulting firm for over 25 years. More than 100 radio stations, networks, syndicators, and public speakers around the world have used McVay Media's expertise to coach their talent. McVay Media is the world's leading authority on radio, and offers unparalleled expertise and influence. Every day, thousands of air talent read McVay Media Show Prep, which includes information on daily events, great guest ideas and much more. McVay Media is the parent company of McVay New Media (Interactive consulting) and McVay Syndication (network programming and syndication) as well as the music division of McVay Media. For more information on McVay Media visit www.McVayMedia.com.

Contact

Tony Renda, CEO
Velocity Radio Management
Tony@VelocityRM.com
412.596.5678

Contact

Mike McVay, President,
McVay Media
mvcaymedia@aol.com
440.933.044