

# Velocity Radio Management

and



For Immediate Release. Tuesday, January 12, 2010.

## **Velocity Radio Management partners with vCreative to Bring High-Quality Cost-Effective Production to Radio Stations**

Newest Addition to the Velocity Lineup Adds Fast-Growing Virtual Production Company

**Pittsburgh, PA/Babson Park, FL...**Velocity Radio Management today announced a strategic partnership with vCreative. vCreative -a virtual radio production company- will work with Velocity Radio Management's clients to provide High-Quality Cost-Effective Production Services.

"When we analyze cluster performance of radio groups, we frequently see opportunities for improvements in the Production department." said Tony Renda, CEO of Velocity Radio Management. "After vCreative begins handling Production, 3 things happen overnight: quality improves, output increases, and the cluster reduces expenses. They are a welcome addition to our lineup of expert partners."

Jinny Laderer, President of vCreative, Inc. said, "Radio groups have been forced to cut costs. This has greatly affected the quality of their in house production capabilities. vCreative provides a cost effective platform to increase local direct sales with cutting edge creative and production. We're looking forward to working with Velocity Radio Management and their clients to bring our service to new clients."

### **About Velocity Radio Management**

Velocity Radio Management 'Protects and Grows the Value of Radio Stations' through ultra efficient station operations. Based in Pittsburgh, Pennsylvania, Velocity operates radio stations for Banks, Lenders, and Radio Groups that need efficient, stable and profitable station operations. More information about Velocity Radio Management is available at [VelocityRM.com](http://VelocityRM.com).

### **About vCreative**

vCreative, Inc., headquartered in Babson Park, Florida, provides a comprehensive network for the management of creative resources to the media industry. vCreative™PPO (Paperless Production Orders) is a creative workflow management system that provides organization and accountability for both production orders and streaming orders. The vCreative™Network offers instant connection to creative and production solutions (copy writing, production, voices, etc.) for clients that require extra resources regularly or on an as-needed basis. Currently, vCreative provides their services to radio stations in markets large and small, including: Lincoln Financial Media, Citadel Broadcasting, Entercom Communications, Triad Broadcasting, Clear Channel Communications and more. Further information about vCreative is available at [vCreativeInc.com](http://vCreativeInc.com).