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Envision Networks® Welcomes WLFX-FM to EZ Trak®
Lexington's 106.7 The Dog Deploys Music Research Tool

(AUGUST 2014) – **Envision Networks®** and **RadioTraks®** are proud to announce **Wallingford Broadcasting's WLFX-FM/Lexington, KY** as the newest affiliate of **EZ Trak®**, an online listener music research survey offering a simple, cost-effective way to help radio stations maintain and increase their listening audience. With **106.7 The Dog** now utilizing **EZ Trak**, it joins over 700 affiliates on the **Envision Services Network**.

EZ Trak® puts radio stations in touch with their listeners and in control of their research. With **EZ Trak®**, a station can set up a new music survey in less than ten minutes that will test how a song is trending, how it performs within specific listener demographics and help them decide which songs to play and how often. **EZ Trak®** provides valuable research data for stations and promotes listener interaction.

Used by hundreds of radio stations across the U.S., **EZ Trak®** can be customized to fit the needs of any station or format with flexible reporting options and an easy to use dashboard that showcases the program director's most commonly used tools. Stations interested in more information can visit www.goenvisionnetworks.com or contact Hannah Rosenthal at 216-831-3761 or hannahr@envisionradio.com.

About RadioTraks®:

RadioTraks® offers simple, cost effective solutions to radio stations and the record industry. RadioTraks® was founded in the fall of 2000 by Hal Fish, when he was a radio station Program Director who had just lost his research budget. The idea was to create an online research alternative that would always be within a radio station's budget. RadioTraks® rolled out EZ Trak® in 2002 and introduced the industry's only no-cost online listener music research system. RadioTraks® maintains an extensive database of radio station listeners, in every major format, who have expressed a desire to participate in online surveys. RadioTraks is based in Columbus, Ohio.

About Envision Networks® :

Envision Networks® provides content and services to more than 1,500 radio stations and reaches millions of listeners each week. Envision Radio Networks, Inc. is the largest independently owned affiliate relations company in the country and supplies all types of programming and services to radio including morning show content, short-form vignettes, virtual news-weather-sports broadcasts, live syndicated morning shows, long-form weekend programming, 24/7 formats, comedy services, event programming, off-air tools, web content, album releases and artist specials. Envision Networks® is based in Cleveland, Ohio, with offices in New York City and Nashville.

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