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Lagniappe Broadcasting Chooses SpotVO & ExpressVO

Monroe Station Cluster Adds Next Day Commercial and Voice Production Service

(NOVEMBER 2014) – **Envision Networks**[®] is proud to welcome **Lagniappe Broadcasting's KZZR-FM, KXRR-FM, KQLQ-FM, KMYF-FM and KJMG-FM** in **Monroe, LA** as the latest affiliates of **SpotVO** and **ExpressVO**, the turnkey spot and voice production service that offers next day, fully-produced radio commercials available on a barter basis. With **Lagniappe's Monroe** station cluster now utilizing **SpotVO** and **ExpressVO**, they join over 700 affiliates on the **Envision Services Network**.

“**SpotVO** and **ExpressVO** are powerful sales tools that all sales departments should utilize! It's three quick and easy steps to receive a fully produced commercial within 24 hours,” said **Lagniappe Broadcasting program director Don Kellogg**.

SpotVO and **ExpressVO's** voice talents have been featured collectively in the **NBA, NFL, NHL, Discovery Channel, Subway, Comcast, Mazda** and more! **SpotVO** features the best production talent in the industry, ensuring that every commercial is quality produced and customized for your needs. Top-notch spot production options include thousands of library scripts, written by professional copywriters, and a selection of on-demand music beds available in a wide variety of formats.

Simply submit a script or pick one from the library, choose one of the industry's top voices, select a music bed that suits your format and click send. A fully produced spot or voice read will be sent to you the next day ready for broadcast or client approval.

SpotVO and **ExpressVO** are the creation of talent/imaging producer **AJ (KDWB/ Minneapolis, KDMX/Dallas, KRBE/Houston, WIAD/Washington DC)** and legendary Los Angeles programmer, consultant, and **The Rooster and Radio Playbook** prep creator **Mike Marino** (former PD of **KHHT-FM** and **KYSR-FM/Los Angeles**), who are also the creative forces behind **Imaging Chop Shop**.

See for yourself how easy spot and voice production can be by visiting www.spotvo.com or www.expressvo.com to hear audio samples. Contact **Valerie Brooks** at ValerieB@envisionradio.com or 216-831-3761 for more information about **SpotVO** and **ExpressVO**.

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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