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WestGlen Communications Announces New Satellite Media Tours

WestGlen Communications (www.westglen.com), which provides advanced broadcast and Internet public relations services that have redefined how corporations and PR agencies are succeeding in today's media environment, announced the launch of its next generation of services for television news publicity and promotion services. WestGlen's new four-tiered service for SMTs (satellite media tours) will meet the new demands of multi-platform distribution while providing tremendous audience reach and guaranteed performance to WestGlen clients seeking TV and/or online publicity.

"Television news is no longer confined to our TV set," said **Ed Lamoureux**, senior vice president of new and emerging media at WestGlen Communications. "Our research has shown that consumers now regularly engage video news segments online from TV, radio and Internet news websites. That research dictated the company's decision to evolve our SMT services and provide our clients with a turnkey solution for reaching the emerging news landscape from traditional broadcast to online web sites and video syndication sites."

As part of the services enhancement, WestGlen now offers its clients exclusive access to content pages on major market television and radio station websites, providing target audience penetration in both traditional and new media environments. WestGlen offers exclusive placement on more than 150 premier television station websites in top markets. Additionally, WestGlen offers exclusive placement on 11 top market news/talk radio station websites.