

# Verge Radio Network

Media Converges at RadioChanged.com

FOR IMMEDIATE RELEASE:

## Verge Network Re-Thinks Radio Weather; Adds Representation Of Storm Report Weather Featuring Meteorologist Dan Holiday



**Nashville, TN – March 7<sup>th</sup>, 2011 – Verge Network, Inc.**, a syndicator of content and services to Radio Stations, announced it will now represent Storm Report Weather, a private-label meteorological service featuring Radio Meteorologist Dan Holiday. Details are available on-line at [www.RadioChanged.com](http://www.RadioChanged.com).

VP/Sales for Verge Network, Grant Merrill ([Grant.Merrill@RadioChanged.com](mailto:Grant.Merrill@RadioChanged.com)), commented “Research consistently notes that weather information, particularly when the severe weather occurs, is the number-one reason listeners will tune a Radio Station other than music. We are providing a comprehensive option for Stations that know weather is important.” Storm Report Weather is available for cash or barter.

**Private-Label Meteorologists.** Lead meteorologist Dan Holiday is a Radio guy turned Radio Meteorologist who becomes your Station’s staff meteorologist; injecting personality and credibility for your Station brand – not a third-party brand. **Integrated On-Line.**

Producing forecasting for on-air presentation and on-line presentation at your website, social media sites, and mobile apps. **With Severe-Weather Overlays.** On-call severe weather options are available, including listener notification via e-mail and text messaging when watches and warnings are issued. **On-Location Where Severe Weather Happens.** The only Radio meteorology service with storm chasers in Tornado Alley and other severe weather hot spots.



Storm Report Weather is the latest in a series of content distribution agreements being announced by Verge Network. The Verge team is available by phone toll-free at (855) 99-VERGE and on-line at [www.RadioChanged.com](http://www.RadioChanged.com).

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About Verge Network, Inc.

Verge Network, Inc. is a syndicator of content and services to Radio Stations in the US with offices in Nashville, Kansas City, and Little Rock. The company seeks to provide broadcasters with tools and expertise to adapt and thrive in the era of media and consumer device convergence. (855) 99-VERGE Tel (615) 807-3334 Fax [www.RadioChanged.com](http://www.RadioChanged.com)



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