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VMS To Deliver News On-Site During the Olympics

Enhanced Media Monitoring & Delivery will Provide Tapes On-the-Spot in Salt Lake

VMS, (www.vmsinfo.com) the world leader in custom monitoring, analysis and the evaluation of news and advertising today announced it will offer its clients attending the Winter Olympics video tapes or transcripts of key broadcast news coverage on-site – an enhancement to VMS’ extensive suite of media monitoring and delivery capabilities that reinforces its dedication to proactive, client-centric services.

Olympic Coverage will have even greater national and international coverage and attention this year. Anticipating that a number of its clients would be in Salt Lake City during the Olympics, and knowing the need for urgency and immediate access to monitoring and management of news coverage, VMS created an on-site facility expressly to deliver monitored television news coverage of the Olympics spanning all three major networks as well as local news programming.

“VMS’ clients at the Olympics will enjoy the convenience of our unique monitoring capability in Salt Lake City. This enables our clients who are working on location nearly instant access to taped media segments about their companies, clients and competitors,” said Michael Kaufman, CEO of VMS. “Just as crucial as it is for clients to be on-site during the Olympics and other high-profile events, it’s equally critical that VMS offer services that directly address our customers’ needs.”

Clients wishing to obtain specific news clips or transcripts at the games will simply contact their regular VMS representatives. As always, in addition to videocassettes or transcripts, all broadcast news clips will also be available and easily accessible for clients with Internet ready PCs through VMS’ digital delivery capability.

To find out more about VMS’ 2002 Olympic media monitoring services or to schedule an interview, please contact Renee Depot (212)736-2010 or rdepot@vmsinfo.com

About VMS

VMS is a world leader in news, advertising and sponsorship information retrieval, providing unique services and products for thousands of public relations firms, advertising agencies, marketers, event sponsors and producers worldwide.

VMS records and monitors thousands of hours of television and radio broadcast news in over 100 top U.S. and international markets everyday enabling it to proactively manage public relations efforts whenever broadcast or Internet news of interest occur.

VMS’ global advertising library is the largest in the world containing over 1 million television, radio, print, outdoor and Internet ads and provides a vital resource for staying up-to-date on the latest creative efforts of its customers’ competitors.

VMS operates 16 full-service offices and 2 monitoring centers in major cities throughout the US. For more information about VMS call (800) VMS-2002 or visit www.vmsinfo.com.

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