



## **IMC RADIO ANNOUNCES STRATEGIC PARTNERSHIP WITH AIRPLAY DIRECT**

Ridgeland, MS --Impact Media Consulting, the parent company of IMC Radio, is pleased to announce the formation of a strategic partnership with AirPlay Direct.

“AirPlay Direct streamlines the music submission process for the artists that it serves,” says Duane Lamb, President and CEO of Impact Media Consulting and Owner/PD of IMC Radio. “What is really cool is the ease in which busy execs like myself can access the AirPlay Direct system, audition the artists tracks, and study their electronic bios all at the same time,” he adds.

AirPlay Direct and its revolutionary digital media delivery services is setting the standard for the way that independent artists should and will submit their music to music industry decision makers. The time and expense of assembling and mailing press kits has become a thing of the past with this service.

IMC Radio, a branch of the media research arm of Impact Media Consulting is an affiliate station of the Live365.com Internet Radio Network. IMC Radio is an open format station that serves as a premier outlet for new and independent artists and their music.

[www.imcradio.com](http://www.imcradio.com)

[www.AirPlayDirect.com](http://www.AirPlayDirect.com)