



MEDIA RELEASE

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VEHR COMMUNICATIONS EXPANDS WEB SITE OFFERINGS

Offers "INSIGHTS" on Important Strategic Communications Topics

CINCINNATI (OH) – December 3, 2008: Vehr Communications announced today the availability on its Web site (www.vehrcommunications.com) of *INSIGHTS*, brief issue papers offering expert perspectives and advice on a wide variety of communications-related topics of specific interest to business leaders and communications professionals.

"We decided to add *INSIGHTS* to our Web site because we saw a need for solid, concise information on topics that regularly challenge business professionals," said Nick Vehr, president and founder of Vehr Communications. "From crisis communications, cause marketing or how to integrate new media into comprehensive communications programs, each *INSIGHTS* is designed to provide a brief overview and explanation of the issue, along with professional advice and practical experience."

Vehr Communications' most recent *INSIGHTS* was written to simplify the complexities of the social media release (SMR), an enhancement of the traditional media release for the Web 2.0 world. SMRs are used to provide journalists with embedded videos, images and third-party links to information contained in and relevant to the subject of the media release.

INSIGHTS is supplemental to Vehr Communications' free monthly e-newsletter, *March Forth*. *March Forth* was created in early 2007 as a resource for professionals interested in strategic communications. Now, with nearly 1,500 subscribers, *March Forth* has become a reliable source for matters of interest to professional communicators.

Vehr Communications' *INSIGHTS* can be accessed at: http://www.vehrcommunications.com/Views_WhitePapers.php

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