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**For Immediate Release**

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## **New Interactive Agency Opens in Austin**

**Advertising and consulting agency offers unique online options for advertisers to make the most of their media dollars**

AUSTIN, TX — Media strategist Charlie D. Ray has launched a new boutique interactive advertising and consulting agency in Austin, TX, and Charleston, SC, called Broad Street Interactive ([www.broadstreetinteractive.com](http://www.broadstreetinteractive.com)). Ray has been an active leader in the Austin interactive industry for over five years. Formerly with LIN Television as director of new media, he increased KXAN.com's presence in the local market, exponentially increasing site traffic and introducing a new media newsroom to a traditional broadcast outlet. Those efforts were rewarded when KXAN.com was awarded Best Local News Website by the *Austin Chronicle's* Reader's Poll.

Prior to his work at KXAN, Ray launched several online startups and consulted with many large organizations to build online brands and communities. Broad Street Interactive will focus on traditional advertisers moving into the interactive space as well as working with digital agencies to create custom ad channels for their online media budgets.

As a strategist and evangelist for new media, Broad Street Interactive works with clients to apply sound business principles to the fast-paced world of online marketing. "Weeding out what's new and exciting with what generates ROI for our clients is our focus. We think strategically about spending media dollars where they work for our clients," Ray said about the philosophy of the new agency.

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**About Broad Street Interactive**

Whether you are looking for lead generation, strong call-to-action campaigns, branding campaigns or trying to get organic search results online, we listen and then we deliver.

We won't come at you with answers until we have asked the questions. We work with clients at all levels of online experience. From internet startups to large brick and mortar companies, taking the time to create strong interactive strategies that deliver results is what we do best.

We are passionate about what we do and we get a kick out of helping our clients exceed expectations. Ask us to help you exceed yours.

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