



VCS LAUNCHES ADVERTISING CAMPAIGN WITH NEW JERSEY 101.5 RADIO

Freehold, New Jersey (January 6, 2020) - [VCS Software](#), the official time and labor management partner of the [New Jersey State Association of Chiefs of Police](#), today kicked off a 6-month advertising campaign with [New Jersey 101.5 Radio](#).

The new marketing initiative, which VCS intends to ultimately extend past the initial 6-month contract and form a long-term partnership, will further position VCS as a top player in the human capital management space in its home state of New Jersey.

VCS, the Freehold-based software company behind [POSS](#), Police Officer Scheduling System, and [Jobs4Blue](#), Managed Services for Extra Duty, has strong ties within New Jersey's law enforcement community; from initially working with Princeton Police Department in 1998 to create the very first computerized system for police scheduling, to now having converted more than 300 police departments throughout the state into loyal, satisfied customers.

"We're excited to finally announce our new marketing initiative with NJ 101.5 and look forward to seeing where it takes us," said Guy DiMemmo, VCS CEO and Founder. "VCS started in New Jersey, and while we've expanded over the past 20 years to accumulate a customer base nation-wide, Jersey will always be near and dear to us, so any new opportunity here is an exciting one."

The advertising campaign will consist of broadcast and streaming ads, as well as digital placements, with the partnership also allowing VCS to work closely with NJ 101.5 radio host Bill Spadea, an avid law enforcement supporter.



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About VCS

VCS provides the public sector with state-of-the-art workforce management tools that better manage their most complex scheduling patterns and tedious business processes. Backed by 20 years of experience, VCS' platform boasts industry-specific products and services, carefully crafted to make employee scheduling, time & attendance, human resources, and payroll easier for the entire government workforce.

For more information, visit www.vcssoftware.com.