

CCA LRT Redefines The Modern Agency Model With A Fully Integrated Creative-to-Media Ecosystem

One Collective. Many Channels. A Return to The Golden Age of Independent Media.



COLLABORATIVE CREATIVES AGENCY
LRT ENTERTAINMENT & PR

One collective. Many channels

Los Angeles, California Jul 1, 2026 (Issuewire.com) - CCA LRT announces a revolution in the agency landscape: a fully integrated creative-to-media ecosystem that unites brand development, public relations, marketing, advertising, production, and broadcast within one cohesive structure. It is a system built not for the past nor the present alone, but for a future that remembers its roots.

Landing Page: <https://collaborativecreatviespitchletter.my.canva.site/cca-lrt-landing-page>

Unlike the fragmented agencies of today, each a silo of strategy, design, or placement, CCA LRT operates as one collective with many channels. It is a singular entity that moves a brand from concept to campaign to broadcast without losing its voice or vision. Every idea is conceived, crafted, and carried to the public within one connected system.

At its heart, CCA LRT is not merely an advertising or PR firm. It is a creative house with its own media infrastructure, a network that extends client work directly into television, radio, editorial, podcasts, and digital broadcast. This is not outsourced visibility; it is ownership of the message from first idea to final airing.

“We built CCA LRT because the old model no longer works,” said Allen Balfour Geiner, Founder and Chief Strategist. “Brands and creators were being charged again and again by disconnected agencies just to be seen. We created a system where everything connects, from concept to campaign to broadcast, without

This philosophy, back for the future, defines the collective’s ethos. CCA LRT draws inspiration from the golden age of advertising and independent media, when craft, storytelling, and presentation mattered more than metrics. In that era, media was independent, distinctive, and human. It was a time when brands spoke with character and audiences listened because they believed. CCA LRT revives that spirit, not as nostalgia, but as a blueprint for what comes next.

Today’s digital landscape is dominated by algorithms and short-term visibility. CCA LRT uses those tools strategically, but never submits to them. Social media is the gateway, not the destination. The collective uses platforms to draw audiences away from the scroll and into owned media spaces where stories breathe, and brands endure. It is a return to depth in an age of distraction.

“We believe in real connection,” said Balfour Geiner. “Algorithms can amplify a message, but they cannot replace the human voice. Our mission is to use technology to lead people off the feed and back into the world of meaningful media.”

The leadership team —

Allen Balfour Geiner, Lydie Denier, Lisa Thomas, Lori Johnson, Belinda Foster, Dar Ra Brady, Fran Brumenc, bring decades of experience across creative, strategic, and media disciplines. Lisa Thomas, Founder of LRT Entertainment and Co-Founder of CCA LRT, has worked alongside Geiner for over fifteen years, helping shape the agency’s vision of connected creativity. Together they form a single creative organism that thinks, acts, and delivers as one.

The CCA LRT ecosystem includes:

- LRT TV — the collective’s streaming television platform
- LRT Radio — a music-driven and commercial broadcast channel
- Crash Bang Wallop Magazine — PDF and editorial publication
- On Deck Magazine — expanding editorial and lifestyle coverage
- Company video podcasts — interviews, commentary, and brand narratives
- Original jingles, voiceovers, and music — produced in-house for distinctive campaign sound
- Integrated QR and click-through commerce landing pages— connecting audiences directly to music, merchandise, books, and products

This dual structure of one collective, many channels, allows CCA LRT to move projects from creative concept to public visibility without handing them off to outside providers. Every stage and strategy-design, production, placement, and broadcast is handled within one coordinated system.

“CCA LRT is about bringing media back to its golden age, when creativity, storytelling, and presentation mattered,” said Thomas. “We are trailblazing a new path by honoring the old one.”

CCA LRT works across music, fashion, lifestyle, hospitality, publishing, and consumer brands, offering a direct route to visibility through its integrated creative-to-broadcast model. For clients, the benefit is not just promotion but presence, a complete pathway from idea to audience across multiple channels.

In an industry crowded with noise and short on connection, CCA LRT stands apart as a trailblazing collective, a modern agency built on heritage, craft, and courage. It is the future of media by way of its past.

ABOUT CCA LRT

CCA LRT is a full-service brand development, public relations, branding, marketing, and advertising collective operating as one connected system. The organisation also runs its own integrated media network, including television, radio, editorial, podcasts, and digital broadcast platforms. Built on human-led creativity, ethical technology use, and seamless collaboration, CCA LRT provides a complete ecosystem for independent creators, brands, and campaigns seeking authentic visibility and measurable growth.

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