



Gen Media Partners Hires Radio Exec Chuck Bortnick as Senior Vice President, Integrated Platforms



New York, NY – November 6, 2017 – Gen Media Partners (GMP) has hired noted radio executive **Chuck Bortnick** to the newly created position of Senior Vice President, Integrated Platforms. In his position, Bortnick will apply his broad experience across network, regional, and local radio to help GMP grow revenue across all of its platforms - national, network, digital, and out-of-home.

Kevin Garrity, GMP's Chief Executive Officer, stated, "At GMP, we're fortunate to be in a position that allows us to grow and take advantage of opportunities that we create or are made available to us. Chuck shares our company's vision for radio's growth across all sectors and has the background to play an instrumental role in our continued expansion. I am pleased to welcome him to the GMP family."

"Kevin's foresight about radio's prospects has fueled his team with innovative ideas, and I am excited to join them," said Bortnick. "I look forward to bringing my experience and strengths to GMP, as we expand our platforms during the next phase of our growth."

An accomplished radio executive with network, regional, and station management experience, Bortnick was Chief Operating Officer of Westwood One and Chief Operating Officer and President of Metro Networks. He was Regional Vice President for several of Cumulus Media's regions in NY, CT, TX, and LA, He led CBS Radio's WFAN, NY, as its Vice President and General Manager and was Executive Vice President, Jack Radio, at SparkNet Communications. Most recently, Bortnick operated his own business intermediary/brokerage firm connected to Transworld Business Advisors.

About Gen Media Partners: www.genmediapartners.com

Gen Media Partners is the largest independently owned radio rep firm in the U.S. and one of the largest multi-platform organizations in radio. It is built on heritage firms McGavren Guild Media and Local Focus Radio and grew through strategic acquisitions that include HRN Media Network, an alignment with MG Malls (the mall media arm of the company), and an alliance with The Tacher Company. Gen Media Partners specializes in representing Independent, General Market and Hispanic broadcasters and operates 15 offices across the country, including in New York and Los Angeles.

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