



Gen  
Media  
Partners



ALLIANCE FOR  
**WOMEN IN MEDIA**  
DALLAS/FORT WORTH AFFILIATE

## Gen Media Partners' Julie Quarm and Alison Rae Win “Awards of Excellence: National Radio Rep Firm” from Alliance of Women In Media's Dallas/Ft. Worth Chapter During 34<sup>th</sup> Annual Gala



*Julie Quarm and Alison Rae*

**New York, NY – April 17, 2017 –Gen Media Partners (GMP)** swept the National Radio Sales categories in the “Awards of Excellence” from the **Alliance of Women in Media's** Dallas/Ft. Worth Chapter (AWM DFW), during the 34<sup>th</sup> annual Gala last Thursday. Up against sales executives from some of the biggest companies in radio, **Julie Quarm**, Vice President, Director of Sales, and **Alison Rae**, Senior Account Executive - both for Gen Media Partners' Southwest Region - won National Radio Awards for Sales Manager and Account Executive, respectively.

“I've always known that Gen Media Partners has the best sales force in national radio, and I'm delighted that Julie and Alison received this well-deserved recognition from their peers at the Alliance of Women in Media,” stated **Kevin Garrity**, Chief Executive Officer of Gen Media Partners. “I am very proud of their accomplishments and of our entire team.”

To view the entire list of nominees and the winners in each category, please click [here](#).

**About Gen Media Partners:** [www.genmediapartners.com](http://www.genmediapartners.com)

Gen Media Partners is an integrated sales and marketing company that connects consumers with advertisers' brands by leveraging the benefits of the media assets it represents, individually or as part of a multi-platform campaign, across national, regional, and local levels. Gen Media Partners steers the operations of McGavren Guild Media, Local Focus, HRN Media Network, MG Malls, and more. The combined resources of McGavren Guild Media and Local Focus make Gen Media Partners the largest Independent radio representation firm in the U.S., offering advertisers and their agencies a platform of more than 1000 Radio Stations in 330 Markets and 98 percent coverage across the country. With a full suite of cross-media assets, including radio, outdoor, malls, audio, digital, social, experiential, and events, Gen Media Partners breaks through traditional media boundaries and empowers its sales and marketing experts to develop campaigns that drive ROI for advertisers and agencies and deliver revenue to its radio station clients. This new multi-level model for media sales representation is The Gen Media Approach.

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