

# GENESIS MEDIA HOLDINGS

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## GENESIS MEDIA HOLDINGS ACQUIRES RADIO REP FIRM COMMERCIAL MEDIA SALES

### CMS Founder Roger Rafson Joins Genesis to Spearhead Political Sales Initiative

**NEW YORK, Dec. 9, 2013**— Genesis Media Holdings LLC, owners of McGavren Guild Media, McGavren Guild Malls and Local Focus Radio, announced today that it has acquired Commercial Media Sales (CMS), which represents radio stations in small and medium sized markets across North America. Terms of the deal were not disclosed.

In conjunction with the acquisition, CMS founder Roger Rafson has joined Genesis Media Holdings to oversee a new political ad sales initiative. Rafson is a 35+ year ad sales veteran who launched CMS in 1982.

Shaun Newman, chairman of Genesis Media Holdings, said, “This is a red-letter date for Genesis Media Holdings. Commercial Media Sales is a great addition to the Genesis corporate family as they have long been recognized as an industry leader in selling ad time on behalf of small and medium market radio stations. Moreover, this acquisition is consistent with our growth strategy and reaffirms our commitment to reshape our markets by innovating and becoming the market leaders.”

Billy McEntee, chief financial officer, Genesis Media Holdings, added, “Having Roger on board as a dedicated political radio sales expert working across the entire Genesis Media Holdings portfolio of McGavren Guild and Local Focus stations will put us in a great position to generate significant billings on their behalf during upcoming election cycles. Roger has extensive expertise and strong connections in the Capitol, which ties in perfectly with our plan to grow the political/advocacy segment of the business by bringing new money into radio.”

Rafson founded CMS to make it easier for media professionals to advertise on radio stations in smaller markets. He began his radio sales career in 1975 selling for classical music station WEFM in Chicago. He later sold television advertising in Chicago for TeleRep, a national rep firm, and for KDKA-TV, the CBS affiliate in Pittsburgh.

At Genesis, Rafson will work for the Local Focus and McGavren Guild rep firms to grow political ad revenue for client stations. The initiative will include aggressive marketing, dedicated support staff and new platforms to offer the political campaigns. Rafson can be reached at 412-421-2600 or [roger.rafson@genesismediaholdings.com](mailto:roger.rafson@genesismediaholdings.com).

McEntee said that Genesis Media Holdings continues to look for strategic acquisitions in the media industry.

## **About Genesis Media Holdings**

Genesis Media Holdings entered the media representation business in 2008 when it funded McGavren Guild's rebirth as an independent firm after the Chapter 7 bankruptcy of McGavren Guild's then-parent company, Interep. Genesis is committed to the long-term expansion and development of its media assets.

## **PRESS CONTACT**

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