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GEN MEDIA PARTNERS HIRES SHARON KITROSER AS VP, INTEGRATED SALES FOR GEN MEDIA CONNECT



New York NY – August 25, 2015 – Gen Media Partners has hired radio sales and advertising strategist **Sharon Kitroser** as Vice President, Integrated Sales, **Gen Media Connect**, originally Gen Media Complete. In making the announcement, **Kevin Garrity**, Chief Executive Officer, Gen Media Partners, commented that the division was renamed to better reflect its objective of connecting advertisers with target consumers across the multiple platforms under the Gen Media Partners' umbrella.

Kitroser will lead the Gen Media Connect initiative by creating advertising solutions that utilize the benefits of Gen Media Partners' suite of media resources, including radio, out-of-home, events, digital, social, and more. The Gen Media Connect cross-selling strategy is designed to introduce new advertisers to radio and other platforms, and Kitroser will use her expertise to tap revenue from non-traditional sources.

"I worked with Sharon at ABC/Radio Disney, and I know the developmental work that she does will deliver higher ROI for advertisers and new business for our media partner clients," said Garrity. "She is known across radio and advertising circles for her innovative marketing programs, and I am delighted that she is bringing her talent to Gen Media Partners and Gen Media Connect."

"Today's advertisers need to reach and connect with consumers at multiple touchpoints throughout their day," observed Kitroser. "With the wide swath of options in the Gen Media Partners' suite of platforms, we have an opportunity to produce integrated campaigns that meet those needs and deliver results for advertisers and client partners."

"Programmatic buying is imminent, traditional avails are dwindling, and radio is too often being packaged as a commodity," stated Garrity. "Gen Media Partners is the only national representation company that monetizes localism across radio, high school sports, community events, shopping malls, and more."

Kitroser's background includes over 25 years of local and national radio and advertising agency experience. She has been Director of Sales for ABC/Disney (Interep), CBS, and Clear Channel, as well as Director of Strategic Alliances for the analytically driven agency, Daniels and Roberts. Most recently, she was Regional Director, Corporate Partnerships, The American Red Cross.

About Gen Media Partners: 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



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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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