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Gen Media Partners Spotlights the Power of Independent Local Radio with Advocacy Campaign to National Advertisers

New York, NY – December 4, 2019 - Gen Media Partners (GMP) has initiated an advocacy campaign to shine a light on the power of independent radio to connect national brands with local listeners. The campaign was inspired by AMEX’s Small Business Saturday, a program that encourages consumers to ‘shop local’ after Black Friday. GMP’s station roster is exceptional in the way it parallels the theme and spirit of AMEX’s ‘shop local’ and, this morning, sent an email blast to national and regional advertising agencies across the country spotlighting the influence that independent broadcasters have in their communities.

“Advertising on independent radio gives national advertising brands credibility and acceptance from local consumers,” stated **Kevin Garrity**, Chief Executive Officer of Gen Media Partners.

“Many of the stations we represent are run by people who live in the neighborhoods they serve. These radio stations are the heart of their local communities and hyper-connected to their audiences.

“The local radio station is often a community mainstay and voice, and advertisers will always benefit from that association,” Garrity continued. “Our message is clear, independent local radio works for national brands.”

About Gen Media Partners:

Gen Media Partners is an independently owned multi-platform media sales and content organization. The company has a large footprint in national and network radio with a portfolio of highly respected radio brands, including McGavren Guild Media, Local Focus Radio, Regional Reps, the Tacher Company, Sun Broadcast Group, and HRN Media Network. In addition, Gen Media Partners owns and produces NexxGen News, a Gen-Z-targeted video news service distributed to schools nationwide. It also partners with its sister companies, MG Malls and MG OOH, leaders in the out of home market. Gen Media Partners offers specialized expertise in independent general market, Hispanic, small market, and non-measured radio and multi-platform advertising solutions. It operates 15 offices across the country, including in New York and Los Angeles. For more information, visit www.genmediapartners.com.

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