



## HRN Media Network Contributes Inventory to Radio Cares: Feeding America Emergency Radiothon to Reach Hispanic Radio Listeners



FEEDING AMERICA  
**EMERGENCY  
RADIOTHON**

New York, NY – April 27, 2020 – HRN Media Network, a Gen Media Partners company, is proud to announce its participation in the **Radio Cares: Feeding America Emergency Radiothon** campaign by contributing inventory

that reaches 94% of U.S. Hispanic households across 220 radio stations. The purpose of the campaign is to create an industry-wide effort to raise funds for **Feeding America** and its 200 local member food banks to help those impacted by COVID-19. As previously announced, **Sun Broadcast Group**, also a Gen Media Partners company, is donating network inventory to the Radio Cares campaign. HRN and Sun will begin airing the spots this Monday, April 27, to promote the Radiothon, which takes place on April 30.

“Gen Media Partners, HRN Media Network, and Sun Broadcasting Group have been a tremendous help in scaling this up,” said **Ron Stone**, Chief Executive Officer of Adams Media, who initiated the Radio Cares campaign. “I’m particularly grateful to their team, including **Ann Rysenga, Danno Wolkoff, and Julio Aponte** for lending their expertise and inventory to the Radio Cares Task Force. “Eliminating hunger in America has brought out the best in our industry.”

“Our relationship with independent and Hispanic broadcasters across the country put us in a unique position to help Ron launch this philanthropic effort,” noted **Kevin Garrity**, Chief Executive Officer of Gen Media Partners. “Hispanic communities have been especially hard hit by COVID-19. Radio is a powerful voice in Hispanic communities, and we’re proud to have HRN and Sun join with radio groups and other networks in this industry-wide effort to help bring relief from hunger to America.”

Radio groups and stations interested in participating in The Feeding America Emergency Radiothon may join on the Radio Cares website, [www.radiocares.org](http://www.radiocares.org).

### **About HRN Media Network:**

HRN Media Network, one of the largest independent Hispanic platform in the U.S., offers advertisers access to 94% of Hispanic households across over 220 stations in 85 markets,

including strong coverage in the Top 10 Hispanic markets (LA, NY, Miami, San Francisco, Houston & Dallas). A Gen Media Partners company, HRN Media is the exclusive ad sales partner for Liberman Broadcasting's Hispanic Network Radio, which includes the **Don Cheto Morning Show**, concert series, and promotional events. HRN Media syndicates its own programming shows as well, including **The Soccer Republic with Fernando Fiore**.

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

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, GLR Radio Networks, 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 out-of-home media companies, MG Malls and MG OOH. Gen Media Partners offers specialized expertise in independent general market, Hispanic, small market, and non-measured radio, with multi-platform advertising solutions. It operates 15 offices across the country, including in New York and Los Angeles.

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