



Gen  
Media  
Partners



HRN  
Media Network

## HRN Media Network Jumps to the Head of the Pack with Expanded Hispanic Platform

### Powerful Hispanic Personalities Join HRN's Lineup, Including Erazno y La Chokolata and Ana Maria Canseco

#### *Debut of HRN Entertainment Network and Red de Futbol HRN*

New York, NY – June, 15, 2020 – HRN Media Network, a Gen Media Partners company, has expanded its platform resulting in one of the largest Hispanic audio networks in the U.S., with some of the most highly recognizable Hispanic personalities and sports programs in its lineup. All of Gen Media Partners' Hispanic assets – including Sun Latino and GLR – will now operate exclusively under the HRN umbrella, creating an easy one-source solution for advertisers, agencies, and radio stations for all things Hispanic.

“Our content portfolio continues to grow with the addition of big-name personalities and engaging sports programming,” stated Clark Logan, President of HRN Media Network. “By streamlining our Hispanic network resources under HRN, we are in position to deliver compelling content to Hispanic radio and offer our advertisers more opportunities for connecting with U.S. Hispanic listeners.”

Said long-time Hispanic radio veteran Jimmy Perez, Vice President of Affiliate Relations and Programming for HRN, “Hispanic radio plays an essential role in the growing Hispanic communities across America. I’m excited about HRN Media Network’s trajectory, as we continue to expand and lead in quality Hispanic audio programming..”

With the new alignment, HRN Media Network grows its audience by 30%. HRN reaches 95% of U.S. Hispanic Households with its Reach+ Network, and its two new networks – HRN Entertainment and Red de Futbol – are each just shy of 90% U.S. coverage with their lean-in audience engagement.

The new HRN Entertainment Network includes personality-driven shows, such as:

- *Erazno y La Chokolata*
- *Ana Maria Canseco's Échate Pa' Cá Daily*
- *The Soccer Republic* with Fox Sports' announcer Fernando Fiore, a.k.a. “El Presidente”
- Don Cheto, Estrella Media's popular Los Angeles-based morning talent
- *Subeme La Radio with Jorge Bernal.*

Red de Futbol HRN, a sports and soccer network, includes:

- ***Mexicano Jal Dia***
- ***Contragolpe***
- ***The Soccer Republic***

**Russell Otero**, Vice President of National Radio for Estrella Media, said, “HRN has been a great partner, and we’re excited to be a part of their growth. They are doing a great job with Don Cheto and the Reach+ Network, which includes many of our radio stations.”

Stations interested in learning more about HRN’s offerings may contact Jimmy Perez at [jimmy.perez@Genmediapartners.com](mailto:jimmy.perez@Genmediapartners.com) and 786-282-8472.

**About HRN Media Network:**

HRN Media Network, one of the largest independent Hispanic platforms in the U.S., offers advertisers access to 95% of Hispanic households across over 290 stations in 86 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 Estrella Media (formerly Liberman Broadcasting) which includes the **Don Cheto Morning Show**, concert series, and promotion national 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, HRN Media Network, and GMP Digital. 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.

Media Contact:

Renee Cassis

RC Communications Marketing

646-808-6505 | [cassis2@msn.com](mailto:cassis2@msn.com)

**###**