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## Gen Media Partners Creates IBA Radio Sales Exclusively for Members of Independent Broadcasters Association

Lakeville, Minnesota -- September 30, 2020 – The Independent Broadcasters Association (IBA) and Gen Media Partners (GMP) announce the formation of IBA Radio Sales, a national sales and marketing team under Gen Media Partners, exclusively for IBA members.

“IBA membership has been growing exponentially, stated **Ron Stone**, President of IBA. “To date, we have 900 members and more stations are joining every day. The number one request from prospective IBA members from our survey, conducted a few weeks ago while we were gauging interest for an IBA, was ‘we want our own rep firm.’ This opportunity with Gen Media Partners, known for successfully representing independent broadcasters in all size markets, is the ideal national sales partner to represent IBA member stations with this creation of a rep firm dedicated solely to IBA members. Our goal is for every independent operator to join IBA and reap the benefits of being represented by IBA Radio Sales. The Board and I are very excited about working with Gen Media Partners to build our national sales platform and the opportunities IBA Radio Sales will bring to our members.”

“This is an incredible opportunity for Gen Media Partners and for IBA member stations,” said **Kevin Garrity**, Chief Executive Officer of Gen Media Partners. “Gen Media Partners was built on the strength of independent broadcasters and creating IBA Radio Sales is a natural extension of that. Uniting as members of the Independent Broadcasters Association, owners and operators retain their independence while gaining the advantages of scale, allowing them to compete more effectively with large corporations. I encourage every independent broadcaster to contact Ron about joining IBA to take advantage of the significant benefits that membership provides, including the IBA Radio Sales national platform. We look forward to growing as the IBA grows in membership and scope.”

### **About Independent Broadcasters Association:**

The IBA will serve independent radio stations in ways we are not being served by existing organizations and provide independent operators with ways to drive revenue and achieve cost benefits from scale that cannot be achieved alone. Owners and operators may sign up at [www.iba.media](http://www.iba.media).

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

Gen Media Partners is an independently owned media advertising 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, GMP Digital, and Trucast Radio Automation & Distribution. 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