



Radio Resources Expands Products & Services

Adds Programming Choices, a Traffic System, Sales Training, and More

Built for Radio and Tailored for Medium to Small Markets

New York, NY – October 3, 2022 – Radio Resources has expanded its platform with more products and services for medium to small market radio broadcasters, it was announced today by **Alex Quintero**, Director of Products and Services. The newly added products and services include additional programming options, a traffic system, sales training, and more.

“We continue to grow our platform to address the critical areas of owning and operating radio stations with top quality products and services that can not only improve overall station operations, but can deliver financial efficiencies, as well,” said Quintero. “With a more robust platform, we can better serve the specific needs of medium and small market broadcasters in our industry. Radio Resources makes the customer journey more streamlined, cuts costs, and saves time for owners, managers, and their teams, with the added benefit of increasing asset appreciation.”

Radio Resources is a unique, single-source turnkey platform that can solve resource and budget hurdles across all aspects of radio station operations. The first phase launched in July with programming, a texting platform, workflow solutions, IT and cyber security, 24/7 formats, imaging and production, research, online and digital Integrations, and back-office operations. The expansive platform allows broadcasters to choose products and services a la carte from an exclusive list of recognized and trusted providers. Flexible deals are available for cash, barter, or a hybrid combination.

Radio Resources is the latest evolution of parent company Gen Media Partners, formed in 2015 to deliver forward-thinking solutions to radio broadcasters by assembling customer-focused rep firms, networks, outdoor media, political and Hispanic expertise, and more under one roof. Radio Resources is the next natural progression, extending that model to partnerships with providers across every component of the radio business.

For more information on Radio Resources, station owners and operators may contact Alex Quintero at info@RadioResources.com and (212) 380-9323, or visit the website at <https://radioresources.com/>.