



NETWORKS



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Text Groove Signs with G-Networks To Offer Radio Leading Text Messaging Engagement Platform on Barter

New York, NY – February 1, 2022 – **G Networks**, a **Gen Media Partners** company, is excited to announce today its latest partnership with **Text Groove** to offer industry-leading text messaging (SMS), on barter, to radio stations across the U.S. One of the many benefits of the Text Groove platform is its ability to enable text messaging on a station’s existing studio phone number (landline, toll-free or VoIP), enabling immediate listener text interaction.

“The Text Groove technology is designed and built specifically for radio stations, making it easy for programming, air personalities, and other station staff to effortlessly interact with listeners,” said **Rich O’Brien**, Chief Development Officer for G Networks. “With Zipwhip shutting down their radio division later this year, many stations are looking for a seamless transition to a best-in-class text messaging provider. We’re delighted to offer all radio stations the Text Groove state-of-the-art text messaging platform.”

“We’re extremely excited about this partnership,” commented **Curtis Machek**, Chief Executive Officer for Text Groove. “Rich and the team at G Networks understand what radio stations are looking for from a text messaging platform, and they have the relationships that will help us grow our affiliate numbers across the country.”

“Text Groove is the kind of radio-centric service provider we want to offer the U.S. radio industry,” stated **Warren Friedland**, President of G Networks. “Their built-for-radio text messaging technology is unparalleled. As we continue to grow and expand, we’ll be looking for the highest quality programs and services for radio.”

Since launching in 2017, Text Groove has become the preferred texting platform by leading broadcasters in Canada and the US, with over 300 radio stations currently utilizing the platform to engage their audience via conversational and keyword texting.

Radio stations interested in learning more about Text Groove may contact G Networks’ **Rich O’Brien** at (o) 212-380-9338, (c) 617-984-9625, or richo@gognetworks.com.

About Text Groove

Text Groove (www.textgroove.com) is changing the way broadcasters engage with their audiences. Text Groove is designed and built for radio stations to engage audiences by text, enabling the use of the existing studio landline, toll-free, or VoIP number to maintain the

existing channel your audience already knows. Text Groove powers the texting campaigns of over 300 radio stations in North America.

About G Networks

G Networks (www.gognetworks.com) is a full-service network audio company delivering first in class sales, marketing, and affiliate solutions. Working with over 4,000 affiliates, we actively engage with over 250 million listeners every month. With offices in New York City, Chicago, Cleveland, and West Palm Beach, FL, G Networks offers a full array of audio services and programs to radio stations while also reaching into every top market in the country. G Networks is a division of Gen Media Partners.

About Gen Media Partners –

Gen Media Partners (www.genmediapartners.com) 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, G Networks, 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 general market, Hispanic, multicultural, and small and non-measured radio, with multi-platform advertising solutions. It operates 18 offices across the country, including in New York and Los Angeles.

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