



## **Key Networks to Manage All Network Advertising Sales and Inventory Operations for Clear Media Network, the New 24/7 Music Radio Network Designed for Independent Radio Operators**

**NEW YORK, NY, ORLANDO, FL, and DALLAS, TX, September 30, 2020** – **Key Networks**, a next generation syndication company serving the radio industry, announces that it has entered into an exclusive partnership agreement with Clear Media Network to manage all network advertising sales and network advertiser inventory operations for the new 24/7 music radio network. The Dallas, TX-based Clear Media Network was launched on September 1, 2020, and offers AC, Country and Adult R&B formats that are uniquely positioned, formatted and dynamically programmed for the unique needs of the independent radio operator. Clear Media Network recently signed affiliate stations in Seattle, WA, and Portland, OR.

Clear Media Network's music programming is designed to operate 100% self-sufficiently and operator free, with no expensive satellite equipment, payroll expenses or heavy start-up fees required. A virtual "radio station in a box", each of Clear Media Network's formats are designed with chart-topping hits, songs that have been highly researched, tested and meticulously selected to provide listeners with a positive, uplifting and feel-good sound.

Mark McCray, President of Programming and Operations, Clear Media Network, was most recently VP/Programming and Operations for Radio One/Dallas and Reach Media, and has network programming experience at ABC Radio Networks and the Texas State Network. Gary Spurgeon, COO, Clear Media Network, is a 42-year broadcasting veteran who was most recently SVP at Salem Media and prior to that, was VP/GM for Radio One/Houston.

Rich Baum, EVP, Ad Sales, Key Networks, said: "Mark McCray and Gary Spurgeon have a tremendously successful track record in radio management at both the local and network levels and their Clear Media Network's 24/7 music products have already been cleared in two Top 20 markets. That speaks volumes to their credibility and the value of their network product to local stations nationwide. Key Networks is thrilled to partner with them as they build out their network going forward."

Gary Spurgeon, COO of Clear Media Network, said: "We are excited about having Rich Baum and the team at Key Networks represent our new music network. This partnership will only enhance our market position and affiliate opportunities."

**For more information and to get Clear Media Network 24/7 music programming for your AC, Country or Adult R&B station, contact Gary Spurgeon at 972.674.3100 or [gary@clearmedianetwork.com](mailto:gary@clearmedianetwork.com).**

**For advertisers and sponsors, contact Rich Baum, EVP, Ad Sales, Key Networks, at 847.502.8329 or [rich@keynetworks.com](mailto:rich@keynetworks.com).**

### **About Clear Media Network**

Clear Media Network offers budget friendly and highly researched programming solutions for radio stations, with 24/7 music formats specifically designed to super-serve independent and stand-alone radio owners and operators. Clear Media Network's 24/7 formats are listener, advertiser, and sales friendly. The company is based in Dallas, TX. For more information, visit: [www.clearmedianetwork.com](http://www.clearmedianetwork.com).

### **About Key Networks**

Key Networks is a next generation syndication company serving the radio industry. Key Networks brings to radio an independent and dedicated team with more than 75 years of collective experience in radio programming, syndication, and marketing. By committing to a small and carefully crafted roster, Key Networks gives every show and partner the attention, service, and innovation they deserve. Our focus may be radio, but we are in the relationship business. Key Networks is a [Sun & Fun Media](#) affiliated company and is based in Orlando, FL, and New York, NY. For more information, visit: [www.keynetworks.com](http://www.keynetworks.com).

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