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USRN and Key Networks Announce Joint Sales Venture: Key United

New York, NY – [October 1, 2024] – United Stations Radio Networks (USRN) and Key Networks, two leaders in national radio network sales and syndication, are excited to announce the unification of their sales forces into a joint venture called **Key United**. This strategic partnership unites the strengths of both companies, creating an enhanced sales organization with expanded reach and capabilities for the advertising market.

Both Key Networks and United Stations will continue to produce, market and distribute audio programming independently to the radio and affiliate markets. Dennis Green and Stefan Jones will continue to oversee Key and USRN production affiliations and operations.

The new, combined sales force will be led by COO of Gemini XIII, Charles Steinhauer and Key Networks' President of Sales, Ron Russo.

Rob Koblasz, Chief Executive Officer of Sun & Fun and Key Networks, expressed his enthusiasm about the merger, stating:

"By bringing together two of the most experienced radio network sales teams, we are creating a stronger, more agile organization that is better positioned to serve our advertisers. Key United will deliver more creative solutions to our clients while maintaining the great service for which both companies are known."

Charles Steinhauer, COO of Gemini XII and Key United, added:

"I'm very excited about the scale and product lineup of these two very complementary companies for the advertising market! Our clients have come to expect a high level of service with us, and now together we can bring even more opportunity to them. I look forward to working alongside Ron, Rob and Dennis in this new venture. "

The leadership teams from both companies will collaborate closely to ensure a smooth transition and seamless integration. The newly formed joint venture will begin operations immediately, with offices in New York City, Dallas, Los Angeles, Chicago, Orlando and key markets nationwide. For more information on Key United, visit www.key-united.com .

For more information about Key United or to explore advertising opportunities, please contact:

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About United Stations

[United Stations](#) is a division of Gemini XIII. United Stations currently produces and distributes dozens of format-specific programs and services accounting for thousands of affiliations with commercial radio stations across the country. The New York-based company maintains offices in New York, Los Angeles, Chicago, and Dallas.

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. For more information, visit: www.keynetworks.com.