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ABC AUDIO ANNOUNCES MULTIYEAR DEAL WITH LINKUP COMMUNICATIONS CORPORATION TO SERVE AS EXCLUSIVE RADIO DISTRIBUTION PARTNER



ABC Audio announced today it is partnering with LinkUp Communications Corporation to distribute news and entertainment content and advertising inventory to its network of more than 1,500 AM and FM affiliate radio stations, reaching more than 82 million listeners nationwide.

“We’re thrilled to team up with LinkUp to deliver our top-quality content to our valued affiliates,” said Liz Alesse, vice president of ABC Audio. “LinkUp’s technical expertise, professionalism and commitment to service make them an ideal fit for ABC Audio, and we are excited to start this new chapter with them and our radio sales partners at Compass Media Networks.”

ABC Audio is home to ABC News Radio, the nation’s largest commercial radio news network and the winner of the 2023 Edward R. Murrow Award for Overall Excellence in Radio. In addition to hourly newscasts, ABC News Radio provides its affiliates best-in-class live breaking news and special events coverage, long and short-form features, sportscasts, and around-the-clock access to audio cuts and correspondent pieces through its ABC Newscall service.

In addition to traditional news content, ABC Audio creates premium audio, digital and social media content tailored for the top music formats and available via the ABC Air Power prep service and the ABC Power Portal video hub and published directly to station websites. ABC Audio also produces three-hour country and rock music holiday radio specials.

ABC Audio is home to “The Deja Vu Show,” a nationally syndicated radio show hosted by Deja Parker, winner of the 2023 Gracie Award for Nationally Syndicated Commercial Radio Show. Deja also hosts a top-rated radio show on New York City’s WBLS and is the announcer on the daytime talk show “LIVE with Kelly and Ryan.”

“We’re elated to be working with ABC Audio. ABC News has always provided radio with the finest news and entertainment content, and LinkUp is honored to now be a part of this,” said Karen Johnson, LinkUp Communications Corporation CEO.

“Our task at LinkUp is to complement ABC Audio’s programming with reliable distribution platforms and support. We’ll be leaning heavily into our decades of technology experience to elevate their distribution to the next level,” added Mark Johnson, president of LinkUp.

Linkup has provided technology solutions to enable broadcasters for over 20 years. Utilizing proven industry-leading platforms and experienced teams, LinkUp will provide ABC affiliates with 24/7 distribution of ABC Audio content and advertising inventory through its established network of XDS satellite and streaming receivers and Internet file-based distribution. The transition will take place over the next four months, and ABC Audio will provide regular communication to its affiliates to ensure a smooth transition from the previous provider.

About ABC Audio

ABC Audio is America’s premier source for radio news, entertainment content, and podcasts and winner of five 2023 Edward R. Murrow Awards, including Overall Excellence in Radio. ABC News Radio reaches more Americans than any other commercial broadcaster through its network of more than 1,500 radio stations and digital distributors. ABC Audio offers affiliates on-demand access to original audio, video and social media content, as well as news, entertainment and lifestyle digital text stories. ABC Audio is part of a top-ranked podcasting network, along with partners at ESPN, National Geographic and Marvel. The growing podcast portfolio includes ABC News’ flagship daily news podcast, “Start Here,” as well as the critically acclaimed, chart-topping hits like “The Dropout,” “Reclaimed: The Story of Mamie Till-Mobley,” “In Plain Sight: Lady Bird Johnson” and “The King Road Killings.” ABC Audio is a part of ABC News Streaming and Digital Content group.

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About LinkUp Communications Corporation

LinkUp Communications Corporation is the nation’s largest independent technology provider for content solutions. Our team brings decades of major network experience and support to our clients, empowering them to focus on programming while we provide seamless solutions to their affiliate stations. Our clients include iconic media, sports, news, faith-based and entertainment networks, touching millions of listeners every day. For more information, visit www.linkupcommunications.com.

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