



FOR IMMEDIATE RELEASE:

JORDAN LEE JOINS PARAGON MEDIA STRATEGIES AS CONSULTANT

Denver, CO (January 12, 2022) – Radio Milwaukee Station Director Jordan Lee is exiting the station to join [Paragon Media Strategies](#) as a Consultant. Lee begins his consulting career at



Paragon on January 31 after 13 years at Radio Milwaukee, where he previously served as Program Director and on-air talent. Lee will focus on multiplatform content and branding for Paragon’s public radio clients.

Paragon CEO Mike Henry noted, “Anyone who knows Jordan knows that he is as good as they come, both as a person and a radio pro. Jordan’s track record in building Radio Milwaukee into a well-established and award-winning brand is well documented. He’s a leader locally and within the radio industry in promoting diversity and inclusivity. I could not be prouder to

welcome Jordan and his family to the Paragon family.”

Lee, who previously assisted Paragon’s consulting efforts with the new Urban Alternative format while still at Radio Milwaukee, said, “I am excited to continue my work in public media with the talented and knowledgeable team at Paragon. I believe so strongly in the power of music and its ability to bring out the best in humanity. I could not ask for a better opportunity to share my passion with many more who are working in public radio.”

Lee, a Milwaukee native, will remain there. He will continue serving on the board of directors of the Public Radio Program Directors association.

Radio Milwaukee Executive Director Kevin Sucher said he was proud to see Lee’s radio career continue to blossom, as he takes the expertise he honed at WYMS to stations around the country as a format, programming and branding consultant.



Consulting



Marketing



Research



Production



“Radio Milwaukee will miss Jordan as Station Director, but we look forward to his continuing work on our new Urban Alternative station as a Paragon consultant,” Sucher said. “We’re grateful for all he’s done at Radio Milwaukee and look forward to seeing his impact on stations across the country.”

About Paragon

[Paragon](#) was founded in 1988 as a consulting and research firm specializing in entertainment and media. Paragon’s specialties include growing media market share, media start-ups, creating new content and media business models, marketing, public media, and maximizing ROI on media properties.

Founder and CEO [Mike Henry](#) is a media consultant with 40+ years direct experience with radio, record labels, TV, cable, satellite radio, digital media, emerging technology, media lenders and buyers. Henry is a long-time music and format specialist for Indie Rock, Alternative, Triple A, Urban Alternative and News/Talk/Sports radio stations and networks. Henry is co-founder and Brand Manager of [VuHaus Group](#). Henry won a 2012 Peabody Award as executive producer of the public radio series “Inside the National Recording Registry.”

Website: www.ParagonMediaStrategies.com

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