

Paragon POV

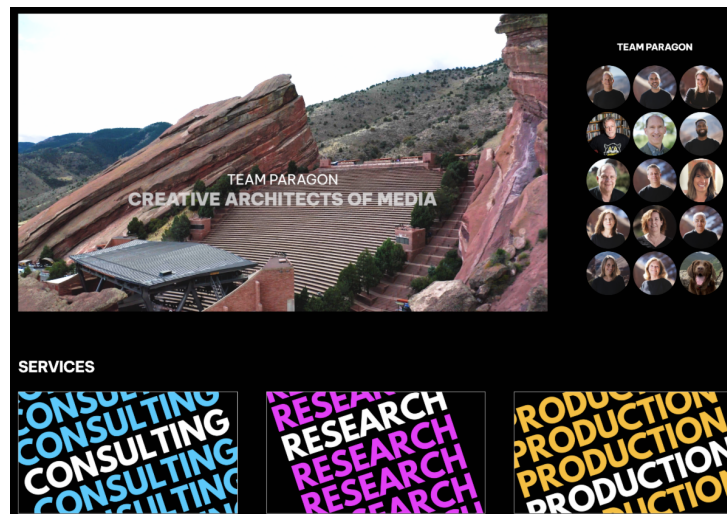
Content Reinvented



Team Paragon Ch-Ch-Changes

After 18 months of strategic planning and behind-the-scenes preparation, Paragon rolled out a slew of changes recently to set the tone for our future.

We're now just "Paragon" – just as most people refer to us: This is the third name change since I started with this company in 1986. In 1988, we changed from Surrey Research to Paragon Research. Then we became Paragon Media Strategies in 2001. And 2023 brings us to simply Paragon. With the new name comes a new slogan, "Content Reinvented," that reflects our penchant for breaking new ground.



New website & URL: With our new URL, www.TeamParagon.Consulting, the new Paragon website reflects the advice we provide to our clients. It's all about the content. This includes –

- A focus on our growing [Team Paragon](#) family of nine consultants, four researchers, our company mother (Sandy), and a dog!
- Revolving Client Spotlights highlight one [News station](#) and one [Music station](#).
- A heavier dose of [Blogs](#) from all Team Paragon members.
- A cool [homepage drone video of Red Rocks](#) that reflects our inspiration and high level POV.
- And more content – [Hype](#), [Props](#), [Paragon POV newsletters](#), [Pick of the Week](#), and [Earworms Attacks on Spotify](#).
- Detailed explanations of our services...[Consulting](#), [Research](#), and [Production](#).

Social Media: Showing that we practice what we preach, we're ramping up an aggressive digital marketing strategy with, you guessed it, more content!



Growth: Everyone played a role in the rebranding strategy, but especially Research Services Director Simone Lowin and Digital Consultant Michelle Conrad. **Michelle was promoted to Marketing Director** to reflect a role she has played for some time. We also **added Jasper Logan as our new Community Engagement Consultant.**

Five 2023 Conferences Down, One To Go

Paragon created and managed our first conference, **UAC23** (Urban Alternative Conference 2023), in August, that was attended by Urban Alt stations, artists, labels, and guest speakers. UAC23 would not have been possible without the generous contributions of the **Bohemian Foundation** and their **Music District** in Fort Collins and **104.7 THE DROP in Denver**. Special thanks to Jordan Lee, Jasper, and Michelle for carrying all the weight.

The week before UAC23, Michelle Conrad and I attended the Triple A Summitfest in Boulder, and **Michelle appeared on a digital content/marketing panel.**

July found Michelle and me in Atlanta meeting clients at the Public Media Development & Marketing Conference.

Last up this year is the Public Radio Program Director's Content Conference in Philly September 18-21. **Jordan is moderating "What's Next For Triple A" and our News consultant Izzi Smith is moderating "Reversing The Trend."**

Where's Waldo?

AKA Mike, aka me, is on the way to Portugal right now with Susan celebrating our 40th anniversary. Having raised four kids (now in their 30s) and taking care of my mom for the past seven years before she recently passed away, we deserve a break, don't you think? We're finally empty nesters and this is our first time overseas. It remains to be seen if we return!



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The Latest from "The Blog"

Turning On-Air Content Into Digital Marketing
8-10-23

UAC23: Inside Public Radio's Newest Conference
8-16-23

Combatting Audience Loss At NPR News Stations
8-22-23



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Client Station Job Openings & Ratings



WPLN in Nashville, TN

- **Executive Editor**
- **News Editor**
- **Director Institutional Giving**

WNXP in Nashville, TN

- **Digital Content Coordinator**

KERA News in Dallas

- **Morning Edition Host**

CapRadio in Sacramento, CA

- **Managing Editor of News & Information**

WMFE in Orlando, FL

- **Program Host**
- **Senior Producer**

Radio Bilingue in Fresno, CA

- **Co-Executive Director**

Congrats to Client Ratings Successes!

The SoCal Sound, Los Angeles:

- Now ahead of KCRW and others in A25-54 Share
- Consistent AQH Rating of .1 for the first time in history
- 4+ hours TSL for three of the past four months

KERA News, Dallas:

- 6+ Weekly Cume in August is 2nd highest in 14 months

KXT, Dallas:

- 3.1 Share in June among A25-49 highest in history (2.8 in August)
- 3 hours TSL for two of past three months

KPNW, Seattle:

- Achieved a 1 Share 6+ in fourth month after format launch

WLIW Southampton:

- July 6+ Share highest in station history

WTMD, Baltimore:

- 2.3 Share average over last six months and highest in station history

KUT News, Austin:

- 5.4 Share 6+ in July good for 5th in market

WUNC News, Raleigh:

- #1 in the market in July with 9.9 Share 6+



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