

Paragon POV

Content Reinvented



2023: A Year of Change, Pain, and Progress

Looking back on another year at Paragon, 2023 was a year of change, pain, and progress.

Change –

Paragon and our clients continue to respond to market forces and move to higher ground. Paragon unveiled a rebranding in August with a new logo, new positioning as “Content Reinvented,” a new [website](#), and heightened social media activity. Team Paragon added long-time Triple A programmer [Bob Waugh](#) to our consulting roster, along with [Jasper Logan](#) as Community Engagement consultant, and [Michelle Conrad](#) was promoted to Marketing Director. After two years at Paragon, [Jordan Lee](#) returned back to Radio Milwaukee’s 88Nine and HYFIN as Senior Director of Programming but remains on our consulting roster on a project basis. Our radio station clients are in constant change mode, which is why consulting and running stations is so stimulating (and challenging).



Pain –

As the years stack up, the personal losses of people we know and love increase. I know many of you lost family and collectively we lost long-time friends in the radio community. The Paragon family was not immune as we lost several close relatives that remain in our hearts. The circle of life continues with tiny new human creatures joining some of our families to give us a view of our future. I find it personally painful, and very hard to watch, the impact of poverty on underserved communities, crime and particularly mass shootings, ruthless racism, greed, power-hungry politicians, and war. I hold out hope that good overcomes evil, and that MLK’s vision that, “the arc of the moral universe is long, but it bends toward justice” holds true.

Progress –

Several Paragon clients enjoyed historically high Nielsen ratings in 2023, including Jazz [WBGO](#) New York, Triple A’s [The SoCal Sound](#) Los Angeles, [KXT](#) Dallas, and [WTMD](#) Baltimore, and NPR News [WUNC News](#) Raleigh. Paragon pulled off our first conference dubbed [UAC23](#) with the new and growing field of Urban Alternative stations. These stations continue to be the greatest hope to attracting young and multi-ethnic audiences to public radio.



[Team Paragon](#) is thankful for our clients and the opportunity to work with kind and creative people. We’ll see

December to take a deep breath, enjoy time with our families, and make the most of an intriguing 2024 to come!



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The Latest from "The Blog"

A Real-Life Giant

11-30-23

Coach Instead of Manage

11-16-23

Paragon - 35 Years of Radio Change

11-2-23

Public Radio Community Engagement Fills Vital Local Voids

10-25-23

Culture Vulture

10-19-23



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Client Station Job Openings



KERA News in Dallas

- Morning Edition Host

KXT in Dallas

- On-Air Fundraising Coordinator

CapRadio in Sacramento, CA

- Managing Editor of News & Information

WMFE in Orlando, FL

- Senior Producer

Radio Bilingue in Fresno, CA

- Co-Executive Director



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