

Paragon POV

Content Reinvented



Non-COMMvention Next Week

Bob Waugh, Michelle Conrad, and I will be in Philly next week for **NON-COMMvention**. Hosted by Triple A stalwart WXPN, this conference is an annual shining light due to its hosts, venue, schedule, music, and attendance. Michelle is moderating the first panel of the conference on Wednesday morning (5/8), cleverly titled, "**THE DIGITAL HANDSHAKE - How On-Air and Digital Work Together.**" I'll let you guess what it's about 😊. Her panelists will be the smartest digital content managers in radio from KUTX Austin, The SoCal Sound LA, Radio Milwaukee, The Current Minneapolis, and The Bridge KC.



May 7 - 10, 2024 • Philadelphia, PA

What Now Conversations



Izzi Smith and I hosted the first of three "What Now Conversations" last week with about 50 NPR News station managers from around the U.S. Izzi suggested that stations have an open dialogue to address numerous challenges facing them, so Paragon and Listen Again Tomorrow provided the forum. The first call topic was about how to restore core audiences. You can hear the recording [HERE](#).

The next call on May 22 will be on attracting new listeners. You can register by emailing me at Mike@TeamParagon.Consulting with the subject line "What Now", and a topline response (2-3 sentences) to the question: "What are you doing/planning to do to attract new/differentiated audiences on any platform, and how are you defining your target and success?"

New Stations!

Paragon is excited to help unveil 2 new Triple A stations in the coming months.

- Novaphonic.fm will be a hosted Triple A streaming station produced by Dayton's NPR News and eclectic music station, **WYSO**. Novaphonic.fm will also air on WYSO's 91.3 FM signal during weekday and weekend music hours. WYSO's local natives (real people not a band) Juliet Fromholt and Evan Miller are leading the charge.
- The other one is still a secret. Stay tuned!

I hope the Spring is kind to you and yours, and always R.emember E.very M.oment.



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The Latest from "The Blog"

Passing on The Beatles
3-14-24

Coaching Talent Without Confrontation
2-28-24

Are You Ready for Nerd Super Bowl?
2-8-24

Embracing the Digital Wave: The Imperative for Radio (aka Audio) in 2024
1-25-24

2024 - The Tipping Point From "Radio" To "Digital Audio"
1-11-24



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Client Station Job Openings



KERA News in Dallas
• **Manager of Radio Ops**

KXT in Dallas
• **On-Air Fundraising Coordinator**

Radio Bilingue in Fresno, CA
• **Co-Executive Director**



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