



FOR IMMEDIATE RELEASE:

FUNDRAISING CONSULTANT & VOICE COACH CHRISTINA SHOCKLEY JOINS TEAM PARAGON



Denver, CO (August 1, 2024) – Paragon has added public radio fundraising consultant and voice coach [Christina Shockley](#) to its consulting roster.

Prior to becoming a consultant, Shockley spent over 22 years as on-air host at NPR News stations including Michigan Public, WUWM in Milwaukee, and Minnesota Public Radio. Her consultant career started with voice coaching and host training, which remains a large portion of her business. She quickly realized the need for streamlined on-air fund drives. By applying her knowledge of show clocks, experience on the air,

ability to craft the perfect message for the ear, understanding of the inner workings of programming and membership departments and coaching pitchers, she's become a go-to expert for stations across the country. Through [Shockley Consulting](#), which she will continue to operate, she has consulted leading public radio stations, including KQED San Francisco, WABE Atlanta, WESA/WYEP Pittsburgh, WYPR/WTMD Baltimore, WBEZ Chicago, KUOW Seattle, and others. Based in Ann Arbor, Michigan, she enjoys spending time with her kids, training her Great Dane puppy, and ultra running. Shockley can be reached at Christina@TeamParagon.Consulting.

Paragon CEO Mike Henry noted, "Several Paragon clients raved about Christina's work for them and once we started talking, I realized why. She is a dynamic thought leader who excels at everything she does." Henry added, "Christina's long tenure as an on-air host at NPR News stations fuels her creatively effective approach to fundraising and voice coaching. Her unyielding focus on the listener experience is a perfect fit for Paragon's mission of re-inventing content."

Shockley commented, “Paragon is a highly-respected and innovative group that cares about stations and their audiences. Now is the time for the industry to analyze both fundraising strategy and on-air sound. Membership campaigns don’t have to be a slog; they can be carried out more effectively instead of relying on antiquated habits.” She continued, “Joining Paragon is another way I can assist News, dual-format, classical, and AAA stations to find and captivate listeners’ ears, whether that’s through a fundraising message or helping membership teams, hosts, or reporters understand how to connect with their audience.”

About Paragon

[Paragon](#) is a consulting and research firm specializing in innovative content for broadcast and digital media. Paragon expertise includes media start-ups, new business models, market share, strategic planning, content creation, marketing, branding, and creating healthy company culture. [Click here](#) to learn more about Team Paragon, which has over 400 years of combined experience.

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