



FOR IMMEDIATE RELEASE:

TEAM PARAGON ADDS CONSULTANT SETH RESLER FOR COMMUNITY BUILDING



Denver, CO (July 23, 2024) – Seth Resler has joined Paragon as Community Building consultant. [Community Building](#) is a new position at Paragon for which Resler is uniquely qualified. Resler has developed a blueprint for community building that capitalizes on existing digital platforms and enables public radio stations to launch, grow, and monetize their own micro-communities.

Prior to spending 8+ years as Digital Strategy Consultant for Jacobs Media, Resler worked at WXRK in New York City, WBCN in Boston, KNDD in Seattle, KPNT in St. Louis, WBRU in Providence, and KEZR in Silicon Valley. In 2024, Resler opened Community Marketing Revolution, which he will continue to operate. His clients have included a range of companies from both inside and outside the broadcast industry, including the National Association of Broadcasters. Based in Detroit, he enjoys exploring the city on his bike. Resler can be reached at Seth@TeamParagon.Consulting.

Paragon CEO Mike Henry said, “Seth brings a new dimension to the table with his accomplishments and vision for building community. At a time when content is not always the differentiating factor, creating communities is the new hyper-local. The evolution from promotions to engagement and now to community building, this has significant marketing ramifications and revenue potential for public radio stations. Paragon and Seth look forward to helping stations master a new toolset.”

Resler said, “As the way people create and consume content has changed, what Americans need from public media has changed. At the top of the list today?

Community. Public radio stations are in a unique position to build community in their local markets. I'm thrilled to join Team Paragon, where I can show stations how to use digital tools to connect their listeners to one another."

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.

Website: www.TeamParagon.Consulting

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