



FOR IMMEDIATE RELEASE:

**PARAGON RE-EXAMINES THE ROLE OF PUBLIC MEDIA IN AMERICA WITH  
*JOIN OR DIE* :  
OFFERS EXCLUSIVE INDUSTRY SCREENING & “BEYOND THE BROADCAST”  
PANEL**

Denver, CO (August 5, 2024) – Does public media play a vital role in the preservation of American democracy – one that differs from its role in the past? That’s the question posed by Paragon, as it hosts exclusive screenings of the documentary [Join or Die](#) for public media employees.



*Join or Die* explores three urgent civic questions: What makes democracy work? Why is American democracy in crisis? And, most importantly: What can we do about it? Paragon is asking, “Why does this matter to public media and what can they do about it?”

During the next three weekends, at-home screenings of the film will be made available exclusively for public media professionals who register.

On Wednesday, August 28th, Paragon will host a virtual panel of public media outsiders to discuss the documentary and its ramifications for public media’s role in American society. The panel discussion, titled “Beyond the Broadcast,” includes:

- [Rebecca Davis](#), producer and director of *Join or Die*
- [Dr. Abdul El-Sayed](#), director of Wayne County (MI) Department of Health and host of the *America Dissected* podcast
- [Carrie Melissa Jones](#), co-author of *Building Brand Communities* and a community consultant to major brands
- [Mike Henry](#), founder of Paragon

Public media professionals can watch the trailer for *Join or Die*, register for the screenings, and get details on the panel discussion at:

<https://www.communitymarketingrevolution.com/beyond-the-broadcast>

The panel discussion will be moderated by Seth Resler, Paragon’s Community Building Consultant. “What Americans need from public media today is not what they needed from public media twenty or thirty years ago,” says Resler. “In a world where anybody can create content, there’s an urgent need for connection. Public radio and television stations are in a unique position to build that sense of community in their markets. On this panel, we’re going to explore what that might look like.”

Paragon CEO Mike Henry added, “Public media is facing an existential crisis related to its core mission and financial sustainability. We believe that Community Building is part of the answer. Public media can and should play a central role in revitalizing local communities, which serves station missions and leads to new revenue solutions.”

#### ***Join or Die* - Screening Dates\***

- Friday, August 9 through Sunday, August 11
- Friday, August 16 through Sunday, August 18
- Friday, August 23 through Sunday, August 25

\*There is a \$12 fee to watch, which goes to the film producers (no proceeds to Paragon)

#### **“Beyond the Broadcast” - Virtual Panel Discussion**

- Wednesday, August 28, 2 ET (11 PT/12 MT/1 CT)

[Please find the Electronic Press Kit for Beyond the Broadcast here.](#)

#### **About *Join or Die***

*Join or Die* is a film about why you should join a club – and why the fate of America depends on it. This documentary follows the half-century story of America’s civic decline through the journey of Harvard professor Robert Putnam, known for his “Bowling Alone” research, which explores America’s decreasing community connections and its relevance to the current democracy crisis.

The film features important figures who have been influenced by Putnam’s ideas, including Hillary Clinton, Pete Buttigieg, Surgeon General Vivek Murthy, David Brooks from *The New York Times*, Princeton professor Eddie Glaude Jr., and author Priya Parker. It also highlights inspiring groups that are creating communities in different neighborhoods across the country.

**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, community building, fundraising, 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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