

Paragon POV

Content Reinvented



2024 Predictions Hold Up



Last January's blog headline summed it up: "[2024 – The Tipping Point From 'Radio' To 'Digital Audio.'](#)" A summary released this week of the [Top 10 Insights of 2024](#) bares it out. Check.

So, what does Nostradamus see ahead for 2025? This will be the year when "community" takes on more importance in society and "community building" becomes an achievable objective for local radio stations to grow awareness, audience, and revenue.

New Times Call For New (Old) Measures

You might have heard more about "community" lately in public discourse. It seems that "what goes around comes around," and now that society is fully digitized (and even AI-ized), there is a yearning amongst many people for more one-to-one connections. I hear the word "community" bandied about on talk shows, podcasts, documentaries, and articles, but without much definition. Fortunately, community is something that public radio and Paragon already know a lot about.



This is why we added [Seth Resler](#) as a Community Building Specialist to start an industry dialogue, which continues into 2025 with the first online courses that Paragon has offered. When it comes to Community Building, there's a lot to learn, and Seth has an innate ability to teach it.

In January, Seth will introduce the Community Launch Accelerator—a program designed for public radio professionals eager to build digital communities from their audiences. This small-group program offers on-demand video lessons, live group coaching calls, and access to a private online group for peer-to-peer feedback. If your station wants to create a thriving digital community but hasn't known where to begin, this is the ideal opportunity to get started.

The course will guide you through every step of the process, including defining your community vision, hosting virtual events, launching a Facebook group, and integrating in-person events. Registration opens in late January for just a few days, with limited spots available. [Click here to join the Priority Waitlist and to get all the details and secure your place.](#)

Epiphanies From Japan

I asked **Jordan Lee** if he had any epiphanies from his trip to Japan, and of course he did! It's relevant:

Hundreds of years ago, before electricity and microphones, churches and other gathering places were designed so that people standing furthest away could hear the music or speaker. Jordan observed that this is no different than what we do now with digital platforms. We extend our reach while serving the core audience. Now, as it was then, the human need to gather and for meaningful human relationships still drive us.



Mike Henry
CEO
Paragon
Mike@TeamParagon.Consulting

The Latest from "The Blog"

What Does a Community Manager Do, Anyway?
12-12-24

5 True Stories from Bob Waugh
12-5-24

Community Building Ain't The Same As Content Creation
11-14-24

5 Factors to Consider When Deciding What Community to Build
10-17-24

Digital Content Delivery Will Not Save Public Media Companies.
9-19-24



**Want to keep up to date
with Paragon blogs?**
Click here to sign up for our
blog alerts



Paragon | 14405 West Colfax Avenue #313 | Lakewood, CO 80401 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!