

# PARAGON POV

## CONTENT REINVENTED



### “Something is happening here, but what it is IS exactly clear!”

Something happened at NON-COMMvention in Philly this week and I’m not sure yet what it was, but my intuition tells me it was very positive. Against direct attacks to its existence and to first amendment rights, public radio has quickly closed ranks and found its voice. We understand we must quickly and aggressively communicate the benefits of public radio’s local service, and that public media’s most vital role right now is about building local Community (which is scarce) and not about adding another piece of Content (which is ubiquitous). I believe the attention to public media will immediately lead to greater awareness and understanding of what we do, higher ratings, increased fundraising from members and major donors, and hardened corporate support from like-minded businesses. NOW is the time for stations to market themselves however they can to “draft” behind this massive and free awareness campaign that is happening right now across America. I strongly believe THIS IS OUR TIME!

Meanwhile, the WXPN team put together the strongest line-up in years! I couldn’t catch all the showcases, but I heard that all the artists were awesome. From those I did see, my personal favorites were Lady Blackbird (new), Bob Mould, The Head And The Heart, Arcade Fire, Orla Gartland (new), Kashus Culpepper (new), Bartees Strange (new and my #1), and Counting Crows. Ending the week in an underground cave dancing until 2 am at a surprise DJ set by The Black Keys’ Patrick Carney and Dan Auerbacher was off the charts.

More important stories follow. Please read on. And public radio – keep on rockin’!!!



Bartees Strange



Counting Crows



Black Keys DJ Set Dance Party

**How Public Broadcasters  
can Build Community:  
Notes from NON-  
COMMvention 2025**

By Seth Resler

**COMMUNITY  
CORNER**

WITH PARAGON'S COMMUNITY BUILDING CONSULTANT, SETH RESLER



**How do you start Building**



This week, I had the chance to speak at the NON-COMMvention in Philadelphia, a conference for public radio music programmers, media professionals, and music industry folks.

Bruce Warren, Assistant GM at WXPB, invited me to join a panel called "Building and Engaging Community." I shared the stage with Bruce and Jason Saldana, COO of PRX, at the legendary World Cafe Live.

[Read Story](#)

## a Community?

### 5-DAY CHALLENGE

Build a clear, practical plan to launch your station's first listener community

#### 5-Day Challenge

Last fall, a study of 30,000 Americans found that people want more from public media than digital content—they're craving real, local, in-person connection. To help stations meet this need, our Community Building Consultant, Seth Resler, created a five-day, 45-minutes-a-day program to guide your team in launching a listener community. Join the priority waitlist to be the first to know when it opens.

[Get the Details](#)

## Calling ALL Public Media: Message Discipline is your friend

### WHAT NOW:

MESSAGE DISCIPLINE IS  
YOUR FRIEND - AND COULD  
HELP SAVE YOUR JOB

WITH MIKEL ELLCESSOR, CARLA SOREY-REED &  
CHRISTINA SHOCKLEY, HOSTED BY MIKE HENRY  
WEDNESDAY, MAY 14 @ 2PM EASTERN



Join us for our next *What Now Conversation*.  
Message Discipline is Your Friend - and Could  
Help Save Your Job!

This webinar is for **ALL PUBLIC RADIO  
FORMATS AND EMPLOYEES IN ANY  
POSITION!** In 60 minutes, you can get fresh  
ideas for message strategies that moves  
people – and ways to maintain message  
discipline so you minimize the risk of creating  
a clippable moment.

With speakers Mikel Ellcessor, Carla Sorey-Reed  
and Christina Shockley. Hosted by Mike  
Henry.

[Learn More](#)

## Love is in the Air!



**paragon** 

Triple A **88.5-FM, The SoCal Sound/Los Angeles**, has extended its relationship  
with **Team Paragon** and its Founder &  
CEO, Mike Henry.

*Story published: [Ramp247.com](#)  
May 8, 2025*

[Read Story](#)



CEO  
Paragon  
[Mike@TeamParagon.Consulting](mailto:Mike@TeamParagon.Consulting)

## The Latest from "The Blog"

How Public Broadcasters can Build Community:  
Notes from NON-COMMvention 2025  
5-9-25

Novel Strategies for Increasing News Coverage on  
NPR News Stations  
4-3-25

What SNL's Black Jeopardy! Can Teach Us About  
Democracy  
3-18-25

"Community" Isn't What You Think It Is  
1-21-25

5 True Stories from Bob Waugh  
12-5-24

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