

Paragon POV

Content Reinvented



Meet Us in Atlanta



"Whaddaya have, Barack?"

Team Paragon is hitting the road again next week for another conference and this time it's the **Public Media Development & Marketing Conference** in Atlanta. Michelle Conrad (Digital Consultant) and I will be hitting my old hometown for a critical trip to The Varsity (the world's biggest drive-in burger stand), and oh yeah, the conference. If you or anyone from your station is attending, please hit me up in advance so we can hang. If you're lucky, I'll take you to The Varsity!

Michelle and I do double duty with **VuHaus Group** and will be joined in ATL by VuHaus Group COO Chris Kirchner. As you probably know, or if you don't, VuHaus Group manages a network of public radio and television stations and national radio shows that share a common mission to support emerging and local artists. Among other things, we curate **NPR Music Live Sessions** for our affiliate stations that include WFUV NY, KCRW LA, WXPB Philly, KXT Dallas and 21 total influential public media outlets. We'd love to meet you about that, too, if you're interested.

Bob Waugh Joins Team Paragon

In late May, we announced that renowned Triple A program director **Bob Waugh** joined Team Paragon as consultant. Bob and I already made one trip together...to Seattle for client KPNW and Hubbard Broadcasting...and had a flurry of meetings and independent music store purchases. The next week, Bob's old K-Rock NY buddy Howard Stern did a funny bit on his Sirius/XM morning show about Bob joining Paragon, "whatever the f**k that is!" **Watch Stern's bit on Bob here.**



Front L-R: Bob Waugh, Marco Collins.
Back L-R: Scott Mahalick, John Fisher, Traci Kalkbrenner, Mike Henry

A Texas Three-Step

A big Texas "thank you" to everyone at North Texas Public Broadcasting in Dallas for putting up with me for a whole week. We knocked out Action Plans for 3 stations in 4 days – Classical WRR, NPR News KERA, and Triple A KXT.



L-R: Mike Henry, Benji McPhail, Jackson Wisdorf, Nilufer Arsala, La Bell, Lesley James, Jeff Penfield, Eric Bright

Special thanks to CEO Nico Leone and COO Chris Wagley for having me on their teams.

2 More Conferences in August

Looking ahead, Michelle and I will be at the **Triple A Summitfest** in Boulder August 2-3 and then Team Paragon is staging the 2nd Urban Alternative Conference August 7-9 in Denver and Ft. Collins (invitation only). More on those two conferences after we come up for air after the PMDMC.



Mike Henry
CEO
Paragon

mhenry@paragonmediastrategies.com

The Latest from "The Blog"

Mediabase Throws Weight Behind Growing Triple A Format
3-27-23

Launching The New 98.9 KPNW in Seattle - Behind The Scenes
2-14-23



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

Client Station Job Openings



WPLN in Nashville

- Executive Editor
- News Editor
- Technical Director This Is Nashville
- Director Institutional Giving
- Events and Promotions Director

WRR in Dallas

- Classical Music Director/Host

The SoCal Sound in Los Angeles

- Director of Marketing, Promotions, & Engagement
- Latin Alt - Brand Manager



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

[Unsubscribe slowin@paragonmediastrategies.com](mailto:slowin@paragonmediastrategies.com)

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

Sent by bymhenry@paragonmediastrategies.com powered by



Try email marketing for free today!