

PARAGON POV

CONTENT REINVENTED



The March to NON-COMMvention



May 6 - 9, 2025 • Philadelphia, PA

Team Paragon will be in full force at the **NON-COMMvention** in Philadelphia May 6-9. [Michelle Conrad](#) and [Seth Resler](#) will join me at public radio's only annual gathering of music stations. If you're going too, and would like to meet, just let me know in advance or hit us up while you're there.

NON-COMM panel with Paragon's Seth Resler



Seth is a panelist on a Community Building session at NON-COMMvention. Come see for yourself why Community Building is considered a vital strategy for public radio's immediate future.

Building and Engaging Community

Date: Thursday, May 8

Time: 9:30-10:30am

Place: The Lounge (upstairs)

New Times – New Collaborations

Novaphonic Brightens Southwest Ohio Skies



Paragon, along with [Public Media Company](#), are working with four New York City radio stations on a first-of-its-kind collaboration. The [Tri-State Public Radio Music Collaborative \(TSPRMC\)](#) has drawn considerable attention due to its historical significance and timing while new solutions are in demand. Working closely with Jazz WBOG, Triple A WFUV, Classical WQXR and Classical WSHU, Paragon is providing consulting and research to create new strategies that will grow awareness, audience, and revenue for all four stations.



NOVAPHONIC.FM

EXPLORE MUSIC TOGETHER

Music Director Juliet Fromholt and Assistant Music Director Evan Miller have led the charge to launch America's latest Triple A music service – [Novaphonic.FM](#). Novaphonic is a new 24/7 streaming music channel presented by WYSO Public Radio that combines WYSO's existing music specialty shows with a 24/7 mix of diverse music, curated by local people for a local audience. Team Paragon is proud to support their efforts!

Michelle, Seth, and I hope to see you in Philly. It better be sunny – I hear it always is. Thank you!



Mike Henry
CEO
Paragon
Mike@TeamParagon.Consulting

Webinar

Join us for a discussion all about Community Building, May 1st. Stay tuned for more info.

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](#)

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