



FOR IMMEDIATE RELEASE:

## **PARAGON ADDS MIKEL ELLCESSOR AS ON-AIR FUNDRAISING CONSULTANT**

Denver, CO (July 21, 2025) – [Paragon](#) has added long-time public radio professional Mikel Ellcessor as an On-Air Fundraising Consultant. Ellcessor's expertise will complement On-Air Fundraising Consultant Christina Shockley's specialized and proven approach to strategizing and producing modern, listener-focused, and impactful on-air fund drives and membership campaigns. Team Paragon is fully situated to provide new fundraising strategies at a time when public radio stations are seeking new revenue solutions.



Paragon CEO Mike Henry stated, "Coming from a programming background, Mikel's work with leading public radio stations like WNYC New York, WAMU Washington, D.C. and KCRW Los Angeles has shown how to drive revenue increases across a diversity of settings and stations. By innovating on-air fund drives with content best practices to re-engage audiences and donors, we can grow revenue and activate new donors while maintaining ratings."

Ellcessor said, "The world has delivered a massive shipment of change, and it's up to us to accept it, adjust and thrive. On-air fundraising is going to remain a vital pillar in our diversified revenue plans. That said, people aren't tolerating the old excesses and unfocused approaches to on-air fundraising. Our attention-starved reality must influence the ways we conceive, plan and execute our on-air fundraisers. I believe the way through is to embrace the audience's changed expectations, incorporate new strategies of persuasion and message discipline and recommit to making on-air fundraising GREAT RADIO. Keep it fun, make it smart, have it sound AMAZING." Ellcessor added, "The media business model is as challenging as ever, but media CONSUMPTION is massive and there is an unprecedented amount of direct support going to content creators. There's no reason public radio can't hold – and grow – its share of creator-focused revenue."

Ellcessor will continue to operate his independent content and coaching consultancy Limina House.

Mikel's on-air fundraising consulting weaves together radio excellence, current philanthropic trends and marketing strategy to deliver an on-air experience targeted to the needs of the attention-fractured listener. Stations can explore multiple ways to work with Mikel, including with a turnkey approach that includes campaign strategy and message design, on-site fundraiser management, and staff training and coaching.

No matter what level of services a station needs, Mikel is focused on providing stressed staff with the capability to mount an on-air fundraising experience that holds audience, drives financial results and improves the station's brand profile.

Mikel Elcessor is a career media executive, coach, and not-for-profit leader, focusing on the integration of content, audience development, and revenue. He was the head of WNYC's local programming through the 9/11 years, launched WNYC's podcast strategy, pioneered individual giving for podcasts, raising over \$6.5M along the way, and was the co-creator with Jad Abumrad of *Radiolab*.

Through his work in Detroit, Milwaukee, Pittsburgh, Washington, DC, and his years on the Greater Public Board, Mikel has focused on sustainable strategies that expand public radio's boundaries to introduce public radio to [new audiences and donors](#).

In over 30 years of public radio and arts not-for-profit work, Mikel's has the privilege to lead teams that have impacted the lives of hundreds of millions of individuals and raised tens of millions of dollars to support mission-driven work.

Elcessor, based in Detroit, can be reached at [mikel@teamparagon.consulting](mailto:mikel@teamparagon.consulting).

### **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, organizational insights 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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