



FOR IMMEDIATE RELEASE:

GEARY YONKER JOINS TEAM PARAGON AS SPONSORSHIP CONSULTANT



Denver, CO (December 9, 2025) – Long-time public radio sponsorship sales manager Geary Yonker joins [Paragon](#) as [Sponsorship Consultant](#). Yonker will provide Paragon's public radio clients with strategic and hands-on sponsorship revenue support.

Paragon CEO Mike Henry said, "Geary's established role in producing sponsorship revenue for WBEZ Chicago, Sound Opinions, and with events is invaluable for Paragon clients. Public radio stations need increased sponsorship revenue and new revenue streams ensure sustainability, and Geary will help them reach their income goals."

Yonker said, "I'm thrilled to join the Paragon team and bring my 25 years of experience identifying emerging trends and raising millions of dollars for mission-driven organizations. We can view this moment either as a catastrophe or as a catalyst for the long-needed changes our industry requires. I see it as an opportunity to push forward."

Yonker was recently named Sponsorship Director at VuHaus Group where Henry is a Director. Based in Chicago, Yonker will continue in that role and with Sound Opinions.

Geary has helped news organizations develop their digital sales strategies, managed the Chicago edition of The Onion, founded a music festival enjoyed by over 400,000 guests, and has been a national leader in podcast sales, representing such storied programs as *This American Life* and *Serial*.

Yonker can be reached at geary@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, sponsorship, organizational insights, and creating healthy company culture. [Click here](#) to learn more about Team Paragon, which has over 500 years of combined experience.

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