



For Immediate Release
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Contact: Mike Henry, CEO
303-922-5600

JOHN STEVENS PROMOTED TO COO / RADIO

Denver, CO – Paragon Media Strategies' CEO Mike Henry has announced that the company has promoted John Stevens to Chief Operating Officer/Radio. John will now oversee Paragon's radio division strategic operations as well as client development.

John's radio career spans more than 30 years. As former VP/Operations and part-owner of Caribou Communications, John supervised all aspects of the on-air programming for 10 O&O radio stations. John also conducted all audience research, in-house for each station, which included KATT, KYIS, WWLS, and KTNT Oklahoma City, KATM in Colorado Springs, KDZA in Pueblo, KYOU Greeley/Denver, and KQMQ, KPOI, and KDEO in Honolulu.

Stevens began his career as an air personality in 1970 at WLCY in Tampa/St. Petersburg. He successfully programmed and served as an on-air personality at WYNF-FM Tampa/ St. Petersburg, KRQQ and KMGX in Tucson, KAIR and KJYK in Tucson, KZZP in Phoenix, and KFMK in Houston.

In the 1980s, John consulted a dozen stations across the country for Surrey Consulting and Research while serving as the national program director for the company's owned and operated stations, including KYKY in St. Louis. He has also developed numerous software packages for call-out and auditorium music testing utilized by many stations in both major and small markets.

"Paragon continues to thrive because we remain focused on local radio operators," Mike Henry, CEO said. "John Stevens is not only a proven radio strategist and researcher, but more importantly he is a premier radio broadcaster. I'm proud to have John lead our radio division, and know that the ultimate benefactors will be Paragon's radio division clients."

John Stevens adds, "It is a thrill to be working on a daily basis with Mike again and the entire Paragon staff. I've never met a group so dedicated to client service and helping clients reach their full potential."

John is an honors graduate from the University of Denver, majoring in Marketing and Finance while specializing in management information systems and marketing research. Active in the community, John was elected in 1999 to city council in Lakewood, which is Colorado's fourth largest city. He was re-elected last November and has chaired several committees involving the city's finances and economic development as well as having served as the city's mayor pro-tem.

Paragon Media Strategies is a research and consulting firm specializing in traditional media, emerging media, and entertainment, providing strategies for media companies to increase market share. Using custom research, Paragon Media Strategies has helped media clients develop effective marketing strategies for two decades. Paragon Media Strategies' clients reach over two-thirds of households in North America and are prospering during the heightened competitive era of media convergence.

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