



For Immediate Release
March 26, 2003

Contact: Mike Henry, CEO
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JOHN STEVENS JOINS PARAGON MEDIA STRATEGIES

Denver, CO – Radio veteran John Stevens joins Paragon Media Strategies as Senior Research Director. John's responsibilities encompass assisting in all aspects of Paragon's research and consulting projects.

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, KRQ 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.

"John brings a deep understanding of radio operations to Paragon's radio clients," said Paragon CEO Mike Henry. "John has excelled in radio programming and ownership during 30 years of tumultuous change in radio, and will be a huge asset to Paragon's clients. Paragon is fortunate to have someone of John's caliber joining our team."

Stevens attended the University of South Florida in Tampa and University of Arizona in Tucson, specializing in management information systems and marketing research. He graduated with honors from the University of Denver with a business degree, majoring in marketing and finance.

Upon the sale of Caribou to Citadel in 1999, John was elected to city council in Lakewood, which is Colorado's fourth largest city. During that time, he has chaired several committees involving the city's finances and economic development as well as having served as the city's mayor pro-tem. John has been married for 25 years to Judy, and they have a teenage son and daughter.

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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