



For Immediate Release:
December 16, 2003

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3 Media Veterans Form Media Mechanics, Inc. “The Power of 3”

Denver, Colorado:

Industry veterans Paul Marszalek (Paul Marszalek Worldwide), Mike Henry (CEO/Paragon Media Strategies), and Ben Manilla (Ben Manilla Productions) have combined efforts in a new venture, Media Mechanics.

Media Mechanics is distinctive in that together the three partners offer a full range of media-related services, combining extensive expertise in media strategies, programming content, consulting, production, and syndication.

Media Mechanics clients include stations in a variety of formats such as non-commercial KUSC/Los Angeles (Classical), The Classical Public Radio Network, KCEP/Las Vegas (Urban), WXPB/Philadelphia (Triple A), KCPW/Salt Lake City (News/Talk), and the upcoming re-launch of WYMS/Milwaukee.

The three will explore new business opportunities in public and commercial radio, television, the recording industry, the internet, and other new media. Marszalek, most recently Vice President/Music Programming for VH1, serves as Managing Partner of Media Mechanics.

Marszalek stated, “What we’re doing here is combining the experiences of three diverse backgrounds. You get Mike’s experience in research and ratings strategy, Ben’s background in production and national syndication, and my skills in programming and content development. It’s almost a ‘rock, paper, scissors’ thing – our strengths complement each other to the benefit of the client. From concept development, through the vetting process, to the final on-air product, Media Mechanics has the experience under one roof.”

“Our goal is to serve a wide range of audiences, and not just the lowest common denominator,” said Manilla. “Frankly, we’re tired of hearing complaints about the state of media. We hope to

reinvigorate the industry with fresh ideas, content, and syndication ideas that are both audience and station-friendly.”

Henry added, “Let’s be honest, radio and media are ripe for new approaches. The growing stagnation of creative and compelling content is an incredible opportunity for operators who choose to lead rather than follow. Media Mechanics’ diverse clients are leaders.”

Mike Henry, CEO and owner of Paragon Media Strategies, advises and researches many of the most successful broadcast stations, media groups, and networks in the world. Clients include Susquehanna Radio Corp., Rogers Media, Lotus Communications, Country Music Television, the NY Post, and Blockbuster Entertainment. Public stations advised have included non-commercial KPCC/Los Angeles (News/Talk), KPLU/Seattle (Jazz), KPCW/Park City (Triple A) and KUOW/Laramie-Wyoming Public Radio (Triple A), as well as National Public Radio (NPR News).

Ben Manilla Productions, Inc. (BMP) was formed in San Francisco in 1991 and has gone on to become a recognized leader in national programming and production for commercial and public broadcasting. BMP clients have included all of the major radio networks in the United States (ABC, CBS, Westwood One) and a number of international broadcasters (BBC, CBC, Radio Tokyo). Most recently, BMP created *The Blues with Keb’ Mo’*, a 13-hour documentary that became the highest affiliated radio series in the history of Public Radio International. BMP is best known for the commercial radio series *The House of Blues Radio Hour with Dan Aykroyd* distributed by United Stations.

As Vice President of Music Programming for VH1, Paul Marszalek helped develop programming and set the musical tone of the channel, as well as for digital networks VH1 Classic, VH1 Soul, And VH1 Country. Previous to VH1, he was the Operations Manager at KFOG and The Ticket 1050/San Francisco, and logged time with WXRT/Chicago and KBCO/Boulder-Denver. With Paul Marszalek Worldwide, Inc., he currently consults internationally in the Russian Federation and Middle East for the United States Broadcasting Board of Governors, and domestically for Classical KUSC/Los Angeles.

The new company is based in Denver with offices in New York and San Francisco. Henry, Manilla, and Marszalek will continue to operate their respective companies.

Media Mechanics: The Power of 3
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