



For Immediate Release:
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Contact: Mike Henry
mhenry@paragonmediastrategies.com
(303) 922-5600

Mike Henry to Present LA Public Media Research to Grantmaker's in the Arts

Denver, CO – Paragon CEO Mike Henry will present LA Public Media research findings during the "ethnic Media Audiences" session at the [Grantmaker's in the Arts Conference](#) in San Francisco on October 10, 2011. The research of digital media habits among young multi-ethnic audiences is a groundbreaking view into the fast growing population of the “new America” in the epicenter of Southern California, where the research was conducted.

“The research for LA Public Media offers a unique view into the future of American media, where cross-ethnic audiences lead the conversion to digital and mobile media,” said Henry. “Younger cross-ethnic audiences lead their counterparts in almost every usage of digital and social media. Public media must consider this incredibly fast-growing and thirsty audience when considering local public service missions.”

Henry will present the findings with Radio Bilingue Executive Director, Hugo Morales. Radio Bilingue commissioned the research from Paragon for LA Public Media and it's online media production, LA Forward.

SESSION TITLE:

Ethnic Media Audiences

SESSION DESCRIPTION:

As the number of people of color in America continues to grow, media organizations (both public and private) must also respond by serving an increasingly diverse audience. LA Public Media has done extensive research on this changing demographic in Los Angeles and has launched a service geared specifically towards Latinos, African-Americans, and Asian-Americans ages 25-40. Through focus groups, digital usability studies, and content testing, LAPM has

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uncovered unique information on what kinds of content needs to be created to attract this demo and how it should be made available to them. The population growth of people of color provides a great opportunity for those interested in programming to a more diverse audience, but it also comes with some challenges. How do mainstream media organizations create programming to these diverse audiences without isolating their mainstream audiences? What are the new media opportunities to reach this demographic? How important is marketing in reaching out to this new demo?

ABOUT MIKE HENRY

Mike Henry is CEO of [Paragon Media Strategies](#) (programming research & consulting) and [Paragon Consulting Network](#) (multimedia consulting), a partner in [Media Mechanics](#) (multiplatform producers), and in 2009 he led the formation of [The Radio Workout Team](#) to address the dramatically changing needs of media lenders, brokers, receivers, trustees and owners. Mike, author of the New Radio Model to promote a multiplatform business model for radio, is a strategic advisor to many of the most successful radio stations, groups, and networks in the world. Mike has helped create over a dozen new radio formats over the past 30 years, including “Alternative,” “Triple A,” “Modern AC,” “NPR News,” Canada’s only “All News” format and “Adult Hits.”

ABOUT PARAGON

[Paragon Media Strategies](#) is a research and leading social media and digital media consultant serving major media companies and targeted new media initiatives. Paragon has helped clients grow market share for over two decades via customized product and marketing strategies.

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