



For Immediate Release:
October 17, 2011

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

Mike Henry to Speak on "Digital Media: New Tools for Talk" at the 2011 News/Talk/Sports Summit

Denver, CO – Paragon CEO Mike Henry will be a panelist on "Digital Media: New Tools for Talk" at the 2011 News/Talk/Sports Summit in Dallas on Friday, October 28th. Moderated by Ken Charles from WIOD-WINZ/Miami, other panelists include David Hall, veteran programmer and media strategist/consultant, Harry Tomasides, Cumulus Media Regional Digital Media Director, and Berkeley Wilson, Clear Channel's Director of N/T/S Digital Programming.

"Spoken word radio is on a major upswing and part of the reason is digital and social media," said Henry. "We'll talk about how News, Talk and Sports stations can enhance their content, distribution and engagement."

"Digital Media: New Tools for Talk":

Friday, Oct 28, 11:15-12:15PM (Hilton Dallas Lincoln Centre)

The session is designed to help distinguish between some of the hype vs. reality in a world where nearly every day brings news of the next "must have" digital technology. The panelists will help identify some of the most useful and potentially profitable tools available to enhance your news and programming efforts and build your station's digital brand.

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."

Media Research & Consulting

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.

Media Research & Consulting

7550 W. Yale Avenue
Suite B204 Denver, CO 80227

www.paragonmediastrategies.com
ph 303.922.5600 fax 303.922.1589