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## Mike Henry Joins NAB Panel "Innovating Radio's Future"

Denver, CO – Paragon CEO Mike Henry will be a panelist on “Innovating Radio’s Future” at the upcoming NAB/RAB Convention in Chicago on September 15. Moderated by RAB President/CEO Jeff Haley, the panel brings together radio’s top minds to prognosticate on radio’s future from a global perspective.

Henry commented, “This will be one of the highlight panels at the NAB/RAB Convention where we gaze into crystal ball of what the future holds for radio. I strongly believe radio has a bright future ahead, but radio must take bold and necessary steps to pull it off. Media is changing all around radio, and radio needs to accept that change is not only needed but beneficial.”

### Panel Description:

The radio business is on the precipice of an exciting new era. The creation of better and more effective technologies have made connecting to ever-expanding audiences easier. Mobile and web-based platforms offer broadcasters new outlets for distributing content. New revenue streams are presenting themselves, as are new technologies and workflows. How do you decide what is relevant in your specific market? What is best for radio as a whole? Jeff Haley, president and CEO of the Radio Advertising Bureau leads a stalwart panel at this year's Radio Show built to chart the course to innovating radio's future. [Click here](#) to learn more.

**Thursday, September 15, 3:15-4:30 p.m.**  
**Hyatt Regency Chicago I/J**

Moderator

[Jeff Haley](#), President and CEO, Radio Advertising Bureau

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## Panelists

[Mike Henry](#), CEO, Paragon Media Strategies

[Jeff Smulyan](#), Chairman, Emmis Communications Corporation

[Jeff Littlejohn](#), Executive Vice President, Distribution Development, Clear Channel Radio

[Fred Jacobs](#), President, Jacobs Media

## 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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