



For Immediate Release:  
September 19, 2011

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## **Michele Tharp to Participate on the PRPD Panel "Finding Success with Social Media"**

Denver, CO – Paragon's Michele Tharp will be a panelist on "Finding Success with Social Media" session at the 2011 [Public Radio Program Directors Conference](#) in Baltimore on September 21<sup>st</sup>, 2011. "Social Media has become a necessary tool in building an effective marketing strategy," comments Michele. "I am excited to participate in this creative discussion."

### Panel Description:

The manner in which listeners find us and interact with us is changing dramatically. From Facebook to Twitter to mobile, we've had to reinvent the way we present ourselves in a digital world. In this session, we'll identify and discuss current thinking and best practices for social media interaction. We'll look at some examples of stations or networks that are having success with using new platforms and social media.

**Wednesday, September 21, 2pm**

### Moderator

Abby Goldstein – Program Director, NHPR

### Panelists

Jon Gordon - Social Media & Mobile News Editor, Minnesota Public Radio  
Michele Tharp - VP of Marketing & New Media, Paragon Media Strategies  
Lori Lewis - Digital & Social Media Strategist, Jacobs Media

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## **ABOUT MICHELE THARP**

Michele Tharp has spent over 20 years in marketing, public relations and promotional capacities within the radio and entertainment industries. Beginning her career as a Promotion Director in local radio, Michele has held marketing positions with several media companies including Capitol-EMI Records, Jones Radio Network, Showtime Networks and currently with Paragon Media Strategies and Media Mechanics. As a New Media Strategist, Michele specializes in Social Media Marketing, Brand Awareness and Community Building, Digital Platform and Website Strategic Development, Michele's consulting clients recently include CBS Radio News, TheBluesMobile.com, and non-profit organizations including Public Radio Program Directors (PRPD) and Journey to Me.

## **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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