



Contact: Mike Henry
303.922.5600
mhenry@paragonmediastrategies.com

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Paragon's Mike Henry to Moderate NAB Spring Convention Panel on the "New Radio Model"

Denver, CO – Paragon Media Strategies' CEO Mike Henry is to present and moderate the session, titled "[The New Radio Model: Tool Kit & Case Studies](#)," at the 2010 Spring NAB Convention in Las Vegas. The session will exhibit the breadth of the latest opportunities available to broadcasters in the new competitive and consumer landscape. The session will define the New Radio Model, which combines a Hyper-Local focus on community and content with Multiplatform delivery and revenue streams. Also included is a Tool Kit for the New Radio Model showcasing a new operating budget template and tips on updated roles for station GMs, new business development, creating new customers, local interactive ad dollars, mining local events, and multiplatform listener engagement.

Panelists include financial analyst [Mark Fratrik](#) from [BIA/Kelsey](#), digital/new media technologies consultant [Skip Pizzi](#), [Jim Kerr](#) of [Triton Digital Media](#), and [Dan Halyburton](#) of [RadioTime](#) who previously was a major market radio station and group operator.

"I'm pleased the NAB saw fit to showcase the New Radio Model with a panel at the Spring NAB Convention," said Henry. "This will not be a 'woe is me' panel. Instead, this will be a forward-momentum panel focusing on the most fundamental issue facing commercial radio today, which is the evolution of radio's business model for 2010 and beyond. The diverse set of panelists will put meat on the bones of the New Radio Model for anyone attending the session."

NAB Session Information:

Monday, April 12, 10:30 am – 11:45 am, in Room N231/233

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Moderator Biography:

Mike Henry (moderator):

Mike Henry is CEO of [Paragon Media Strategies](#) (programming research & consulting), [Paragon Consulting Network](#) (multimedia consulting), a partner in [Media Mechanics](#) (multiplatform producers), and in early 2009 he led the formation of [The Radio Workout Team](#) to address the dramatically changing needs of media lenders, brokers, receivers, trustees and owners. Henry has been a leading innovator of new radio formats for over 30 years, including “Alternative,” “Triple A,” “Modern AC,” “All News,” “NPR News,” and “Adult Hits.” Mike is currently creating a new English-speaking public multiplatform media service for young ethnic audiences in Los Angeles. With a strong sales and marketing background, Mike is uniquely qualified to help lead radio into a new business model built for 2010 and beyond.

Panelist’s Biographies:

Dr. Mark Fratrick, Ph.D

Mark Fratrick is Vice President of [BIA/Kelsey Group](#). Prior to joining BIA/K, Mark served the National Association of Broadcasters for nearly 16 years in the role of Vice President/Economist. While there, he conducted primary research about the broadcasting industry. Before joining NAB in 1985, Fratrick worked for the Federal Trade Commission in the Bureau of Economics where he spent five years conducting analyses of industry practices to evaluate overall economic impact. Throughout his career, Mark has researched and spoken at numerous conferences on new media technologies including DTV datacasting. He is a leading spokesperson concerning trends and forecasts for the media industry including analyzing competitiveness of media and related industries.

Skip Pizzi

[Skip Pizzi](#) is a Media Technology Consultant whose clients include Fraunhofer USA, National Public Radio, Public Radio International, American Public Media, the Corporation for Public Broadcasting, the Canadian Broadcasting Corporation, Voice of America, Radio Netherlands, the National Endowment for the Arts, the U.S. State Department, Jazz at Lincoln Center, the World Bank, Radio Bilingüe, Public Radio Capital, the USC Annenberg School of Communications, and many broadcast stations across the U.S. His background includes 25 years as a technical manager at National Public Radio and at Microsoft. He founded NPR’s technical training department, and contributed to numerous digital media efforts at Microsoft. Skip was also the founding Editor of *BE Radio* (now called *Radio*) magazine, Technical Editor of *Broadcast Engineering* magazine, and Contributing Editor to *Radio World* newspaper. He is an award-winning radio production engineer, and has held leadership positions in several technical standards-development organizations.

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Jim Kerr

Jim Kerr is the Vice President of Strategy for [Triton Media](#), where he assists in the strategic growth and integration of all of Triton Digital's portfolio companies and partners. Before joining Triton, Kerr was the Vice President of Digital Development at Pollack Media Group, where he consulted for some of the world's leading Internet and mobile companies, including Meebo, Microsoft, Kyte, KickApps, Playphone, and others. Kerr also assisted Pollack Media Group broadcast clients in effectively integrating Internet and mobile solutions, working with such leading brands as MTV, National Geographic, XM/Sirius Radio, and Blender Magazine. Kerr's experience includes stints as a radio format editor at Radio & Records, publishing his own radio programming newsletter, and management positions in the record and radio industry.

Dan Halyburton

Dan Halyburton is Senior Strategist/Broadcast Relations Manager for [RadioTime](#), the leading streaming Internet guide and heads "Halyburton Connected", a new media and technology consulting company. Halyburton was an innovator and industry leader in interactive during his 25 years at Susquehanna Radio. He is well versed in all aspects of radio station operations. Dan Halyburton began his career as a disc jockey and program director. He rose thru the ranks to manage radio stations for Susquehanna Radio in Dallas Texas including 1310 The Ticket and 99.5 The Wolf. He joined Emmis Communications in 2006 as SVP, Market Manager for their New York cluster, overseeing Hot 97, 98.7 KISS FM and 101.9 RXP. His past service also includes board member, Chairman and President of The CMA (Country Music Association), instructor for the University Of North Texas, board member of the Country Radio Broadcasters organization and was inducted this year into the Country Radio Hall of Fame.

About Paragon:

Paragon is a research and consulting firm specializing in traditional media, emerging media, entertainment, and general market industries. Paragon has helped clients grow market share for over two decades via customized product and marketing strategies.

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