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PARAGON'S MIKE HENRY TO MODERATE ANOTHER NAB CONVENTION PANEL ON THE "NEW RADIO MODEL"

Denver, CO – For the second consecutive year, Paragon Media Strategies' CEO Mike Henry will present and moderate a session at the NAB Convention on the "New Radio Model." The session, titled "[The New Radio Model: Revenue Streams for 2011 and Beyond](#)," is this Monday morning at the 2011 Spring NAB Convention in Las Vegas. The New Radio Model was authored by Paragon in 2009 and has been embraced by forward-thinking broadcasters.

Monday's session will provide an update on the New Radio Model from last year's session, and will include specific case studies from radio broadcasters Bob Proffitt of Alpha Broadcasting, Patrick Osburn of Radio San Diego, and Michael Fischer of Triton Digital. Proffitt, Osburn and Fischer will present case studies of new revenue activity coming from a triangular relationship between hyper-local content, multiplatform digital distribution, and non-traditional revenue such as live events.

"The commitment of the NAB and the RAB for this panel again is testimony that a new business model for radio is critical," said Henry. "It's imperative that radio update its business model for the new media landscape. The focus of this year's panel will once again be forward-looking by shining a light on the early adopters of the New Radio Model."

The New Radio Model: Revenue Streams for 2011 and Beyond

Monday, 4/11/2011, 10:30-11:45 AM - Rm N239

A New Radio Model that combines a Hyper-Local focus on community and content with Multiplatform delivery and non-traditional revenue streams will be presented to exhibit the breadth of new opportunities available to broadcasters. The New Radio Model will showcase new fundamental structural changes and tips on new roles for station sales managers and associates, new business development, creation and growth of new customers, local interactive ad dollars, mining local events, and multiplatform listener engagement.

Moderator: Mike Henry, CEO/Paragon Media Strategies
Panelists: Bob Proffitt, President/COO Alpha Broadcasting
Patrick Osburn, VP Director of Sales, Radio San Diego
Michael Fischer, VP Interactive Sales, Triton Digital

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Mike Henry (moderator)

Mike Henry is CEO of [Paragon Media Strategies](#), the [Paragon Consulting Network](#) and the [Radio Workout Team](#), and is a partner in [Media Mechanics](#), a multiplatform production firm. Mike 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 developed the “New Radio Model” for the radio industry in 2009, and at the NAB Convention in 2010 he moderated the first New Radio Model panel.

Bob Proffitt (panelist)

Bob Proffitt has managed radio stations in Denver, Colorado Springs, Albuquerque, Las Vegas and now Portland. Bob was with Citadel Broadcasting for 15 years, beginning as a GM when the company had 5 radio stations in 3 markets, and culminating as President/COO after helping the company go public and growing to 208 stations in 43 mid-sized markets.

In 2009, Bob rejoined with former Citadel owner Larry Wilson to form Alpha Broadcasting. He currently manages Alpha’s Portland cluster, including News/Talk KXL-AM/FM, Talk KFXD-AM, Sports KXTG-FM, Triple A KINK-FM and County KUPL.

Pat Osburn (panelist)

Pat has 26 years of broadcast and sales management for Noble Broadcasting, Gannett, Midwest Television and Compass Radio.

Pat Osburn is now Vice President/Director of Sales for Radio San Diego. Radio San Diego includes Triple A formatted KPRI-FM, Sports XPRS-AM that is the flag ship station for the San Diego Padres, Classic Hits XPRS-FM, and ESPN affiliate XEPE-AM.

Pat’s sales expertise includes AM talk formats, FM music formats, professional & NCAA Football & Baseball broadcasts, and now NTR and digital revenue streams.

Michael Fischer (panelist)

Michael Fischer is VP/Interactive Solutions for Triton Digital Media and based in Denver. His responsibilities include the marketing and sales of Triton Loyalty, a brand loyalty program that provides the infrastructure for radio stations to actively engage and grow their brands through on-air and online execution.

Prior to joining Triton, Michael served as a Program Director for a number of radio stations in Chicago, Dallas and Denver. He has also been VP/Content for digital music company Full Audio, Program Director for the SW Network and VP/Programming for Unidyne Broadcasting.

Michael curates a Facebook new media usergroup “Media 3.0” and excessively tweets about new and social media.

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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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