



Radio Bilingüe, Inc.

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Radio Bilingüe Selects Paragon Media Strategies to Conduct Groundbreaking Research for LA Public Media

Los Angeles, California—[Radio Bilingüe](#) (RB), the California-based national Latino public media network, today announced that it has selected [Paragon Media Strategies](#) to conduct the research for its new [L.A. Public Media](#) project. The multimedia English-language service will be aimed toward a young, diverse and underserved audience in Los Angeles. Paragon will spearhead an intensive four-phase research effort to identify the audience and test multimedia content. The project is funded by a major grant from the [Corporation for Public Broadcasting](#) (CPB).

“We are pleased that we will be working with Mike Henry and Paragon to conduct innovative and historic research on this large, growing, ethnically diverse and underserved audience in the L.A. metro market,” said Hugo Morales, founder and executive director of Radio Bilingüe. “For the first time, a national media research firm will be studying this young audience to find out what it wants from a public media service. Our goal is to work with Paragon to map out the needs and aspirations of this audience and design and test content that resonates with them.”

Mike Henry, Paragon’s CEO, said, “It’s an honor to be on the team to build and launch one of the first multi-ethnic public media services in America. Being a multiplatform service in Los Angeles makes it even more special. The professionals from Radio Bilingüe and LA Public Media are great to work with, and I would also like to acknowledge our project partners, Media Mechanics and Eatideas Consulting. I have no doubt that we’re creating a new public media model for younger and more diverse audiences, which is incredibly important and exciting.”

During the coming weeks, the project leadership expects to begin hiring the remainder of the senior content production team to develop pilot programming for testing. In addition, the project will begin its marketing, branding, community engagement and fundraising efforts in preparation for an online launch of the service in 2010.

About Radio Bilingue

[Radio Bilingüe](#) programming is broadcast on 100 radio stations across the U.S., Puerto Rico and 16 radio stations in Mexico via its 24-hour transnational satellite service. Its wide range of music, information and cultural programming in Spanish, English and other languages includes *Linea Abierta* (Open Line), the first and only national Spanish-language live weekday talk show in the public radio system offering roundtable discussions with leading political figures and listener phone calls.

About Paragon

[Paragon Media Strategies](#) has a long history expanding the reach of public media. Clients have included KPCC/Los Angeles, KPLU/Seattle, “The Current” in Minneapolis, “Radio Milwaukee”, the new KXT/Dallas, American Public Media, National Public Radio, Classical Public Radio Network and Minnesota Public Radio. Paragon is a premier programming research and consulting firm in radio, TV, print and multiplatform media with significant experience for ethnic and progressive media. Paragon’s innovative research and strategy have helped create new public radio and commercial radio formats over the years, and groundbreaking changes to NPR’s news magazines

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with the creation of the “NPR News” brand. Paragon Media Strategies is headquartered in Denver, Colorado. Paragon partners for the LA Public Media launch include [Media Mechanics](#) and Eatideas Consulting.

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