



For Immediate Release
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NEW DIGITAL MEDIA SECTION DEBUTS IN THE PRPD WEBSITE KNOWLEDGEBASE

Hamilton, NY – The Public Radio Program Directors Association Inc. (PRPD) unveils a new Digital Media section on its exclusive member website, prpd.org. The Digital Media section includes the latest research and tools, with a dynamic series of pages and links to new developments and best practices currently developing across all media.

“Program directors are increasingly assuming responsibility for content and presentation on digital platforms at their stations,” said Louisville Public Media’s Todd Mundt, Chairman of the PRPD Board. “PRPD is creating a new and rich database of knowledge to educate PD’s, inform them of trends, and help them make good decisions in this important space.”

The new Digital Media section, developed in collaboration with Paragon Media Strategies, addresses the multi-platform needs and responsibilities of the public radio programmers, including...

- Latest research on digital and social media
- Digital and social media best practices
- Samples of new digital content forms from around the media world and the public radio system
- Public radio success stories in digital and social media
- Blogs and white papers about digital and social media content use by public radio
- Educational/library level materials
- A directory of resources and vendors

Site: <http://www.prpd.org/knowledgebase/DigitalMedia.aspx>

[PRPD \(Public Radio Program Directors Association\)](#) is a national membership organization that exists to support the role programmers play in providing the highest level of service to their audience. It leads, trains and provides resources to program directors, content managers and other programming decision makers including station staff and producers. PRPD produces the annual Public Radio Programming Conference, offers webinars and maintains an on-line Knowledgebase covering all aspects of programming in radio and digital media.

[Paragon Media Strategies](#) is a premier media consulting and research company with extensive experience in public radio content research and consulting; with an emphasis on new media digital platforms. With significant, multi-decade experience in public media and demonstrable experience in creating digital media strategies for traditional and new media companies, Paragon provides effective strategies for media companies to grow market share. Paragon’s Michele Tharp will be a panelist on “Finding Success with Social Media” at the upcoming PRPD Conference in Baltimore September 20-23rd.

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