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“RADIO STIMULUS PACKAGE” WINNERS ANNOUNCED

Denver, CO — Winners of Paragon Consulting Network's “Radio Stimulus Package” are **RadioJones LLC**, owner of a cluster of commercial stations in southeast Georgia, and **New Hampshire Public Radio**, a statewide public radio network that reaches seven rated markets. Both radio companies were selected from a field of 27 entrants. The winning companies are now receiving free consulting services from the multiplatform media consultants within the Paragon Consulting Network.

Paragon's Mike Henry commented, "All of the entrants are on intelligent paths to higher ground and deserving of our industry's support. I wish we could have 27 winners, but we picked the two winners because they are highly committed to providing local media to their communities. Both companies have long-term multiplatform strategies and are building for the future. Essentially, we selected the situations where we felt our services would be most impactful."

It is the hope of the two winning radio companies, as well as the Paragon Consulting Network, that the lessons learned will benefit other radio operations. To that end, both companies have agreed to share the process and relatable activities to the industry as a whole. The industry can follow updates on the activity at www.radiostimuluspackage.com.

RadioJones stations include **WXRS-FM** (Country), **WRJS-AM** (News/Talk/Sports) and **WJAT-AM** (Gospel) in Swainsboro, Georgia, and **WEDB-FM** (CHR) in nearby Dublin, Georgia. Owner Dennis Jones submitted the entry and commented, “These are tough times for the industry and for the broad economy. We believe that with Paragon's help we can gain significant ground on our long-term strategic plans and parlay these fabulous free consulting services at just the right time – when the industry and general market are poised for above average growth as we come out of this downturn during the second half of this year.”



New Hampshire Public Radio content airs on numerous frequencies that reach Manchester, Concord, Burlington, Plattsburgh, Portland (ME) and the Boston TSA. Stations include **WEVO-FM**, **WEVN-FM**, **WEVH-FM**, **WEVC-FM**, **WEVJ-FM** and **WEVS-FM**. Their entry came from Program Director Abby Goldstein and was blessed by CEO Betsy Gardella. Gardella said, "We are tremendously excited about this opportunity to learn more about our community, our listener's interests and preferences, to guide our thinking regarding program investments going forward."

The [Paragon Consulting Network](#) includes professional experts from a wide range of consulting services. Each consultant brings a particular expertise. Together, we provide clients with a complete array of consulting resources under one roof. Consultants in the network include:

Dan Halyburton, President of [RadioTime](#), specializing in Media Operations & Management, and New Media + Traditional Media Integration.

Mike Henry, CEO of [Paragon Media Strategies](#) and partner in [Media Mechanics](#), specializing in Content & Programming, Mass Marketing, and Research & Strategy.

Paul Marszalek, Managing Partner of [Media Mechanics](#), a multi-platform production company, specializing in Content & Programming, and Media Operations & Management.

Ben Manilla, President of [Ben Manilla Productions](#) and partner in [Media Mechanics](#), specializing in Audio Production, and Syndication & Distribution.

Skip Pizzi, [Media Technology Consultant](#), specializing in New Media Technologies & Integration.

John Sutton, President of [John Sutton & Associates](#), specializing in Fundraising & Membership, and Ratings Analysis.

Richard Warner, Founder and CEO of [What's Up Interactive](#), specializing in Interactive Multi-Media Marketing, Search Engine Marketing & Optimization, Video Production, and Website.

Lori Dillé, Managing Partner of Weather Shore, specializing in Audience Relationship Marketing, and Online & Offline Integrated Marketing.

Full details can be found at www.paragonconsultingnetwork.com.

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