



# The Radio Workout Team

Serving Receivers, Trustees, Operators & Media Lenders

Lending to a radio station is one thing.  
Running a radio station is completely different



We can operate your radio station during a workout and beyond

- General Assessments
- Operational Audits
- Workout Management

Minimize your exposure and maximize your exit value

Handling Restructures, Mergers & Acquisitions, and Consolidation



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Why throw us the keys?

Because we understand the buck stops here



Dan Halyburton  
Station & Group Operator



Mike Henry  
Media Strategist



John Stevens  
Station & Group Owner/Operator

- Direct Experience Operating Radio Stations in All Market Sizes
- Previous Work on Both Sides of Receiverships
- Professional Resources and Best Practices
- In-House Research
- Competitive Pricing

WHY PARAGON



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We can help you manage any capacity of a radio station's operation, and can scale the support around your specific needs.

OUR SERVICES

## Sales

- Sales Department Triage
- Top Line Revenue Initiatives
- New Sales Solutions
- Sales Staff Oversight
- Sales Management
- Sales Department Restructuring & Training



## CREATIVE RESOURCES

## Operations & Management

- Appraisals
- Engineering
- Legal
- HR
- Operational Audits
- New Media Technologies
- FCC Filings & Compliance
- Media Operations & Management
- Local & National Talent Search & Placement



Skip Pizzi  
Engineer/New Media Technologist



Richard Warner  
Interactive Revenue Growth Expert



John Sutton  
Ratings Analyst

## Programming & Marketing

- Content & Programming
- PPM/Diary Ratings Analysis
- Research & Strategy
- Audio Production
- Syndication & Distribution
- Video Production
- Streaming Content
- Website
- Mass Marketing
- New Media Distribution
- Audience Relationship Marketing
- Interactive Multi-Media Marketing
- Online & Offline Integrated Marketing
- Search Engine Marketing & Optimization



Ben Manilla  
Multi-Platform Producer



Paul Marszalek  
Multi-Platform Operator  
& Programmer



Lori Dille  
On Line Marketing Specialist

## Financial

- Valuation
- General Accounting
- Financial Management
- Cash Management
- Negotiation

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CONSULTING NETWORK  
303.922.5600 www.radioworkoutteam.com



## The Radio Workout Team

Serving Receivers, Trustees, Operators & Media Lenders

We are experienced radio professionals that can help you turn ratings into revenue, With some of its clients retained for its entire 20+ year lifespan, Paragon Consulting Network is regarded as one of the premier media consulting companies in North America.

Dan Halyburton has distinguished hands on 38 year broadcast radio career. Halyburton has a comprehensive understanding of all elements of radio station operations. He is well balanced in product, marketing and advertising, operations, interactive, sales and financial oversight. Dan is recognized as an innovative successful program director and has programmed winning stations in Huntington, West Virginia WTCR; Indianapolis, Indiana WFMS; Minneapolis, Minnesota WDGY; and Miami, Florida WQAM.



Dan continued to rise thru the ranks and became General Manager of Susquehanna Radio's Dallas cluster which included KPLX, KLIF, KTCK The Ticket and 93.3 The Bone. And most recently, he was the Senior VP Market Manager for Emmis Communications in New York City. The cluster in Dallas under Halyburton's leadership grossed 42 million dollars; in New York City the Emmis cluster 70 million dollars.

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As CEO of Paragon Media Strategies, Mike is a strategic advisor to many of the most successful radio stations, groups, and networks in the world. Clients include CBS Radio in the U.S. and Rogers Media-Radio in Canada, and many other long-time research and consulting clients. Mike has helped create 10 new radio formats over the past 20 years, including “Alternative,” “Triple A,” “Modern AC,” “Progressive,” Canada’s only “All News” format, “Jack FM,” and most recently “New York’s



Rock Experience” on WRXP-FM New York City. Mike is a recognized radio industry expert and has been interviewed by the The New York Times, Wall Street Journal, Rolling Stone, London Telegraph, Los Angeles Times, NPR, ABC TV, MTV, and many other national and international media outlets.

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Over the last three decades, John Stevens has been hands-on as an air personality, program director, consultant, corporate officer, and owner. During his tenure as Vice-President/Operations for Caribou Communications, John was often called on by financial lenders to provide a third-party audit and overview of station operations. This led to management and program consulting agreements with the workout departments of several large financial institutions. John's rare combination of programming experience, finance background, and market research savvy give him the unique ability to serve in both programming and management consultant capacities. John holds a Bachelor of Science Degree in Business Administration with a dual major in Finance and Marketing from the University of Denver. Education includes extensive management and sales training, conflict management, and leadership training from various institutions.



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The Paragon Consulting Network roster is an impressive line-up of highly experienced professionals. Each consultant brings decades of hands-on experience in their field.

**Creative Resources. Gerry Tabío, President and Founder – Sales Consultant.** The Creative Resources team of consultants specializes in helping media organizations grow their top line and out perform their peers. Over the last 26 years, Creative Resources has developed a complete selling and management system used by a variety of media companies all over the world.

**The Center for Sales Strategy (CSS) - Sales Consulting & Training.** Established in 1983, CSS is a consulting and training firm specializing in the needs of media, advertising, and marketing sales organizations. CSS helps its clients through a broad range of comprehensive services to help them develop sales management, salespeople, and sales. CSS currently serves more than 250 media properties (radio, television, newspaper, cable) in the United States, Canada, Australia, and Malaysia.

**Paul Marszalek, Multi-Platform Operator & Programmer.** With more than 25 years in radio and television, Paul has held senior programming positions with VHI/MTV Networks, KFOG/San Francisco, and WXRT/Chicago and is also Managing Partner of Media Mechanics.

**Ben Manilla, Multi-Platform Producer.** Ben owns and operates Ben Manilla Productions, one of the most celebrated and successful audio content creators in America. He is also a partner in Media Mechanics.

**Richard Warner, Interactive Revenue Growth Expert.** Richard owns and operates What's Up Interactive, an interactive multimedia agency renowned for their website and e-marketing specialties.

**John Sutton, Ratings Analyst.** John is President of John Sutton & Associates (JSA) and brings more than 30 years of diverse commercial and public radio experience to his clients.

**Skip Pizzi, Engineer/New Media Technologist.** Skip is a consultant to corporate, legal, government and broadcast industry clients worldwide on the subjects of new media and digital transition, offering services ranging from technical facility audits and staff training to strategic new-media implementation plans and facility design.

**Lori Dillé, Online Marketing Specialist.** With over 20 years of online marketing experience, Lori specializes in listener relationship marketing, email, online community, web site, link building, search engine optimization and marketing strategy development.

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