



**Mike Henry Joins "Game Changers" Panel
at the Talk Media Conference & Talk Show Boot Camp
Los Angeles, CA Oct 14-16, 2010**

Paragon Media Strategies CEO, Mike Henry has joined the Talk Media Conference & Talk Show Boot Camp General Session: "Game Changers: Betting On Talk's Future". Mike Henry is a strategic advisor to many of the most successful news, talk and sports media operations in the world. In 1993, Mike helped launch the first All News radio station in Canada, "680 News" in Toronto, and subsequently other All News stations across Canada. In 1999, Mike created the "NPR News" brand for National Public Radio, and in 2000 he helped launch KPCC/Los Angeles for Minnesota Public Radio. At Paragon, Mike has worked with many of the top Talk stations over the years, including KFI/Los Angeles, WSB/Atlanta, KLIF/Dallas and others. Sports clients, many of which Mike helped launch, have included KNBR/San Francisco, "The Ticket" in Dallas, "The Zone" in Atlanta and "The Fan" in Denver. Mike currently assists CBS Radio News with their digital/social media strategies. Mike is also currently working with Radio Bilingüe and LA Public Media around the recent launch a new multiplatform public media service called "LAFWD" for young and diverse audiences in Southern California (www.lafwd.org). Mike is a frequent speaker at conventions and media industry functions and a contributor to numerous media trade publications.

9:00-10:00am -- General Session

"Game Changers: Betting On Talk's Future"

What are developing technologies and innovations that will impact Talk's future? Where should stations invest today for the best return tomorrow? Which of today's hot technologies will be tomorrow's fad? Take a look into the future of Talk radio with our panel of prognosticators.

Moderator: Erica Farber, The Farber Connection LLC

Panelists: Brian Glicklich, SoundMind, Inc.
Mike Henry, Paragon Media Strategies
Mark Ramsey, Mark Ramsey Media
Kara Swisher, D: All Things Digital

Media Research & Consulting
