

Biography James B. Russell



Jim Russell is an award-winning journalist, inventive producer, and a seasoned executive who has created successful national programs for all three public radio networks: NPR, PRI and APM, as well as for PBS-TV.

His experience encompasses more than thirty years, in commercial radio, print, public radio, and television. Programs he has invented include *Marketplace* and *Weekend America* and public TV's *Newton's Apple*, *NightTimes*, *Electronicle* and *America After Vietnam*. He also helped develop NPR's *Morning Edition* and *All Things Considered*, and PRI's *The World*. Says Kathryn Jensen, COO of ideastream, Cleveland: "Jim has been at the beginning of many of the national programs that now give identity to public radio." Jim has won every major award in broadcasting.



PROFESSIONAL EXPERIENCE:

- 2006 – Present **Jim Russell Productions**
President/Owner
- Conceive, create and design new programs and help fix ("doctor") existing programs. Recruit staff, budget, pilot and market.
 - Clients have included AARP, Audible, CCTV-America, CNN, Duke University, Microsoft, Radio Netherlands, *Science Friday* and stations in Austin, Chapel Hill, Chicago, Cincinnati, Cleveland, Connecticut, Dallas, Hawaii, Houston, Iowa, Maine, Maryland, Miami, Michigan, Oregon, Sacramento, Wisconsin and elsewhere,
- 2000 - 2005 **American Public Media**, Los Angeles, CA
Senior VP and General Manager, Marketplace Productions
- Created West Coast Production Center and managed *Marketplace*, *Marketplace Morning Report*, *The Savvy Traveler*, and *Sound Money*. Managed \$8-million annual budget.
 - Developed and piloted new national programs including [*Weekend America*](#).
- 1988 - 2000 **Marketplace Productions**, Univ. of Southern California, Los Angeles, CA
Vice President and General Manager:
- Invented, created and executive produced [*Marketplace*](#), nation's most popular business program.
 - Hired and managed staff and freelancers worldwide.
 - Marketed and promoted programs to customers and national press.
- 1978 - 1988 **Twin Cities Public Television**, St. Paul, MN.
Station Director and Sr. Vice President, Programming:
- Managed two TV stations, 100-person staff and \$6-million annual budget.
 - Met annual revenue goals and led strategic multi-year planning.
 - Developed station as major national producer.
 - Created Public TV's *Newton's Apple*, *NightTimes*, *Electronicle* and *America After Vietnam*.
- 1971 - 1978 **National Public Radio**, Washington, D.C.
Executive Producer, "All Things Considered":
- Hired and led staff of 60 reporters, editors, producers in Washington, L.A., N.Y. and Chicago including many of NPR's top talent.
 - Led early development of *Morning Edition*.
- Reporter/Producer:** joined NPR at the beginning as one of first three reporters hired; reported and produced numerous award-winning documentaries and specials.
- 1968 - 1971 **United Press International**
New York; Washington, D.C.; Saigon; Phnom Penh
Vietnam Bureau Chief, Editor & Correspondent: for UPI Audio Network.
- 1965 - 1968 **Local Radio Stations in Washington, D.C.** area including Washington's first all-news station, public station WAMU, and jazz station WPIK.
Editor and Anchorman; Reporter/Producer

"... the work you've signed your name to has made history."

Torey Malatia, former GM, Chicago Public Radio/WBEZ

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PROFESSIONAL ASSOCIATIONS:

Have served as:

- Board Member, Public Radio Program Directors Association (PRPD);
- Board Member, Association of Independents in Radio (AIR)
- Board Member, Project for Under-Told Stories, St. John's University;
- Speaker, Panelist and Moderator at industry conferences;
- Consultant: to high tech startup Audible.com; PBS; CPB - Corporation for Public Broadcasting; National Endowment for the Arts; WNET TV; WGBH-TV; National Public Radio; Public Radio International; The Learning Channel, and INPUT (Int'l Public TV Conference);
- Guest lecturer at University of Southern California, Executive MBA Program and Journalism classes, and Radio Free Asia;
- Writer/columnist for public broadcasting's *Current* newspaper and writer for various online services.

AWARDS:

- Have won every major award in broadcasting, including multiple duPont Columbia, Peabody, Ohio State and National Headliner Awards, and a National Television Emmy Award. *Missouri Honor Medal* for lifetime Distinguished Service in Journalism.
- Included in *Who's Who in America*, *Who's Who in Entertainment*, *Who's Who in the West*; profiled in *Broadcasting and Cable Magazine*;

VOLUNTEERING:

- Former member of Amicus prison visitor program, St. Paul;
- Volunteer, public radio stations KLON, KUSC, KPCC, WUNC and others;
- Advisor to neighborhood, community and religious organizations on media and communications;
- Mentor to independent producers;

EDUCATION:

- B.A. Journalism (1968), American University, Washington DC
- Fellow in the Humanities, University of Michigan, Ann Arbor, MI
- Wharton School, Univ. of Pa. Management Development Seminar
- Stanford University, Advanced Strategic Management Seminar

PERSONAL DATA:

- Born in Hartford, Connecticut (1946) and grew up overseas in Foreign Service family.
- 3 adult children
- Languages: conversational French and some Italian
- Hobbies include travel, computers and electronics, fiction writing.

WHAT OTHERS SAY:

- [What People Say About Jim Russell](#)

"Jim Russell is the most talented radio producer I've ever worked with. He's creative, experienced, and unafraid to try something new – a fearless explorer of new territory."

-- Best-selling author, composer & musician James McBride