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FOR IMMEDIATE RELEASE

## **VPR and Vermont PBS will Merge, to Strengthen Local Media Integration will Better Serve Evolving Community Needs**

**Winooski and Colchester, Vt. (September 9, 2020)**—Today, the boards of Vermont PBS and Vermont Public Radio unanimously voted to join together to create a new public media organization, to better serve the community.

The new organization will be led by Scott Finn, current president and CEO of VPR. Steve Ferreira, acting Vermont PBS CEO, will serve as COO.

“It’s never been more important to strengthen public media and build deeper connections within our community,” said Marguerite Dibble, chair of the Vermont PBS Board. “After many successful collaborations, we’ve recognized that these two organizations share a mission and vision to connect Vermonters. By teaming up, we will be better positioned to serve the community.”

“The media landscape is rapidly changing, and the needs of our audiences are evolving,” said Charlie Browne, VPR’s board chair. “Together, our talents and complementary offerings will provide our audience with the ability to experience education, news, culture, the arts, and local content in a variety of formats, to meet their individual needs.”

Nicole Junas Ravlin will serve as the chair of the new board of directors, and Marguerite Dibble will serve as vice chair. The new board will consist of existing VPR and Vermont PBS directors.

Today’s announcement is the first step in building a new, combined public media organization for Vermont. The new organization’s anticipated launch date is July 1, 2021, and is contingent upon regulatory approval from the Federal Communications Commission and IRS recognition of tax-exempt status.

Over the next several months, VPR and Vermont PBS will work together to develop an integration plan. Both entities, along with their respective boards, will continue to exist independently throughout the integration period.



“The staff and supporters of both organizations will play an integral role in shaping the new organization,” said Finn. “Over the next few months, we’ll be reaching out across our listening and viewing areas, to connect with the community as we make plans for the future.”

Existing viewers and listeners will continue to see and hear all the programming they love, Finn said. By integrating, VPR and Vermont PBS will be able to expand their programming to offer audiences deeper, richer experiences.

“The talent at these two organizations is tremendous,” said Finn. “Their experience, passion, and collective commitment to serving the community inspires me. By coming together, we’ll have the ability to do even more - tell more stories, enhance promotion of art and culture, share educational resources, and connect neighbors. There’s so much opportunity. This is an exciting moment for all of us.”

“Vermont PBS and VPR are institutions,” said Ravlin, who will lead the new board of directors. “Amid so much change in the world, public media, and the service it provides to Vermont and its communities, is more important than ever. By coming together we can ensure our mission strengthens and grows for generations to come.”

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### **About VPR**

Vermont Public Radio (VPR) is Vermont’s only statewide public radio network. A listener-supported, nonprofit organization since 1977, VPR provides an essential and trusted independent voice for news, information, music and cultural exploration. It operates a 27-station radio network serving all of Vermont, parts of surrounding states and Quebec, Canada. Reaching more than 200,000 listeners each week, VPR and its two programming services—VPR News and VPR Classical—produce programming for radio, digital and live audiences. A complete list of stations, programs and services can be found at [VPR.org](http://VPR.org).

### **About Vermont PBS**

Vermont PBS connects neighbors through stories that change lives. As Vermont’s only statewide independent TV station, Vermont PBS is a powerful catalyst that informs, educates and inspires. When you support Vermont PBS, you help all Vermonters learn, grow, and contribute to our great state and the world. Learn more at [vermontpbs.org](http://vermontpbs.org). Join us on [Twitter](#), [Facebook](#) and [Instagram](#).