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FOR IMMEDIATE RELEASE

Fran Tobin Joins VPR & Vermont PBS As Vice President Of People & Culture

Winooski and Colchester, Vt. (April 8, 2021)— Vermont Public Radio and Vermont PBS have announced the appointment of Fran Tobin as Vice President of People & Culture.

Tobin brings to this newly created position more than two decades of experience in human resource management in the private, public and education sectors, including executive level management, strategic program management, training and employee development, and organizational development.

Tobin will support and guide VPR and Vermont PBS as the two organizations join to form a single public media service for Vermont later this year. After that, she will head human resources for the new organization of more than 125 staff.

"Fran is the perfect person to be the first hire of the combined organization," said VPR President & CEO Scott Finn, who will lead the new organization. "We are committed to serving new and diverse audiences, and Fran brings deep commitment and experience to equity and inclusion."

Prior to joining VPR and Vermont PBS, Fran served for 14 years as Director of People & Culture for Lake Champlain Chocolates. In that role, Fran worked collaboratively with the executive team to lead initiatives grounded in the principles of diversity, equity, inclusion and, as a Certified B-Corp, using business as a force for good.

"I have relied on VPR and Vermont PBS for more than 30 years, and I am thrilled to join this dedicated team," Tobin said. "What most interests me in this new role is its compelling and relevant mission and commitment to elevating the tenets of justice, diversity, equity, and inclusion. As we integrate the organizations and shape the future together, people will remain at the heart of our work. I look forward to serving as an advisor, resource, and leader to advance our learning, understanding, culture, and impact in meaningful ways."



Previously, Tobin served as Director of Human Resources at American Flatbread, Director of Administration at Vermont Family Network (formerly Parent to Parent of Vermont), and held a variety of positions at Trinity College of Vermont. She is an active member of the Society for Human Resource Management, Vermont Human Resource Association, and Vermont Businesses for Social Responsibility.

Originally from Long Island, Fran has called Vermont home for more than 30 years and resides in Burlington with her spouse, Dolly Fleming.

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About Vermont Public Radio

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.

About Vermont PBS

Vermont PBS is Vermont’s only statewide public television station, with viewership reaching into Quebec, New York, Massachusetts and New Hampshire. Vermont PBS offers viewers a wide range of programs on news, history, science, arts and culture, entertainment, local content and trusted educational programs for children. Vermont PBS reaches a monthly audience of over 500,000 people and offers three additional channels, PBS KIDS, Vermont PBS PLUS, and Create TV, as well as online and mobile app viewing options. A complete list of programs is available at vermontpbs.org.

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