

# Jim Russell Productions



## Jim Russell – a program creator who will ...



- Bring imagination and years of experience to *your* program design;
- Help *you* recruit the best talent to fit your specific needs;
- Help *you* design audience appeal that enhances loyalty;

- Work with *you* to develop programs that are financially responsible.

Jim specializes in new program invention – from concept, to development and production.

### Jim Russell is ...

- ❑ An imaginative **program creator** with years of journalism and production experience;
- ❑ A smart **program doctor**;
- ❑ An extraordinary **talent scout** and talent manager.

*Jim knows what it takes for programs to succeed.*

- What *kind* and *size* of audience;
- What kind of audience *loyalty*.

*He also knows how to make programs financially sustainable:*

- What programs *should* cost and the support they need;
- What are *reasonable* costs per listener hour.

### Advisor:

Jim Russell is available to work with and advise you on the following subjects:

- Local Programming and Production
- National Production
- Program Creation: Concept, Design
- Recruitment of outstanding Staff
- Piloting, Grant Writing & Production
- Budget Development & Management (“How to avoid losing your shirt in program production!”)
- Marketing

### Rates:

Jim Russell will work with you to develop a fair and affordable compensation arrangement, taking into account your budget size and ability to pay.

### Jim's Background:

Jim Russell has been a local news director, an NPR reporter and executive producer, a war correspondent in Vietnam and Cambodia, the Manager of two public television stations, and the Manager of a Los Angeles production company.



### Journalist and Producer:

Jim has worked with all 3 public radio networks and public television, and has won every major award in broadcasting, including the duPont Columbia Award,



broadcasting's "Pulitzer", a National TV Emmy, the Peabody, Ohio State, National Headliner, and many other awards.

### An Inventor of New Programming:

A member of the team that created NPR's landmark *All Things Considered* that he executive produced, Jim also worked on the early design of *Morning Edition*. He conceived and guided the development of PBS's *Newton's Apple* science series and the APM public radio national series *Marketplace* and *Weekend America* and PRI's *The World*.

“Jim has been at the beginning of many of the national programs that now give identity to public radio.”

-- Kit Jensen, COO, ideastream, Cleveland

**NPR:** *All Things Considered* and *Morning Edition*

**PRI:** *Marketplace* and *The World*

**APM:** *Marketplace* and *Weekend America*

**Twin Cities Public TV & PBS-TV:** *Electronicle*, *NightTimes*, *Almanac*, *Newton's Apple*

### Programming is Programming:

Jim Russell's 37 years of experience includes local, regional and national programming. “Increasingly, the *quality expectations* are the same,” he says. “Audiences don't have lower standards for local programs.” In addition to national production, Russell has worked at a number of local stations, and he knows that “Quality is quality ... the statewide spelling bee got the same production values as did the national science show.”