



Alison Kosakowski Conant
AKConant Communications
(802) 825-1312
alison@akconant.com

FOR IMMEDIATE RELEASE

Vermont PBS and VPR Have Officially Merged New Brand will Launch in Early 2022

Winooski and Colchester, Vt. (July 1, 2021)— Effective today, Vermont PBS and Vermont Public Radio have merged to become a unified public media organization dedicated to community service. The Vermont PBS and VPR boards of directors first announced their [intention to merge](#) last September.

“Together, we can reach out to new audiences, so we live up to our vision of being a place for everyone,” said CEO Scott Finn. “This merger allows us to expand our offerings while continuing the services our existing supporters depend on every day.”

Finn will lead the new, integrated organization alongside COO Steve Ferreira. Nicole Junas Ravlin chairs the new board of directors, and Marguerite Dibble serves as vice chair.

“This past year has really demonstrated how much the community relies on us to share the arts, news, education, culture, local storytelling, and create connections,” said Junas Ravlin. “It’s never been more important to strengthen public media.”

“Service, inclusion, and engagement will be at the heart of everything we do,” added Dibble.

A new leadership team, composed of executives from both of the legacy organizations, has been named, and the staff has been reorganized into teams with a focus on service, inclusion and community engagement. No staff positions were eliminated as a result of this merger.

The former headquarters of each organization, located in Winooski and Colchester, will be retained, with integrated teams staffing both locations.

Viewers of Vermont PBS and listeners to VPR will continue to enjoy their favorite programs, and over time, programming and services will expand as a result of this change.

“We’ll still offer our audience all the programs they know and love, and those offerings will grow. We’ll be doing a lot of listening and learning, to understand the needs of the community, as we make plans for the future,” said Finn.

The organization will launch its new name, mission, vision and brand identity in early 2022.

###

Until the new brand for the combined organization is launched in early 2022, the two stations will retain their existing names and brand identities:

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. Follow VPR on [Twitter](#), [Facebook](#), and [Instagram](#).

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. 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. When you support Vermont PBS, you help all Vermonters learn, grow, and contribute to our great state and the world. A complete list of programs is available at vermontpbs.org. Learn more at vermontpbs.org. Join us on [Twitter](#), [Facebook](#) and [Instagram](#).