

Articles about Jim Russell

The New York Times

"Listeners are embracing new technologies," said **Jim Russell**, general manager of American Public Media West and the creator of "**Marketplace**." "If you don't get on the train, it's going to leave the station. It's as if the makers and users are stretching their arms trying to reach one another in new ways, and in the middle there are the stations trying to figure out an economic model to make the new reality work."

LOS ANGELES BUSINESS JOURNAL

on the web

Los Angeles Business Journal: Marketplace Productions was started by National Public Radio veteran **Jim Russell** 11 years ago in a Long Beach strip mall. It was only days from extinction several years ago before being saved by USC and moved to a five-story, bunker-like building near USC's main campus, where KUSC-FM has its radio studio. Marketplace Productions also produces "Marketplace Morning Report," a nine-minute spinoff that airs five times each morning, and "The Savvy Traveler," a weekly hour-long travel magazine.

Chicago Tribune

Even for those of us who wouldn't know an option from a pork belly, the world of business can be a fascinating place. There are, of course, an increasing number of radio and television business reports and programs to supply our biz news needs. But few of them are as ambitious as "Marketplace."

"We are determined to be for business what 'All Things Considered' is for news," said Jim Russell, the show's producer. That's a tall order for a program that began in January. But if these first few months have been any indication, "Marketplace" may alter the ways in which the broadcast media cover business.

StarTribune.com

Minneapolis - St. Paul, Minnesota

Minneapolis Star/Tribune:

Marketplace produces the business program of the same name that is one of the crown jewels of **public radio**. ... Kling is counting on **Marketplace** Productions to launch **public radio's** next big thing, said Russell, who created "**Marketplace**" and the recently launched "Weekend America."

Jim Russell recently was named head of new-program development at American Public Media (APM), the program-distribution arm of Minnesota **Public Radio** (MPR). Russell, creator of the enormously popular business show "**Marketplace**," joined MPR when it bought the Los Angeles-based program in 2000. Since then, Russell has created and launched "Weekend America," a magazine-format news show that has been steadily picking up stations nationwide (it's now carried by more than 100) and recently acquired Target Corp. as its founding sponsor.

Los Angeles Times :: Subscriber Services

"Russell was one of the first to believe in L.A.'s potential for **public radio** programming. When he created "**Marketplace**" 15 years ago, he recalled someone asking, "What are you going to do? Business from the hot tub?"

"What **Jim Russell**, the producer and creator of '**Marketplace**,' had in mind was to take liberal arts undergrad types, critical thinkers with diverse backgrounds instead of MBAs, and put them on the

business beat," says Brancaccio, a Stanford University grad who began his career on "**Marketplace**" as the show's London Correspondent in 1990, "not some guy with a deep voice reading corporate earnings." And the person most responsible for that is Russell, a large, jovial man with mischievous eyes and a quick wit. When **Marketplace** Productions was formed a decade ago, he was the obvious choice to head it, for two reasons. For starters, he certainly understood radio--as a correspondent and later as an executive producer at National **Public Radio**, he helped found the network's signature newscast "All Things Considered" and its morning counterpart, "Morning Edition." But more important was the fact that he had absolutely no idea how the business world worked. And that combination of uncompromising professional standards and a wary approach to its subject matter immediately stamped the show with a fresh, unpretentious style unique in the button-down world of **public radio**.

Orlando Sentinel

"That kind of digression meets the approval of the show's general manager and creator **Jim Russell**, who flunked Economics 101 in college. That was before he had a revelation.

"It's a cultural detective story; if you follow business and money, you have a pathway through our culture," Russell said. "In the office, we have a little game. We try to find a subject that isn't about money."

After 10 years, the game is still a winner for **Marketplace**."



The business of business is 'the dullest subject on earth,' says **Jim Russell**. 'Watching grass grow is fascinating compared to business.'

Many people share that opinion, but what's unique about Russell's perspective is that he's executive producer of American **Public Radio's** respected '**Marketplace**' show, heard weekdays on WGBH-FM at 630 p.m. and on more than 200 stations nationwide. The business-news show is in its fifth year.

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"We had to make the decision of appealing to business people and normal human beings, and we wound up getting both," **Jim Russell**, executive producer and co-founder, said in a telephone interview from the "**Marketplace**" office at the University of Southern California in Los Angeles.

"**Marketplace**" is in its fourth year on WCPN-FM/90.3, where it airs at 6:30 p.m. weekdays. The show uses WCPN reporter Joe Smith as a one-man bureau chief for Cleveland and other parts of Ohio.

About 2.3 million people listen to the show on 170 stations nationwide.

The half-hour program debuted in 1989, about the time, Russell said, that leveraged buyouts were fading away and the global economy was taking off. "**Marketplace**" does not worship the dollar. With a sense of humor, it recognizes that everything has everything to do with profit and loss.

"When we started, a lot of people said, 'You can't cover religion, theater, sports. Those aren't businesses like Wall Street companies. You can't have commentary from everyday people in the workplace like waitresses. They aren't involved in business.'

To all of that, Russell lets out a hearty laugh.