Update

Preparing for the post-broadcast future

Public broadcasters are preparing for the post-broadcast future by trying to innovate. Consider these Knight-funded projects:

- **WGBH** in Boston will engage millennials by repurposing its award-winning “Frontline” series to a short-form web version.
- The [Public Media Company](https://www.pmc.org) is developing [Channel X](https://www.channelx.com), a marketplace where public broadcasters can license content aimed at younger audiences.
- In 2013, NPR secured funding to enhance its [on-demand digital listening platform](https://www.npr.org) for public programming.
- The Detroit public radio station [WDET](https://www.wdetroit.org), [Detroit Public Television](https://www.detroitpublictv.org), [Michigan Radio](https://www.michiganradio.org) and [New Michigan Media](https://www.newmichiganmedia.org) are joining the [Detroit Journalism Cooperative](https://www.detroitjournalismcooperative.org) to share stories aimed at helping find solutions to the city’s financial crisis.
- Boston’s [WBUR](https://www.wbur.org) public radio will launch BizLab, a team that will experiment and report new revenue strategies to increase future sustainability.
- Knight is funding digital design training for journalists at Miami’s [WLRN](https://www.wlrn.org) public radio.