



SEARCHLIGHTS AND SUNGLASSES

# LEARNING LAYER

## 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](#) is developing [Channel X](#), 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](#) for public programming.
- The Detroit public radio station [WDET](#), [Detroit Public Television](#), [Michigan Radio](#) and [New Michigan Media](#) are joining the [Detroit Journalism Cooperative](#) to share stories aimed at helping find solutions to the city’s financial crisis.
- Boston’s [WBUR](#) 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](#) public radio.