



# Fund the Future Campaign



## The role of GBH and the mission of public media have never been more relevant or more important.

The First Amendment rights of freedom of speech and freedom of the press are under attack. The end of federal funding is causing the closure of stations and loss of coverage all over the country.

That is why GBH is launching our *Fund the Future Campaign* to raise \$225 million over three years. Through this campaign, we intend to confront the challenges that threaten the very freedoms upon which we were founded 75 years ago. We will:

- Support and protect independent fact-based journalism
- Provide free pre-K educational content for kids
- Ensure availability of essential online resources for students and educators
- Cover the issues that matter from history and culture to science and the environment
- Maintain the programs you love for the next generation to enjoy
- Continue our leading role in supporting music and the arts

To do this, GBH will complete our evolution from 20<sup>th</sup> century broadcaster to 21<sup>st</sup> century digital powerhouse, broadening our impact, reaching more people than ever, and emerging stronger, proudly independent, and more capable of meeting the needs of the public we serve.

But we can't do it alone. If you value what we do—the programs we produce, the services we provide, the news you rely on—please help us through this transition. With your help our work will continue, without any government or shareholder influence.

Please help fund the future of public media.



A handwritten signature in black ink that reads "Susan Goldberg".

**Susan Goldberg**  
President & CEO



A handwritten signature in black ink that reads "Martha Minow".

**Martha Minow**  
Chair, Board of Trustees

# Campaign Pillars



**Defend the First Amendment through our independent, fact-based journalism**



**Ensure universal public access to trusted programs and educational content**



**Transition to a new innovative and sustainable business model**

# Defend the First Amendment through our independent, fact-based journalism

- **Support local journalism and reach 7 million residents through the *Connecting the Commonwealth* initiative**
- **Expand GBH's commitment to fact-based coverage of key issues across all platforms**
- **Create a powerful documentary film unit to support FRONTLINE, NOVA, and AMERICAN EXPERIENCE**

GBH is deepening our commitment to independent, fact-based journalism by expanding local news coverage and amplifying diverse voices across Massachusetts. Through the integration of GBH News, NEPM and CAI, we are creating one of the largest combined newsrooms in the state, broadcasting and streaming from multiple locations, hosting community events, and developing new digital platforms to engage our audiences.

Our newly launched content funds around News and Journalism, Arts and Culture, Science and Health, Voices and Equity, Climate and Environment, and Kids and Education will enhance coverage of critical issues across all media formats. Additionally, we are consolidating our award-winning programs into a powerful documentary film unit to support FRONTLINE, NOVA, and AMERICAN EXPERIENCE, ensuring revelatory, ethical storytelling, and global collaboration in defense of independent media.

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**"Independent views are under attack. First Amendment rights are under attack. Truth in journalism and the ability to share diverse perspectives is critical to the strength of our country."**

Beacon Circle Patron from Hingham, MA

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**"If you want in-depth, factual investigative reporting, if you want to experience a range of the performances through all the arts genres, if you want the most wide-ranging programming for all ages – GBH has it all, 24/7."**

Roger, Member from Melrose, MA



# Ensure universal public access to trusted programs and educational content

- **Ensure continuity of signature series FRONTLINE, NOVA, AMERICAN EXPERIENCE, MASTERPIECE, and ANTIQUES ROADSHOW**
- **Develop new and exciting high-quality kids and educational content**
- **Deepen community impact and reach larger audiences, growing to 250,000 members and supporters**

To ensure universal public access to trusted programming and educational content, GBH is committed to sustaining our signature series – FRONTLINE, NOVA, AMERICAN EXPERIENCE, MASTERPIECE, and ANTIQUES ROADSHOW – through strategic legacy giving and program trusts. At the same time, efforts to deepen community impact and broaden audience reach include reinventing those programs for multi-platform production, civic engagement, and amplifying diverse voices nationwide.

A new national digital fundraising strategy will support specific films and titles, while continued leadership in children’s and educational media will be anchored by PBS LearningMedia and expanded pre-K offerings. By prioritizing free, high-quality resources for educators and families, the organization reinforces our role as a partner with teachers nationwide in distributing factual, historically accurate educational content.



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**“I enjoy all the educational content. My children, now ages 40 and 41, grew up watching PBS... I will donate as long as I am able.”**

Lynn, Champions Circle Member from Seekonk, MA

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**“If you want different points of view, if you want objective journalism then support GBH. If you like learning and seeing the world in all its dimensions, support GBH. We now depend on you.”**

Bill, Champions Circle Member from West Newton, MA

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**“With the chaos that has been created for public radio and everyone that loves the arts, GBH does the most to protect them. I will support public radio with my last breath.”**

Seymour, Member from Reading, MA



## Transition to a new innovative and sustainable business model

- **Achieve greater business consolidation, content utilization, and new revenue opportunities to address the loss of federal and PBS funding**
- **Accelerate digital innovation, monetization of archives, and further expansion on YouTube and other platforms**
- **Explore distribution and streaming opportunities through partnerships, while creating new content for emerging audiences**

To build a more resilient and forward-looking business model, the organization is embracing innovation, consolidation, and new revenue strategies in response to the loss of federal and PBS funding. This includes expanding digital underwriting, sponsorships, and subscriber-based revenue while fully leveraging content across platforms beyond traditional public media. Strategic partnerships for distribution and streaming will help mitigate risks from station reductions, while securing rights to GBH's archives will unlock new audiences and revenue through subscriptions and content sales.

Increased philanthropic support will provide essential bridge funding to accomplish this transition and enable both digital transformation and operational consolidation. Through digital innovation and monetization of archival content—especially on YouTube and social platforms—the organization will grow revenue and enhance fundraising.

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**“Public media is in a fight for its very existence... This can't wait until next year or even the end of the year. You need to do this now.”**

**Neal Sanders**, Beacon Circle Benefactor from Medfield, MA

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**“I'm appalled by the funding cuts and I'm stepping up to the plate.”**

**Nia-Sue**, Member from Revere, MA

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## GBH is stepping up. Join us.

Through the GBH *Fund the Future Campaign* we are stepping up, but we can't do it alone.

Here are some of the ways you can make a difference:

- ✓ **Membership:** Join a community of supporters and enjoy GBH Passport and exclusive events. Each level of support offers exciting benefits and access.
- ✓ **Issue-Based Funds:** Direct your gift to cover the causes you care about—from journalism, environment, education and the arts to science and health.
- ✓ **Program Trusts:** Help sustain iconic programs like NOVA, AMERICAN EXPERIENCE, FRONTLINE, MASTERPIECE, and ANTIQUES ROADSHOW for future generations to enjoy.
- ✓ **Planned Giving:** Leave a legacy through bequests or charitable annuities. It's an easy and potentially tax advantageous way to ensure that GBH can continue our work.

Our expert staff welcome the opportunity to discuss how a partnership with GBH can align with your philanthropic priorities and make a real impact.

### For more information contact:

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[Learn More](#)

“ The public media system—and each of its local stations like GBH—is the Declaration of Independence applied to communications. It’s that central to America’s definition. This bottom-up, completely homegrown American institution needs support now more than ever to protect lifelong learning, independent journalism, childhood education, and access to stories and perspectives from our communities both here at home and across the globe.”



**Ken Burns**