

Future *Forward*

Trusted. Local. **Connecticut Public.**





Connecticut Public exists to serve the people of Connecticut with **trusted journalism, meaningful storytelling, educational programming and beloved content** that inform, inspire, and offer moments of enjoyment and reflection — ***all free, accessible, and independent.***



What **We** Know

Connecticut Public, like public media organizations throughout the country, was affected by the July 2025 rescission of federal funding



which resulted in
an *annual loss* of
\$2.1M

The changing funding landscape accelerated conversations already underway about how Connecticut Public sustains what you rely on and strengthens its capacity to serve Connecticut in new and deeper ways. We found ourselves in a moment not simply about replacing dollars, but one where we needed to ensure that Connecticut Public continues to thrive as a trusted, local institution — relevant, resilient, and responsive in a rapidly changing media environment.

What **Our Community** Knows

As we look to the future, Connecticut Public's supporters have consistently told us two things are true at the same time:

- It matters deeply to **protect Connecticut Public's proven legacy of trusted journalism, local storytelling, educational programming and meaningful content** that have long been part of people's daily lives.
- It is just as important to **expand reach, relevance, and connection for future audiences and future generations.**

This has led to the creation of **Future Forward**, an initiative that reflects how Connecticut Public — together with committed supporters like you — is responding to this moment.



Where **Leadership Investment** Makes a Difference

Future Forward is focused across four **interconnecting areas**. These are shared priorities through which Connecticut Public deepens its service to Connecticut — in partnership with you.



1. **Trusted Journalism and Engaging Content** both national and local.



2. **Audience Growth** reaching younger, more diverse audiences through new generation content and digital platforms.





3.

Community Engagement that brings people together for important discussions.



4.

Kids and Family Programming designed to meet the needs of children, parents, caregivers and educators.

Together, these areas allow Connecticut Public to remain **firmly grounded in more than 60 years of trust** while extending its reach, relevance, and impact — in ways that reflect the values we share.



Thank You for Your **Partnership**

Our goal through **Future Forward** is to keep our momentum going, to retain and stabilize the increased level of support we've seen and need, to ensure reliable, recurring revenue as we redefine our funding model to meet the challenges now and in the future.

Behind it all is YOUR belief in us — that your investment enables Connecticut Public to:

- plan thoughtfully rather than reactively;
- strengthen trusted services rather than simply maintain operations;
- and help sustain a reliable, local source of journalism, learning, culture, and connection for Connecticut.

With your leadership, with you standing with us, **Connecticut Public will emerge stronger than ever, more innovative, and more essential** to Connecticut's future.

If you would like to talk with a staff member at Connecticut Public about support through our **Future Forward** initiative, please contact:

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