

PBS's "FRONTLINE" RECEIVES \$5 MILLION MEDIA GRANT FROM MACARTHUR FOUNDATION

(BOSTON) — The John D. and Catherine T. MacArthur Foundation has awarded a \$5 million grant to PBS's *FRONTLINE* documentary series and its companion international newsmagazine *FRONTLINE/World*. The funding will allow the series to expand its production and online presence, and explore new media distribution platforms over the next five years.

"This is an extraordinary opportunity to enhance and distribute our content on the Web," said Executive Producer David Fanning. "*FRONTLINE* was a pioneer with some of the first deep-content Web sites in 1995, and has since built a substantial library of video online. Now, this very generous support by the MacArthur Foundation will allow us to take the next big steps to integrate our documentary production online, enrich the user experience with new original content, and reach both new audiences and our loyal viewers on this new media platform."

In collaboration with PBS, *FRONTLINE* plans to develop a series of online video initiatives, including a new player to view enhanced video of programs on the Web, with embedded additional content. The MacArthur funding will also help launch projects that will encourage audiences to actively engage in the series' online content—from encouraging public discussions to promoting the development of new Web-exclusive content. The grant will also bolster *FRONTLINE* and *FRONTLINE/World*'s online infrastructure by making online video and print material available in user-friendly formats that are readily found in search engines and easily searchable within the site.

The John D. and Catherine T. MacArthur Foundation is a private, independent grantmaking institution dedicated to helping groups and individuals foster lasting improvement in the human condition. Through the support it provides, the Foundation fosters the development of knowledge, nurtures individual creativity, strengthens institutions, helps improve public policy, and provides information to the public, primarily through support for public interest media. With assets of over \$6 billion and grants and program-related investments totaling approximately \$225 million annually, MacArthur's long-time goal in media grantmaking is to help ensure the availability to the public of a diversity of serious explorations of issues of importance to the Foundation and to society.

As PBS's flagship public affairs series, *FRONTLINE* has established itself as a leader in public media. The winner of every major journalism and broadcasting award, *FRONTLINE* has been broadcast on PBS for 25 years. The series breakthrough Web site (www.pbs.org/frontline) was one of the first media sites in history. *FRONTLINE/World* was developed as a companion international newsmagazine in 2001, with a special emphasis on its online presence (www.pbs.org/frontlineworld), featuring scores of original Web-exclusive video stories, and encouraging younger producers and reporters to report on international issues.

FRONTLINE and *FRONTLINE/World* are produced at WGBH/Boston and broadcast nationally through PBS. WGBH/Boston is America's preeminent public broadcaster, producing such other

celebrated national PBS series as *Masterpiece Theatre*, *Antiques Roadshow*, *Nova*, *Arthur* and more than a dozen other award-winning primetime, lifestyle and children's series.

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