

PRESS RELEASE – FOR IMMEDIATE RELEASE



THE TOW FOUNDATION AWARDS PMVG \$400,000 GRANT TO ADVANCE SHARED INFRASTRUCTURE AND SUSTAINABILITY FOR LOCAL PUBLIC MEDIA

Boulder, CO (July 27, 2026) — Public Media Venture Group (PMVG), a nonprofit business development consortium, has received a \$400,000 grant from The Tow Foundation to accelerate its work building sustainable business and technology models that help local public stations modernize operations, reduce costs, and strengthen their impact nationwide.

The two-year general operating grant will support PMVG's efforts to sustain the public media system at a time of significant disruption across the sector, including the loss of federal funding, aging technical infrastructure, and growing pressure to compete in an increasingly digital-first media environment. PMVG is working to address these challenges by helping stations modernize their operations and adopt technologies that expand their reach beyond traditional broadcasting, including streaming, digital audience engagement, cloud-based infrastructure, shared engineering services, and other emerging technologies.

"Public media's future depends on its ability to evolve," said PMVG CEO Marc Hand. "The Tow Foundation's generous support allows us to accelerate the development of practical, scalable, cost-effective solutions that help stations preserve local broadcast service and build long-term sustainability."

This model is already demonstrating impact. In Eureka, California, PMVG is working with KEET-TV as part of a stabilization effort to reduce capital and equipment costs, lower ongoing operational expenses, and help preserve the station's local service in a financially vulnerable market. Another component of PMVG's broader efforts is TechBundle, a coordinated suite of technology and operational services designed to help public media stations reduce costs, strengthen operations, and connect with new audiences across platforms.

Public broadcasting is an essential part of American media, and PMVG is committed to safeguarding its central role in the nation's media ecosystem. PMVG's approach reflects a broader shift already underway in commercial broadcasting, where shared infrastructure and centralized operations have become standard. By adopting these principles and moving toward more resilient operating models, mission-driven public stations can better ensure that their communities continue to have access to trusted local journalism, emergency information, and educational programming for decades to come.

About The Tow Foundation

Established in 1988 by Leonard and Claire Tow as a way to give back to the communities that shaped them, The Tow Foundation works to realize a just, healthy, and vibrant nation where individuals and communities thrive. Based in New Canaan, Connecticut, the Foundation supports visionary leaders and effective organizations in Connecticut and New York, advancing opportunity and well-being in five impact areas: arts and culture, civic engagement, higher education, justice, and medicine and public health.

About the Public Media Venture Group (PMVG)

Public Media Venture Group is a nonprofit business development consortium of leading public media

organizations working to preserve and strengthen public media through innovation, strategic partnerships, and shared services. PMVG builds technology partnerships and develops scalable, mission-focused initiatives around emerging platforms to costs, expand audience reach, and create new revenue streams in an evolving media landscape. PMVG member organizations own and operate over 100 public stations that collectively reach 250 million people.

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