



Maine Public Broadcasting Network

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MPBN Strategic Plan 2013 to 2018

Adopted by MPBN's Board of Trustees February 2013

Our Mission:

"...As Maine's premier, independent public media resource, we create exceptional opportunities for the communities we serve to engage with critical issues, compelling stories and quality entertainment."

Our Vision:

- Make MAJOR INVESTMENTS in those areas that keep us as a VIBRANT LOCAL INSTITUTION – both relevant and financially strong for the next generation.
- Invest in the CONTENT WE PRODUCE and the PLATFORMS WE ENGAGE audiences.

Focus on Journalism:

Strategic Goal: Strengthen MPBN's position as the premier, independent public media source of news and public affairs in the region.

- We will make an investment in journalism – building MPBN's brand as the source of "all things Maine" on radio, television, and digitally.

Focus on Digital:

Strategic Goal: Embrace and fully integrate digital content and interactivity with current broadcast platforms and services.

- We will build internal capacity to move MPBN to a „digital first“ culture across platforms and departments, upgrade MPBN's digital platform (websites, social media, mobile-friendly interface, etc.), and establish MPBN-Digital as a reliable and valued source of breaking news, and as a „go to“ interactive player/destination/social platform.

Focus on Sustainability:

Strategic Goal: Achieve sustainability through strategic growth and increased efficiency in operations.

- In order to transform ourselves, we will aggressively pursue opportunities for achieving efficiencies in our operations, while becoming a more nimble, flexible and people-centered organization.

For additional information, please contact: Cory Morrissey at cmorrissey@mpbn.net