At a time of significant challenge for media in this country, Maine Public is resolute in our commitment to deliver independent, trusted journalism and quality programming.

We look forward to the next five years with confidence as we continue the momentum of the past five years. But we recognize that we must find ways to strengthen and improve.

This new Strategic Plan is designed to strengthen the very best of public media, engage a new generation of younger users, improve revenues and financial growth, and modernize our facilities.

To achieve this, we are focusing on four strategic priorities.

1. **TRUSTED CONTENT**: Continue to build Maine Public’s position as the premier, independent, trusted source of news and educational, cultural, and public affairs programming in Maine.

2. **AUDIENCE OF TOMORROW**: Become more relevant to an increasingly diverse audience with an emphasis on future listeners and viewers.

3. **INTENTIONAL SUSTAINABILITY**: Improve organizational sustainability through continued momentum in revenue generation, targeted strategic growth, and strengthening the organizational culture.

4. **ALIGNED FACILITIES**: Address and resolve the need for our production and office facilities to be updated, modernized and aligned with our strategic direction.

Throughout this work, we will continue to bring context to a complex world, to inspire and reward curiosity, to enable informed civic participation in our democracy, and to strengthen the connection between our communities and Maine Public.
STRATEGIC PRIORITY 1. TRUSTED CONTENT

GOAL
Continue to build Maine Public’s position as the premier, independent, trusted source of news and educational, cultural, and public affairs programming in Maine.

KEY OBJECTIVES
► 1.1 Increase Journalism Capacity
Continue to build our capacity for reporting and original, local journalism.

► 1.2 Increase Enterprise Reporting
Invest in enterprise reporting that distinguishes us from other news sources.

► 1.3 Increase Content Variety
Broaden our appeal by offering more diverse subject content over-the-air and online that reflects the distinct and unique attributes of Maine.

► 1.4 Invest in Agile Content Delivery
Deploy content efficiently and effectively, with fewer barriers, across multiple relevant platforms for maximum impact.

► 1.5 Grow Maine Public Classical
Increase reach, relevance, and value of the Maine Public Classical network.

STRATEGIC PRIORITY 2. AUDIENCE OF TOMORROW

GOAL
Become more relevant to an increasingly diverse audience with an emphasis on future listeners and viewers.

KEY OBJECTIVES
► 2.1 Assess Audience Trends
Plan and implement deliberate techniques to assess the desires of current and future listeners and viewers.

► 2.2 Attract Younger Listeners and Viewers
Build our popularity among younger people, especially age 18-44.

► 2.3 Grow Our Audience
Growth of audience will contribute to future relevance and sustainability.
STRATEGIC PRIORITY 3.
INTENTIONAL SUSTAINABILITY

GOAL

Improve organizational sustainability through continued momentum in revenue generation, targeted strategic growth, and strengthening the organizational culture.

KEY OBJECTIVES

► 3.1 Grow Revenue in Proven Ways
Continue to grow affinity among our community of donors and grow revenue through existing methods that we know work well.

► 3.2 Explore New Revenue Streams
Explore and test new ways to generate revenue.

► 3.3 Strengthen Government Support
Ensure and ideally increase level of government revenue by providing our state and federal partners with demonstrated and visible community benefits.

► 3.4 Strengthen Awareness of the Maine Public Brand
Strengthen and better promote our brand, backed by trusted and relevant content, in order to maintain and grow market share.

► 3.5 Strengthen Organizational Culture
Strengthen a culture of collaboration and opportunity that generates employee enthusiasm.

STRATEGIC PRIORITY 4.
ALIGNED FACILITIES

GOAL

Address and resolve the need for our production and office facilities to be updated, modernized and aligned with our strategic potential, so that we are well-positioned to maximize public service and audience impact for many years to come.

KEY OBJECTIVES

► 4.1 Determine and Implement a New Facilities Configuration
Facilities that will better align operational efficiency, improve collaboration and cooperation, and better support programming efforts, staff unity and morale, talent recruitment and retention, public image, north/south presence, community relations, and fundraising opportunities.

► 4.2 Maintain and Improve Broadcast Infrastructure
Maintain current broadcast systems while investing in new transmission technologies as appropriate.

► 4.3 Adapt to changes in Media Content Delivery
As broadcasters no longer defined by traditional Television and Radio platforms, we must seek ways for a nimble response to de-coupling of content and delivery mechanisms.
Throughout this work, we will continue to bring context to a complex world, to inspire and reward curiosity, to enable informed civic participation in our democracy, and to strengthen the connection between our communities and Maine Public.

LOOKING AHEAD, MAINE PUBLIC WILL:

▸ Build on our core strength as the exclusive place where Mainers connect with the very best of public media.

▸ Strengthen a ‘culture of journalism’ inside Maine Public with broader state and regional coverage, and with a goal of a more timely, 24/7 digital presence.

▸ Continue to grow and serve online, mobile, and younger audiences with expanded digital and social media offerings and expanded live events.

▸ Feature more local hosting and expanded programming on our classical music network.

▸ Embark on a search for improved facilities for our staff and public.

For a more detailed look at Maine Public’s Strategic Plan:
https://strategicplan.mainepublic.org/