



Maine Public Strategic Plan

2019-2023

OUR PLAN TO STRENGTHEN AND IMPROVE

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.

STEADFAST MISSION

Every day Maine Public connects the people of Maine and our region to each other and to the world through the open exchange of information, ideas, and cultural content.

- 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/>