

NEPR

Storytelling of all kinds.

Strategic Framework | 2018 - 2021

 **NEW ENGLAND** PUBLIC RADIO.

engagement
community newsroom authentic voice stories
connection inclusion flexible diversity youth education culture
storytelling regional digital experimentation
Empowerment tools fact-based journalism partnerships
reflection music local coverage
streaming podcasts outreach expansion

VISION

New England Public Radio is the essential and trusted voice for the region, connecting our community to the world and our audiences to each other through the power of the human voice.



PURPOSE

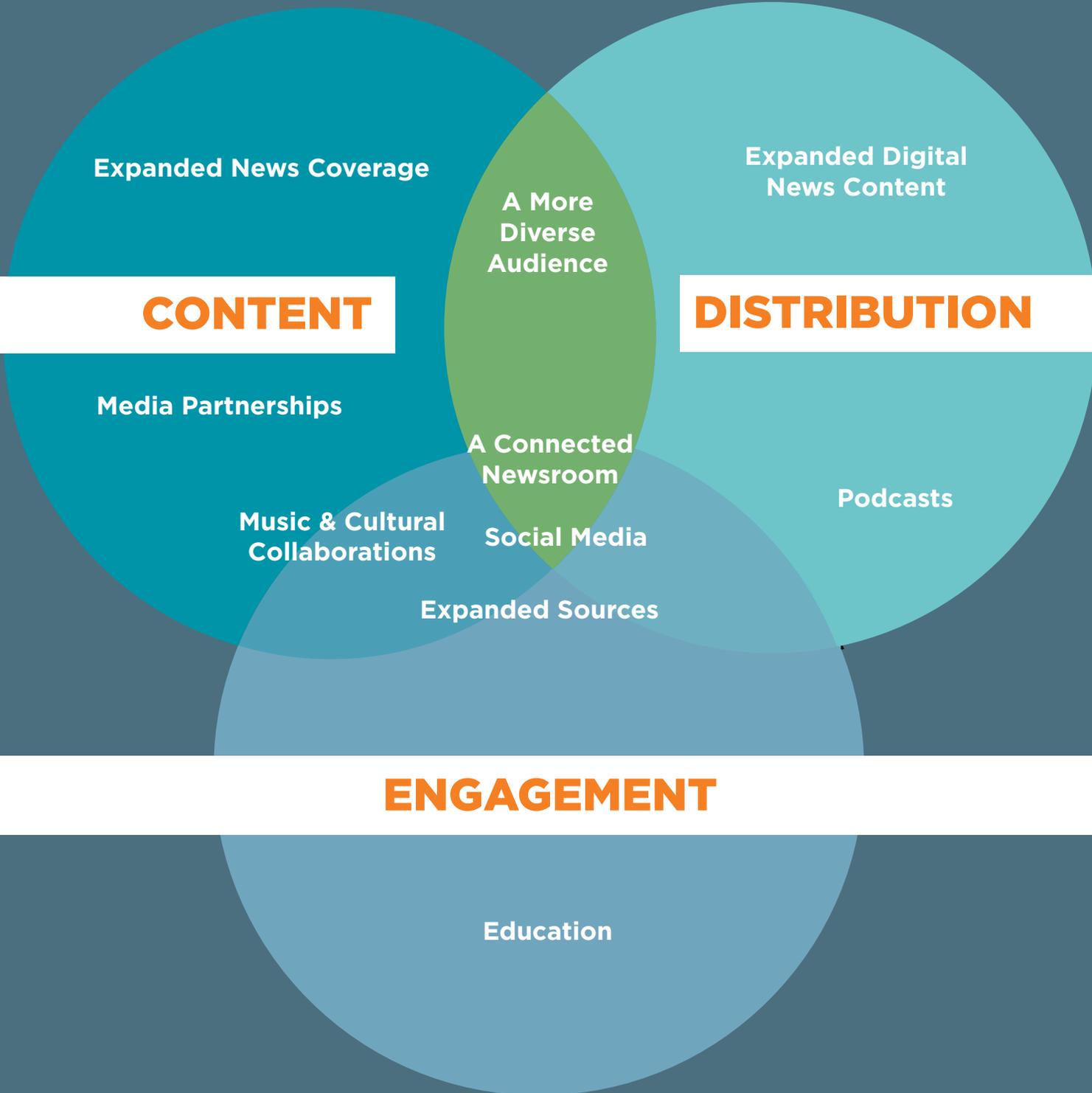
New England Public Radio inspires through storytelling of all kinds. We set the standard for thoughtful, in-depth, fact-based journalism and music and cultural programming that is essential to a vibrant community.



STRATEGIC GOALS

Recognizing the rapidly changing media environment, evolving audience behavior, and increased competition, NEPR will fulfill this vision and purpose by:

- Strengthening localism by significantly expanding capacity to produce high-quality news/talk programming
- Leveraging our assets to expand our service through all platforms — radio, digital, video, and engagement
- Regularly engage with the communities of our region



CONTENT

DISTRIBUTION

ENGAGEMENT

Expanded News Coverage

Media Partnerships

Music & Cultural Collaborations

Expanded Digital News Content

Podcasts

A More Diverse Audience

A Connected Newsroom

Social Media

Expanded Sources

Education

CONTENT

Now more than ever, the role of public media in our region and around the country is critical. Compelling, in-depth journalism is at the heart of NEPR's mission and will be at the core of what's next for the station.

We endeavor to build on the trust we've established with our community over the last 55 years by spending the next several years expanding our newsroom, becoming a multi-platform service and diving deeper into the stories that impact our community.

METHODS

EXPANDED LOCAL NEWS COVERAGE

NEPR will be a news leader, providing more in-depth reporting in key areas that are critical to sharing the story of our region.

MEDIA PARTNERSHIPS

Strategic partnerships with other media outlets and nonprofit organizations will help NEPR expand its reach and build its capacity to provide a comprehensive multi-platform news service.

MUSIC & CULTURAL PARTNERSHIPS

NEPR remains deeply committed to being the region's premiere source for jazz and classical music. New collaborations around music and cultural programming will offer space for experimentation, for jumping in and developing unique ways to connect with audiences.

DISTRIBUTION

Across the spectrum, quality journalism no longer is constrained to a single platform. NEPR will broaden its reach by being available when and where audiences want it by investing in multiple channels, including new broadcast frequencies, our own website, podcasts, apps and social media.

METHODS

EXPANDED DIGITAL NEWS CONTENT

The future of media is digital, and NEPR will meet its audience there with robust offerings that compliment and build upon our established on-air presence.

PODCASTS

NEPR will continue to build on its stable of podcasts in the newsroom and in the music and culture realm, using the flexible format to find new voices, reach new audiences and explore content in different ways.

SOCIAL MEDIA

We will continue to grow our audience on social media and explore how video and other assets can play a role in various projects.

ENGAGEMENT

NEPR endeavors to deepen our connection to the diverse communities of our region, most importantly those that are underrepresented in our listenership (notably people of color and younger people) by sharing new voices, developing new sources and inspiring new conversations.

By bringing people together in new ways, we will grow our role as a convener of thought, news, culture and commentary, to serve as an authentic voice for our region.

METHODS

A CONNECTED NEWSROOM

We see exciting opportunities to convene journalists, community leaders, and those directly affected by social issues to collectively engage with stories that affect us, creating deeply informative, emotionally captivating, and impactful content — the kind of journalism that can change minds and empower communities.

EXPAND SOURCES

Using new digital platforms and traditional social media, NEPR will develop a strong roster of diverse sources in the communities we serve so they can help to tell the stories important to our region.

EDUCATION

NEPR will continue to expand Media Lab, our program for high school students, building on its mission of teaching storytelling through sound, and producing new content and ways of sharing the voices of our community.

MUSIC & CULTURE

New event programming will present innovative and creative opportunities for audiences to interact with the station and each other in experimental and exciting new ways.

WHAT'S NEXT?

New England Public Radio's management team is already at work developing a multi-year business plan to help us reach the goals we've outlined in this framework. Planning for the station's expanded news focus, new cultural programming and community engagement is underway and we look forward to updating our listeners as we move ahead with our vision for the future of public radio in western New England.

Questions or comments? Contact NEPR at 413.735.6600 or radio@nepr.net