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.

The three years of 2024-2026 will be transformational for Maine Public. We are expanding the ways we acquire and create new original content across our multiple platforms of radio, television, and online. We are on the verge of creating a new center for our work in Portland, which will serve as another platform for community engagement and producing programming for the state.

This 2024-2026 Strategic Plan builds on the strong foundation of our last plan, focusing on the strategic pillars of Trusted Content, Loyal Audiences, and Organizational Excellence. Our work is grounded in our mission and a commitment to the core values we share.

We will continue to enable informed civic participation in our democracy, to encourage and nurture creativity, to maintain the highest ethical standards, to foster a culture of lifelong learning, and to ensure that the work of Maine Public serves the public interest.
VALUES

CIVIC ENGAGEMENT
Our responsibility to promote awareness and participation in the democratic process is vital to Maine. We seek to make the workings of government and public conversation as accessible as possible.

CREATIVITY
Creativity plays a crucial role in our organization and in the broader world. We encourage and nurture the innovation and risk-taking that are hallmarks of a creative environment.

HIGHEST ETHICAL STANDARDS
High ethical standards are essential. We maintain an unwavering commitment to fairness, transparency, inclusivity, diversity, and accountability in everything we do.

LIFELONG LEARNING
Knowledge has the power to transform lives and promote greater understanding. We aspire to maximize opportunities for people to participate in a culture of lifelong learning.

PUBLIC SERVICE
Responsibility for the reputation, products, and assets of Maine Public is a public trust. We strive to build value in the communities we serve through initiatives and programming that have the public interest at heart.
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<tr>
<th>GOALS</th>
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<tr>
<td>TRUSTED CONTENT</td>
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STRATEGIC PILLARS

1. TRUSTED CONTENT
   Continue to strengthen Maine Public's role as a trusted source of news and educational, cultural, and public affairs programming in Maine.

2. LOYAL AUDIENCES
   Grow and diversify our audience, while building enthusiasm and maintaining loyalty among our existing fanbase.

3. ORGANIZATIONAL EXCELLENCE
   Strengthen our sustainability through revenue generation, strategic growth, and support of our organizational culture.

1.1 PRODUCE AND SUSTAIN INDEPENDENT JOURNALISM
   Maintain high standards for quality in distinctive local content, enterprise reporting, and statewide coverage.

1.2 INCREASE CONTENT VARIETY
   Broaden our appeal by acquiring and offering a variety of content that reflects the unique attributes of Maine and its communities.

1.3 INCREASE ORIGINAL CONTENT
   Increase our output of original content via in-house production and creative Maine-focused partnerships, enhanced by new facilities.

2.1 DIVERSIFY OUR AUDIENCE
   Take informed steps to attract new listeners, viewers, and online followers so that our overall audience is more geographically, generationally, culturally, and ethnically diverse.

2.2 BUILD ENGAGEMENT AND LOYALTY
   Actively connect with our audiences in new ways through programming, community events, and at our facilities to build a foundation for future support.

2.3 ADAPT TO EVOLVING MEDIA TECHNOLOGY
   Continually seek ways to enhance access to our content and engage people where they are by investing in new technologies.

3.1 INCREASE REVENUE
   Continue to build affinity among our community of donors and grow revenue through proven methods and emerging strategies.

3.2 GROW STRATEGICALLY
   Evaluate and optimize resources while remaining open and adaptable to opportunities for growth.

3.3 SUPPORT ORGANIZATIONAL CULTURE
   Celebrate our organizational culture, improve our facilities, and continue to cultivate Maine Public as a great place to work.