



Three-Year Strategic Plan 2023-2026

Vision for 2023 and beyond: The Maine Monitor continues to realize its public service mission of delivering fearless, independent, citizen-supported, nonpartisan journalism to inform Mainers about the issues impacting our state and inspire them to take action. Through investigative and in-depth stories, The Maine Monitor will continue to engage readers to participate and connect to create a better Maine.

The Maine Monitor's journalism continues to flourish and is unmatched in depth, creativity and ambition with name awareness across the state of Maine and among critical stakeholders in key areas like environment, government, public health, and among key community influencers and steadfast civic heroes.

The Maine Monitor's reputation as an independent, local, investigative nonprofit news organization is known nationally among counterpart organizations and local journalism funding organizations.

The organization is supported by **an expanding, robust editorial and reporting staff doing deep investigative and long-form journalism** covering government, justice, climate and the environment, public health, education, social issues and cultural diversity, with a particular focus on rural regions that lack critical journalism services.

Operationally the organization is **sustainable financially**, and is supported by revenue from a mix of sources: foundation grants, individual donors, earned revenue from corporate and nonprofit sponsorships, contributions from news partners, merchandise, events, and search engine results.

To achieve this vision **in the next three years**, MCPIR's key strategic priorities are:

- ❖ **Expand focus areas for The Maine Monitor's in-depth reporting, responding to the needs of our community.**
- ❖ **Increase Maine Monitor brand awareness, audience, and engagement.**
- ❖ **Build a sustainable base of diversified income.**
- ❖ **Enhance governance and policies to build & retain workforce for the future.**

MCPIR has developed specific action items to support and realize these four key strategic priorities. If you would like to hear more please reach out to contact@themainemonitor.org.