

# STRATEGIC PLAN SUMMARY

2025-2027

## 1. GROW AUDIENCE

### Flatwater Free Press

**Evolve and expand marketing efforts:** Building on experience, invest in evidence-based marketing campaigns to grow subscribers, website visitors, and social followers.

**Expand journalism production:** Hire journalists and newsroom support staff along with sustainable revenue growth, increasing cadence while maintaining depth.

### Silicon Prairie News

**Expand marketing:** Implement a new marketing plan to grow website visitors, social engagement, Startup Week participation, and email newsletter subscribers.

### Documenters Nebraska

**Recruit Documenters:** Establish systems for measuring impact, make the case for wider program implementation, and expand recruitment, starting in Omaha.

### Administrative services

**Increase capacity:** Develop revenue generation and program planning related to the growth objectives above, focused on building sponsorships and long-term financial planning.

## 2. DIVERSIFY AUDIENCE

### Flatwater Free Press

**Evaluate current audience diversity:** Perform fresh analyses of current geographic, demographic, and socioeconomic reach compared to Nebraska's population.

**Develop diversification strategies:** Prioritize underserved populations and develop marketing, products, and storytelling strategies to reach these audiences.

### Silicon Prairie News

**Diversify the startup community:** Study the geographic, demographic, and socioeconomic profile of the audience and of Nebraska's startup community, and develop strategies for including more Nebraskans in entrepreneurial opportunities.

### Documenters Nebraska

**Reach new communities:** Build on success and lessons learned in the Omaha area to replicate the Documenters program in other communities.

## Administrative services

**Develop new capabilities:** Support the development of newsroom capabilities for reaching new audiences aligned with the objectives above, including the onboarding of staff and acquisition of technology.

## 3. STRENGTHEN THE PROFESSION

### Internal practices

**Strengthen team culture:** Provide strong internal support, culture, compensation, and benefits that lead to high employee enthusiasm and low turnover, foster development of employees at all levels, and provide time, space, and resources for quality reporting.

### External practices

**Build community trust:** Report accurately, ethically, and transparently, collaborate with communities and other newsrooms, and cover communities equitably.

## 4. SUPPORT THE ECOSYSTEM

### Investment in Nebraska journalism

**Provide sustainable support:** Deliver technical assistance, identify collaborative funding opportunities, and share content freely with other news outlets across the state.

### Advocacy for Nebraska journalism

**Deliver value to the industry:** Generate tangible benefits through advocacy, making connections among Nebraska outlets and national networks, and celebrating Nebraska journalism.