APM GROUP STRATEGY MAP

MISSION

Our Mission is to enrich the mind and nourish the spirit, thereby enhancing the lives and expanding the perspectives of our audiences, and assisting them in strengthening their communities

VISION

We will be an indispensable resource for our audiences and an essential public service for our communities

VALUES

Service
Integrity
Excellence
Creativity
Stewardship
Relationships

STRATEGIES

Indispensable Content

Community Impact

Loyal Audiences

Create and curate original content that is indispensable

Grow our audiences and build deep relationships and loyalty

Provide greater impact for our communities (beyond our audiences)

Align our governance, leadership and resources with our Vision and Strategies

AMERICAN PUBLIC MEDIA™