

Example 1

Write appropriate mission statement

Bad

Do for print and Web journalism what public broadcasting has done for radio and television

講什麼
可以怎樣

Good

~~要~~
Increase awareness among members of the general public in New Orleans regarding issues that directly affect them such as land use, transportation, and community planning by providing clear, non-partisan information and research through online content and facilitated convenings, so that they can make informed decisions that protect and build on the distinctive character of the area.

對誰 / 最後達到成效怎樣 /

Example 2

Bad

Produce quality reporting that will be widely distributed via mainstream media that will contribute to meaningful dialogue on environmental issues important to Southern California

↑
KIKIX

Good

누구와 함께
같이

Partner with local and regional news organizations to investigate air quality and related environmental issues in Southern California (Los Angeles, Orange, Riverside and San Bernardino counties) so that more residents and businesses participate in discussions about public policies that affect their health and business growth

아래의
지역
location

Example 2

Bad

Produce quality reporting that will be widely distributed via mainstream media that will contribute to meaningful dialogue on environmental issues important to Southern California

Good

Partner with local and regional news organizations to investigate air quality and related environmental issues in Southern California (Los Angeles, Orange, Riverside and San Bernardino counties) so that more residents and businesses participate in **discussions** about public policies that **affect their health and business growth**

Example 3

Bad

Create a space within the national cultural dialog where the voices of women in combat can be heard

女性對話 -

女性
對話

Good

상대峙호

Through PBS broadcast, online engagement, festival and community screenings, and screenings for key policymakers and opinion leaders, increase and reframe the conversation about the expanding role of women in the military to promote gender equity by advancing policy change and strengthening grassroots and national networks of women's groups, veterans' advocates, and health care providers

確認目標

使命

- Non Profit
- For Profit

常見的經營目的

- 展示給廣告主
 - 提供銷售機會
- 創造付費牆的付費機會
- 展示給目前的讀者
- 展示給未來讀者
 - Top of Mind
- 展示給機構、政府

賺錢之外的使命

你的編輯台使命是什麼？如何讓它與其他媒體不同？

你的使命服務誰？你給他們的生命提供什麼？他們是誰？住在哪裡？

你達到使命的最大障礙是什麼？

你服務的人如何幫你跨越這些障礙？

如何評估社會是否支持的使命？你如何改善？