**Creating a publication mission statement**

**Publication mission statement definition:**

* + Define the publication and the lens through which the magazine covers the field
  + Define how the publication is different from competition
  + Define benefit(s) for readers of the publication

* **Sample fuzzy mission statement:**
  + *Piano & Keyboard* is the magazine for all who love to make music and choose to use a keyboard instrument. It is the one magazine that covers all keyboard instruments and all kinds of music made on them. *P&K* encourages its readers greater involvement in keyboard playing, fuels their enthusiasm for an interest in the instruments themselves, and helps them be informed members of the global community of keyboard players.
* This mission statement says the magazine will appeal to all readers of all types of keyboards, at all skill levels, playing all types of music.
  + That is too much for one magazine
  + The statement is too broad; there is no lens or perspective to focus the topic.
  + It is not clear what *P&K* provides in the way of content
* **The same Improved mission statement:**
* *Piano & Keyboard* is a magazine for players. Through news and reviews, career guidance, insights from name players, sheet music, and articles on skills, technique, and instrument care, *P&K* inspires, informs, offers connections among, and solves problems for players of acoustic pianos. Musically, the main territory is classical and new music, though there are pockets of jazz and pop. Skill levels range from long-time dabbler to serious professional. Whether teachers, performers, students, or hobbyists, the readers all think of themselves as players—and that is how *P&K* serves them.
* The magazine is for players of acoustic pianos only.
* It covers only certain types of music.
* It appeals to intermediate and advanced players who might be teachers, performers, students, or hobbyists.
* *P&K* will provide readers with inspiration, information, community, and solutions to their playing problems through specific types of content
* The lens is "players"—and everything in the magazine is connected to that