



# Our Purpose

Be at the civic, cultural and intellectual forefront of our community to create an informed, engaged public.

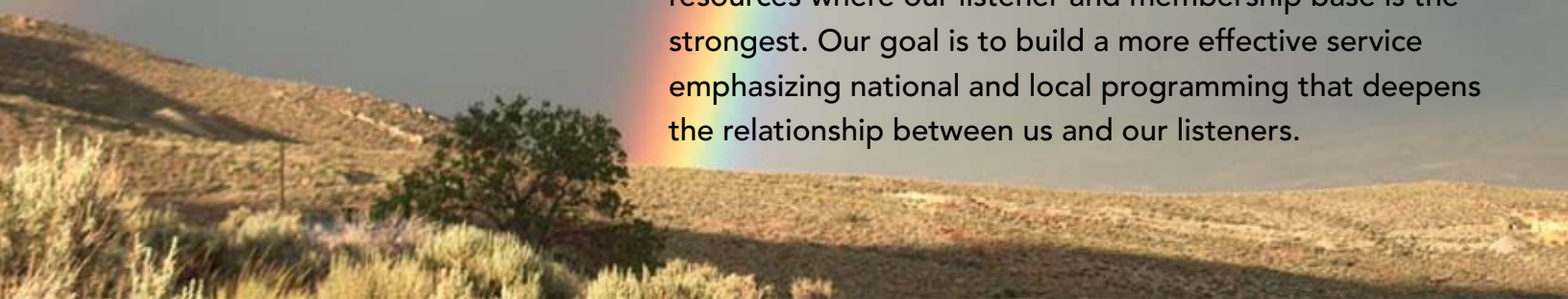
- ◆ Produce, acquire and distribute distinctive programs and services that stimulate, educate, inform, and entertain those we serve, using all appropriate media.
- ◆ Reach out to the community through strategic partnerships.
- ◆ Enable listeners to learn about issues and ideas that affect our communities, our nation, and our world.

# Our Mission



# Our Vision

We will build a stronger community-centered broadcasting organization by focusing the station's new and existing resources where our listener and membership base is the strongest. Our goal is to build a more effective service emphasizing national and local programming that deepens the relationship between us and our listeners.



- ◆ **INTEGRITY**  
We demonstrate honesty, trust, and credibility.
- ◆ **TOLERANCE**  
We embrace our differences in ideas and processes; we respect each other's opinions.
- ◆ **PROFESSIONALISM**  
We care enough about our jobs to train and aspire to the highest standards of our professions.

- ◆ **TRANSPARENCY**  
We strive to be proactive and open in all of our communication processes.
- ◆ **RESPECT OF OUR CO-WORKERS**  
We aspire to develop a climate of mutual respect in our working environment.
- ◆ **RESPECT OF OUR AUDIENCE**  
We aspire to meet the life-long learning needs of our audience, treating them as valuable partners in our production process.

# Our Values

