

# WFYI Mission/Vision/Values

## Mission

Trusted journalism, inspiring stories and lifelong learning.

## Vision

An informed, inspired and inclusive Indiana.

## Values

- **Collaboration** – with each other and with our diverse communities and partners
- **Equity, Opportunity, Diversity and Inclusion** – broad representation in everything we do
- **Innovation** – through strategic change and 'next' practices
- **Independence** – in programming and editorial decisions, free from undue influence
- **Sustainability** – responsible fiscal and environmental practices to ensure long term health of the organizational



**ALWAYS HERE FOR YOU**

# **WFYI 4.0 Reboot**

## **WFYI is committed to utilizing our public media resources to serve our communities with an emphasis on equity and humanity in all our activities**

- We will insist that our organization, our staff and our work reflect the diversity of the communities we strive to serve
- We will address issues through the lens of the human experience to build empathy and understanding
- We will explore complex subjects thoroughly to help better understand the impact to our audience
- We will use our resources to promote education and lifelong learning through our programming and activities

## **WFYI is committed to impactful journalism and inspiring stories that are fact-based, independent, timely and responsive to the needs of our communities**

- We will engage with our communities to inform our editorial focus
- We will include more voices in our storytelling that better represent our diverse communities
- We will always maintain the highest levels of editorial judgment and integrity

## **WFYI is committed to listening to and engaging with our communities to clarify our focus and to enhance understanding among all, thereby deepening the impact of our programming**

- We will inform our communities about spaces where they can learn more and safely engage in conversations
- We will seek to create spaces where conversation and enhanced understanding can occur
- We will partner with organizations who share our values when it furthers our mission to amplify their impact and thereby strengthen our communities

## **WFYI is committed to universal access, sharing the stories of central Indiana and delivering our mission on platforms where audiences are now, and in the future**

- We will create our content for, and distribute our content and our partners' content on, accessible and relevant platforms
- We will place a special focus on platforms reaching underserved audiences
- We will actively market our mission and programming activities to help insure the widest possible impact

## **WFYI is committed to the ethical, efficient and effective use of our resources to deliver on our mission of service and ensure our sustainability**

- We will work together equitably and collaboratively to maximize impact
- We will foster philanthropic relationships that benefit donors and our organization while having the highest level of impact in our communities
- We will act strategically regarding our financial and capital resources, maximizing for most effective use
- We will effectively utilize public distribution platforms and technology to support our mission and organization