

# Sample Mission Statements

## Urban stations

### **KDHX (St. Louis, MO)**

KDHX builds community through media.

### **KFAI (Minneapolis, MN)**

KFAI is a volunteer-based community radio station that exists to broadcast information, arts and entertainment programming for an audience of diverse racial, social and economic backgrounds. By providing a voice for people ignored or misrepresented by mainstream media, KFAI increases understanding between peoples and communities, while fostering the values of democracy and social justice.

### **WFMU (Jersey City, NJ)**

- WFMU is a non-commercial, educational radio station licensed by the FCC to Auricle Communications, a not-for-profit group. The Auricle Board has final say in all matters relating to the station. The Auricle Board has delegated authority to a General Manager (GM) to supervise the station's day-to-day operations. The GM is an employee of Auricle Communications.
- WFMU attempts to fulfill its educational license in several ways: by offering specific programs of educational interest; by addressing various community concerns throughout its programming; by stressing diversity across its programming schedule and also within specific programs; by stressing radio as a creative medium; and by broadcasting information to the general community about private, non-profit and governmental services that are available to them.
- WFMU is funded largely through listener contributions and, as such, has a special relationship to the people who pay the station's bills. WFMU chooses to serve a diverse group of listeners by emphasizing diversity within many programs, as opposed to a reliance on numerous special interest programs ("coalition-based" scheduling), which is the approach most American college and community stations choose. We attempt to broaden through exposure, and not reinforce the strict classifications of style and genre that exist in the marketing of music. In doing this, it is our hope that biases can be overcome and our listeners can expand their horizons. If we are successful in this approach, then we have achieved our goal of providing an alternative service not only to commercial radio, but to other non-commercial stations as well.

## Rural stations

### **KAXE (Grand Rapids, MN)**

Northern Community Radio builds community in northern Minnesota through radio programming, cultural events and interactive media.

### **WTIP (Grand Marais, MN)**

Our mission is:

- To provide timely and accurate reports of local and state events, including weather, news and community happenings;
- To provide a forum open to all residents of the area for the discussion of public issues;
- To provide music and entertainment for our audience;
- To provide a diversity of programs designed to educate and inform;
- To promote the general well-being of the area;
- To train local residents to use the medium of radio to express their thoughts, feelings and talents.

### **Latino station**

#### **KRZA (Alamosa, CO)**

KRZA is dedicated to maintaining its role as a connecting force in the community. We honor and preserve our Hispanic heritage and recognize the changing demographics that form the listenership of today. We serve our audience through quality programming that entertains, provides information, and furthers the discussion of peace, social justice, the environment, and intercultural sharing.

### **Native stations**

#### **KCNP (Ada, OK) *Chickasaw Nation***

To enlighten, educate, and entertain our listeners with quality radio programs.

#### **KCUW-LP (Pendleton, OR) *Confederated Tribes of the Umatilla Indian Reservation***

KCUW-LP FM Radio is a project of the Confederated Tribes of the Umatilla Indian Reservation. The CTUIR sees KCUW-LP FM Radio as a new and creative means of reaching out to, and giving the Umatilla Reservation community a strong and active voice. KCUW-LP FM strives to provide high quality local news, health and lifestyle information, music and entertainment, sports, community events, discussions on issues of local interest, and other programs of interest to the Umatilla Reservation community.

#### **KIDE (Hoopa, CA) *Hoopa Tribe***

KIDE is in the business of promoting Social Change and advocating Environmental Justice. KIDE programming and outreach activities encourage a healthy quality of life. As a Native owned radio station KIDE has a special responsibility to reflect the values of Native culture and address Native and tribal issues, while still serving listeners from all parts of the local community.

#### **KWSO (Warm Springs, OR) *Confederated Tribes of Warm Springs***

At KWSO our mission is to provide the Warm Springs Community with quality radio programming that empowers, educates and entertains.