

# Draft WJFF Mission and Values

March 16, 2021

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## Mission:

WJFF is the independent community voice of the Catskills and Northeast Pennsylvania. We connect listeners through locally focused and globally aware programming in order to inform, entertain, and inspire our communities, and promote understanding among people of diverse social, cultural, and political backgrounds.

## Values:

WJFF Radio Catskill is committed to these core values to carry out its mission:

- **Compassion and Inclusivity**

- We believe that communities of neighbors, listeners, volunteers and staff can be better when we come together. We support each other, participate in good faith, listen with care, make space for others, and deliver honest feedback.
- We achieve more and are more successful in serving our communities when we are inclusive, open and welcoming.
- We believe in equity and inclusion in the stories we tell and in the ways we treat each other. We invest in our people and help them chart their way. We have courageous conversations.

- **Curiosity and Creativity**

- We bring the truth to our listeners. We explore and explain the “why” with our audience.
- Creativity and the arts are vital to our communities and are a hallmark of our service. Our programming celebrates the power of music and culture to enrich our lives!

- **Stewardship and Sustainability**

- WJFF has a long history of environmental stewardship and commitment to renewable energy.
- We are dedicated to protecting and celebrating our precious rivers, forests, farms and mountains.