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
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