

OUR MISSION

Our mission is to create products and services that excite and engage our consumers, communities, advertisers and business partners. We must keep our products growing and evolving, reflecting new technologies and new consumer behaviors and tastes. We must be everywhere our consumers are, and everywhere our partners and advertisers expect us to be, with the products and services they want.

OUR CORPORATE VALUES: WHAT UNITES US AS A TEAM



Innovation, Curiosity & Experimentation

We are always in search of new ideas. Our success is built on continuing to foster new ideas and new insights. We need to be constantly looking further – driven by curiosity. We must personally use our products and provide feedback, watch the world for competitive products and ideas, and be open to new possibilities.



Take Risks – and Tolerate Well-Thought Out Mistakes

Mistakes are the byproduct of innovation, and mistakes made in the pursuit of new ideas are inevitable. If we're afraid to make mistakes, we will never take the chances necessary to achieve truly breakthrough ideas. So don't be afraid to take risks in the service of those new ideas. When we invariably do make a mistake, it's critical to spot it quickly – and then change or fix it as soon as we can.



Listen To & Consider Dissent

We should never feel uneasy about (politely, please) expressing dissenting opinions as we develop new products, services and processes. Dissent forces us to examine possible flaws; we want to find the holes we need to plug to make the new ideas or existing products even better, and dissenters tell us where to look.



Chaos is OK

As we develop new ideas, they're often so new and different that they don't have a structure around them. Sometimes this results in a certain amount of chaos. But we can and should accept chaos if it's part of new ideas, innovations and breakthroughs. We'll develop a process around it if it is successful.



Urgency Wins & Quick Decisions

We need to make decisions as soon as we have enough information, not wait until we have all the information. Everything is better done sooner. It's not relaxing, but it is rewarding. Quick decisions are our competitive advantage; they allow us to respond faster than other companies. They also keep bureaucracies from emerging.



Honesty and Integrity

The only way to be great is to be reliable and the only way to make great decisions is to base them on truth. While it may sometimes be uncomfortable to tell people what they might not want to hear, the only way we will grow and get better is to rely on facts. It's also the only way to maintain trust, both within our company and with our partners. We must base everything we do, both internally and externally, on honesty and integrity.



Look to Make a Difference

Our stations and our company are integral parts of their local communities, as are each of us. It's critically important to do all we can to make a difference in the communities in which we live and work – our programming and community service efforts enrich the lives of our listeners and our communities every day, and enable us to lead through times of natural disasters and human tragedies. We should remember that, even as we work to make our company stronger, we must think about what we can do to make our communities stronger, both on-air and off.



Collaboration, Transparency & Precise Communications

Working as a team is always more powerful. Except for information we must keep confidential for competitive or legal reasons, let's be transparent about what we're doing -- and take the time to explain why. If we do, others will have the information they need to help drive success. And if we use precise communications, everyone knows what they need to do and why.



Respect...Everyone

As we work with partners, and internally among ourselves, nothing we do should ever compromise the dignity of others. We should treat everyone as we'd like to be treated. We are all working toward the same goal, but we must give everyone the freedom to bring the diversity of their life experiences and backgrounds to bear on achieving results and make this company reflect the companies we serve.

