

PUBLIC RADIO CORE VALUES

(News/Information/Talk)

Qualities of the Mind/Intellect

- **Love of lifelong learning:** A desire to learn something new every day
- **Substance:** Expand understanding of/connection with the world
- **Curiosity:** The need to dig deeper, to ask *why*, not just what
 - **Credibility**
 - **Accuracy**
 - **Honesty:** Listeners trust that we are non-manipulative, non-sensational
- **Respect for the intelligence of the listener**
- **Purpose:** A clear understanding of why we do what we do

Qualities of the Heart and Spirit

- **Inspired about public life and culture**
- **Idealism:** We believe in our power to find solutions
- **Civility** – Belief in civil discourse as best pathway to solutions
- **Generosity:** Content has center stage and the guest is the star
- **Humor:** Always has a purpose and is never mean-spirited

Qualities of Craft/Excellence in our use of the Medium

- **Uniquely human voice:** conversational, authentic, intimate
- **Pacing:** deliberate, thoughtful, appropriate to the substance of the content
- **Attention to detail:** music, sound elements, language

Conclusion:

Successful programs can mix those qualities in a variety of ways but all three categories must be present. It is the fusion of these three sets of core values that creates public radio's "signature" sound and the fundamental appeal of our programming to core listeners.