



independenceMedia

Independence Media is a community-based organization which operates independent TV channels WYBE 34DT/35 in the Philadelphia area.

MISSION

Independence Media enriches lives through programs and services that entertain, educate, and inspire. We believe in the power of television and new technologies to connect communities, promote diversity, and encourage understanding.

VISION

- To operate a high quality multi-platform television service, one that people watch, care about, talk about, and support in significant numbers.
- To fulfill Independence Media's potential by operating in a forward-thinking, fiscally responsible manner.
- To set high standards for efficient operation, innovation, and community service.
- To play a significant role of life in our region(s).
- To exceed the expectations of our stakeholders, and to grow.

PROMISES

We promise **OUR VIEWERS** a schedule of television programs that they cannot see on other television services; programs from throughout the region, the nation, and the world; unique programs that feed the mind and encourage tolerance, diversity; and connect communities of every kind.

We promise **OUR EMPLOYEES** a safe, productive workplace in which workers are competent, committed, cooperative, and respectful of others. We encourage employees to speak up and play an active role in all endeavors, to regularly work toward improving WYBE and the service it offers, and to grow both personally and professionally.

We promise **OUR MEMBERS** superior customer service, a multitude of reasons to contribute money, time, and effort; dedication to the community; and a level of access to our employees and our board that sets the standard in public media.

We promise **THE COMMUNITY** a financially viable, high-quality public media service. We take an active role in community events; recognize both the accomplishments and challenges in our service area; set a high standard for relationships. We recognize that the term "community" may be interpreted in terms of geography, heritage, interests, needs, and/or other connections.