



WBAA's mission is to be the most trusted and reliable source of in-depth noncommercial news, public affairs, arts and cultural programming to the people of West Central Indiana and beyond.

We will accomplish this by delivering diverse programs through multiple platforms including over-the-air broadcasts, on-demand content and live streaming on mobile devices and computers at wbaa.org and the WBAA app.

WBAA will carry out its mission by:

1. Producing public affairs and entertainment programming that engages a curious and socially conscious audience.
2. Providing listeners with high quality news and contextually relevant information about important local issues with public affairs significance.
3. Providing the finest music programming – particularly classical and jazz among other genres – to satisfy every listener's level of music appreciation.
4. Engaging with the community's interests in art and cultural affairs, by providing current information on activities and accomplishments.
5. Generating sustainable funding to maintain current operating needs as well to as position the station for future growth.

WBAA's strategic operating principles include:

1. Continuous improvement in everything we do.
2. Hiring and retaining the highest quality staff and empowering them to perform to the fullest extent of their capabilities.
3. Respecting, utilizing and promoting the diversity that lies within Purdue University and our listening audience.
4. Discovering and building partnership opportunities with organizations of converging or complementary missions to achieve efficiencies and enhancements.
5. Constantly refining our craft as content providers by adapting to an evolving media landscape.

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