

Vision &  
Mission



## Vision

WWM's vision is that residents of the Chicago metropolitan area never suffer as a result of a lack of information. WWM envisions a Chicagoland that has perfect knowledge of various public and private assistance programs to minimize hardship when people encounter life's obstacles, has the knowledge and skills to raise families under sound financial principles, and are enlightened about the cultural and natural world around them.

## Mission

To improve people's lives by providing high quality educational and charitable programming to the northern Illinois broadcast area.

WWM accomplishes this through a variety of education programming designed to meet the needs and interests. WWM offers the following four broadcast educational programs and one technical educational program in order to provide services across a wide array of interests and needs:

1. Community News & Services Educational Program: WWM informs residents of news, services and resources in the local area for those in need. These include, but are not limited to: relevant news from the community of licensure, discussions about entitlement programs for low-income families, veterans' issues, support for victims of domestic assault, and other social issues and concerns.
2. Family & Financial Educational Program: WWM educates residents in the listening area on relevant parenting and financial skills from childhood nutrition to retirement planning.
3. Humanities Educational Program: WWM provides a humanities education program to interest and inspire residents to learn more about music and literature. Broadcast programming will educate listeners on the history and development of different musical genres. Literature and literacy will be promoted as written works in the public domain for both children and adults are broadcast to listeners.
4. Outdoor Educational Program: WWM educates listeners on a wide array of outdoor topics to promote an active and healthy lifestyle and respect for the planet and the creatures we share it with. These include, but are not limited to outdoor sports such as hunting and fishing, domesticated animal care, agriculture, gardening, and conservation.

5. Radio Technical Educational Program: Lastly, WWM provides opportunities for individuals to participate and learn across the spectrum of radio broadcasting from programming and engineering to station management. WWM offers these opportunities through volunteering in various capacities and internships with the station.

## Values

Five fundamental values are the foundation of WWM. The values of **Community**, **Communication**, **Optimism**, **Respect**, and **Empowerment** are the very “**CCORE**” of how WWM conducts operations every day.

- **Community**: This is who we serve. All actions should make our station, our neighborhood, and our world better.
- **Communication**: This is how we serve. We serve our community by providing information to make people’s lives better.
- **Optimism**: This is how we communicate. WWM adds hope for those who are in need.
- **Respect**: This is how we treat our community and ourselves. Human dignity is invaluable to those in need.
- **Empowerment**: This is what we provide. By providing information and training, people can achieve their dreams.

## Championing the Cause

### MARKETING AND COMMUNICATION PLAN

What groups do we need to serve most?	What do they need to hear from us?	What is the best way to find and communicate with them?	When will we communicate with them? How often?	How will we know if they have heard our message?
Low Income Families, Veterans, Victims of DV	Informational programs (entitlements, family, financial education)	Various program offices, schools	Social Media, monthly meetings with key personnel/ broadcast interviews	Calls to station/website hits, increased program participation (according to key personnel).

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Single Parents	Children's literature programs	Schools	Social Media, monthly meetings with key personnel/ broadcast interviews	Calls to station/website hits, increased interest in reading by children (according to key personnel).
Commuters/ Seniors	Local news, music & literature programs	Billboards, assisted living centers	Social Media, monthly meetings with key personnel	Calls to station/website hits
Humanities enthusiasts	Music & Literature programs	Libraries	Social Media, monthly meetings with key personnel/ broadcast interviews	Calls to station/website hits
Radio enthusiasts	Technical training	Social Media, Community Colleges	Social Media presence, flyers	New volunteer applications

### Objectives and Priorities This Year

- A. To develop a comprehensive broadcast schedule that encompasses the four broadcast educational programs lasts from 6am-8pm by 31 October 2015.
- B. To establish an internet presence (Website, Facebook) that provides accurate information and links to relevant programs and information that is broadcast each day by 28 February 2016.
- C. To establish internship//career center relationships with local technical colleges or universities by 31 May 2016 for the technical educational program.
- D. Establish standard operating procedures and management tools to ensure continued success and operation of WWM by 31 August 2016.

Wild World Media, Inc.  
NCE Certification

Wild World Media, Inc. ("WWM") is a non-sectarian 501(c)(3) organization which will ascertain and develop educational programming for its community of license. WWM's educational goal is to educate its audience with respect broad topics of contemporary significance ranging from family issues, money management, philosophical problems and opportunities facing children and young adults, and information concerning the scope and availability of other non-profit services in the community.

WWM will offer a wide variety of education programming designed to meet the needs and interests of resident within the local community of license, including education programs on current events, and programs examining economic, social and religious issues. WWM will also feature inspirational music, news and other cultural programming. In furtherance of WWM's educational purpose, WWM's educational programming will include features that explore family issues, values and understanding and other programming that is designed to assist families and individuals manage their personal finances.

Wild World Media, Inc.

NCE Certification

Wild World Media, Inc. ("WWM") is a nonsectarian 501(c)(3) organization committed to providing diverse, high quality educational programming for its community of license. WWM's mission is to provide high quality educational and charitable programming to the northern Illinois broadcast area.

WWM will offer a variety of education programming designed to meet the needs and interests of residents within the local community of license. WWM intends to offer the following four broadcast educational programs and one technical educational program in order to provide services across a wide array of anticipated interests and needs:

- Community News & Services Educational Program: WWM's programming will provide opportunities to inform residents of news, services and resources in the local area for those in need. These may include, but are not limited to: relevant news from the community of licensure, discussions about entitlement programs for low-income families, veterans' issues, support for victims of domestic assault, and other social issues and concerns.
- Family & Financial Educational Program: WWM will provide programming that educates residents in the listening area on relevant parenting and financial skills from childhood nutrition to retirement planning.
- Humanities Educational Program: WWM will provide a humanities education program to interest and inspire residents to learn more about music and literature. Broadcast programming will be offered that will educate listeners on the history and development of different musical genres. Literature and literacy will be promoted as written works in the public domain for both children and adults are broadcast to listeners.
- Outdoor Educational Program: WWM's programming will educate listeners on a wide array of outdoor topics to promote an active and healthy lifestyle and respect for the planet and the creatures we share it with. These programs may include, but are not limited to outdoor sports such as hunting and fishing, domesticated animal care, agriculture, gardening, and conservation.
- Radio Technical Educational Program: Lastly, WWM will provide opportunities for individuals to participate and learn across the spectrum of radio broadcasting from programming and engineering to station management. WWM will offer these opportunities through volunteering in various capacities and internships with the station.