



KSER Foundation Mission, Vision, Values, & Strategic Goals

Approved December 2014

Our Mission

To enrich our community through local, independent public radio and other services dedicated to arts, education, ideas and civic engagement.

Our Vision

To be the preferred public radio stations for Snohomish and Island counties.

Our Values

Local Service

We focus on the communities where our signals reach, putting a priority on the diverse voices, perspectives, music and culture that represent the communities we serve. We are listener- and volunteer-driven, and we seek out ways to serve above and beyond our programming. We collaborate with local artists and educational, social, civic, community and cultural organizations in those efforts.

Civic Engagement

We present viewpoints and information not heard on commercial radio. We encourage dialogue on local, national and international issues so local residents can make informed decisions, and we actively engage with others who seek to connect individuals with ideas and action.

Education, Arts & Culture

We enrich the lives of our listeners by exploring the breadth and depth of local, national, and world arts and cultures. We showcase local artists and organizations through a diverse range of music and educational and informative public affairs programming.

Our Strategic Goals

In the next three to five years, we will strive to:

- Offer distinct community-focused programming and local voices on each station
- Increase community awareness of KSER/KXIR's unique local services
- Develop and cultivate stronger partnerships
- Strengthen our financial foundation
- Upgrade our technology and facilities