



96.1FM | 900AM

*Black. Talk. Media.*

## Mission Statement

WURD Radio is the only independently Black-owned talk radio station in the commonwealth of Pennsylvania and one of only four in the nation. We are unapologetically Black, progressive, and focused on empowering, educating, informing and inspiring anyone committed to the liberation of Black people in Philadelphia and beyond. WURD Radio shares accurate, relevant and culturally specific news and information, giving our people the platform and space to make their voices heard.

## Vision Statement

We strive to be the leading progressive Black talk media platform locally, regionally, nationally and globally, embracing the complexity and richness of the Black experience and fostering a culture of excellence, compassion, and community.

## Values

**Community:** We are dedicated to serving and uplifting the diversity and complexity of the Black community through authentic storytelling, community engagement, and service journalism.

**Empowerment:** We empower our community by amplifying their voices, providing credible messengers, and facilitating live engaging conversations that make them a vital part of the dialogue.

**Excellence:** We strive for excellence in all aspects of our work, fostering a supportive and aspirational work culture where everyone has the opportunity to learn, grow, and make a difference.



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**Integrity and Accountability:** We hold power accountable to the people by upholding the highest standards of integrity, courage, and authenticity in our work, leading conversations on issues that mobilize our community to take action towards positive change.

**Innovation:** We embrace innovation and ingenuity in our storytelling approaches, utilizing various media platforms to share our humanity and showcase the beauty, joy, and resilience of the Black experience.

**Respect:** We respect our partners, clients, listeners and callers, and we expect the same in return. Within the workplace, we expect everyone to be treated with dignity, kindness, care and compassion; extending grace and patience to every co-worker.