

CKUA Core Values

Knowledge

CKUA believes in its founding principle that dissemination of knowledge is a valuable contribution toward development of healthy and productive individuals and communities.

- CKUA will apply our collective expertise to broadcast relevant and engaging music and information programs that educate, challenge and inspire.

Respect

CKUA believes that respect is a fundamental attribute for creating positive and constructive relationships internally and externally.

- CKUA will provide an environment that supports dignity and self-esteem and is free of discrimination and harassment.

Creativity

CKUA believes that creativity and the freedom to exercise it are essential to the development, delivery and ongoing improvement of CKUA's unique products and services.

- CKUA will ensure an environment exists that encourages innovation and creative thinking.

Integrity

CKUA believes integrity is vital to everything we do.

- CKUA will conduct its' affairs in an open, honest and responsible manner.

Fiscal Responsibility

CKUA believes that fiscal responsibility is essential to CKUA's sustainability and growth.

- CKUA will provide ongoing stewardship of financial and non-financial resources.

Relevance

CKUA believes that being relevant will ensure our audiences are well served.

- CKUA will understand our audiences and deliver meaningful programming.

Collaboration

CKUA believes collaboration benefits CKUA and our communities of interest.

- CKUA will encourage and support collaboration and teamwork within our organization and will pursue partnerships in the broader community.