

RTÉ's Strategic Framework.

RTÉ's Vision:

'RTÉ's Vision is to grow the trust of the people of Ireland as it informs, inspires, reflects and enriches their lives'

RTÉ's Mission is to:

- Nurture and reflect the cultural and regional diversity of all the people of Ireland
- Provide distinctive programming and services of the highest quality and ambition, with the emphasis on home production
- Inform the Irish public by delivering the best comprehensive independent news service possible
- Enable national participation in all major events

Values:

- Operate in the public interest, providing News and Current Affairs that is fair and impartial, accurate and challenging
- Connect with our audiences by understanding and satisfying their needs
- Deliver a value for money service
- Be creative in everything we do
- Be honest and transparent in all of our activities
- Take personal responsibility for pursuing the organisation's goals
- Be responsible to our staff and consider everyone as an individual
- Optimise the performance of each person, department, division and the organisation by working together
- Respect each other and our diversity
- Take pride in everything we do, everything we are and everything we create