



CANYON STAR NETWORK COMPANY MANIFESTO

VISION

To continually increase our positive impact on our global viewers while remaining in the center of God's direction and reflecting His character.

MISSION

To provide wholesome family entertainment that instills a positive image while edifying our viewers.

VALUES

Profit: We will earn a better than average profit as this allows us the flexibility to do other things.

Integrity: We will be honest in everything we do, never over promise, and zealously work to fulfill our commitments.

Value: We will strive to provide our subscribers more value than they expect.

Personable: We will be pleasant and easy to work with.

Knowledgeable: We will be on the cutting edge of providing the very best in original content and programming.

Open-minded: We will constantly be open to new or different ideas, methods and concepts from all sources, especially our subscribers.

Learning: We will value individual and industry learning (the ability to continually take in new information, acquire new insights, and change in positive ways as a result of that information) as our primary competitive advantage.

Humility: We will constantly be aware that the resources we use and the subscribers we serve are gifts from God, entrusted to our temporary stewardship.

Patience: Is the weapon that forces deception to reveal itself.

Persistence: Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination are omnipotent.

Quality: In everything we do, we will strive to do it as well as, or better than, the very best companies in the world like ours do it.