

Week One: Organizational Overview & Primary Focus Area  
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SiriusXM Satellite Radio, Inc. is the first satellite radio company of its kind, providing commercial-free radio to over 33 million subscribers. This fall will make five years as an employee in the music programming department, and over time, I have admired the firm's growth. The firm, founded in 2008, boasts being the leading audio entertainment company in the U.S., and the premier programmer and platform for subscription- and digital advertising-supported audio products. (Stevens, 2020) The company is home to Howard Stern's two exclusive radio channels and hosts a plethora of music and talk channels, including country, rock, Latin, hip-hop, R&B, religious, news, weather, comedy, sports and more.

The vision of SiriusXM is to be a diverse, vibrant, and valued service in audio entertainment that is vital to listeners. The mission statement embodies the philosophy regarding the management of human talent stating "our goal at SiriusXM is to provide and maintain a work environment that fosters mutual respect, professionalism and cooperation. SiriusXM is an equal opportunity employer that does not discriminate on the basis of actual or perceived race, creed, color, religion, national origin, ancestry, alienage or citizenship status, age, disability or handicap, sex, gender identity, marital status, familial status, veteran status, sexual orientation or any other characteristic protected by applicable federal, state or local laws."

The primary focus area of this organization is innovation. As previously stated, the company was the first ever audio organization to launch satellites into space with the goal of providing customers with exceptional audio entertainment. Since its inception, SiriusXM has been committed to seeking new and innovative ways to provide content to subscribers. Most recently, the company has launched an app that is synchronized with most hands free devices

such as Amazon Alexa and Google Home. I am confident that even more innovative ideas are brewing at this billion dollar firm.

References

Stevens, H. (2020, February 4). SiriusXM Reports Fourth Quarter and Full-Year 2019 Results. Retrieved July 24, 2020, from <http://investor.siriusxm.com/investor-overview/press-releases/press-release-details/2020/SiriusXM-Reports-Fourth-Quarter-and-Full-Year-2019-Results/default.aspx>