

Q7 Can you please provide in a few words WHY you like working for MBC?

Answered: 58 Skipped: 1

#	Responses	Date
1	Honest, sincere owners who care about your future.	7/4/2017 2:49 PM
2	Dedication to community	7/4/2017 1:50 PM
3	As a 10 year veteran of MBC, I have always appreciated the "family" atmosphere/vibe. It may be cliché to say, but it is actually there, and it is nice to have. We each have our jobs to do, and not everyone knows each other, or may even like each other, but there is a "common good" feel about the business.	7/4/2017 12:20 PM
4	I like how accommodating MBC is. Just recently, I accepted a new part time job which will affect my hours at myFM. When I brought this up to Jon and asked what he thought about it, he was quick to say "ANYTHING you need us to do for you, you let us know. We will make it work!"	6/30/2017 12:38 PM
5	I love hyper-local news which is what the focus is here, and everyone I work with in Pembroke has made moving 4 hours away from everyone I know way easier than it could've been. I also think that as a company, everyone focuses on what's really important and what the public wants to know.	6/29/2017 7:22 PM
6	Ten years ago I was hired for "inside sales" and had no knowledge of how radio worked. In the last decade I've been given countless opportunities to learn and the time to figure out not only what I can do, but what I love to do! I can't wait to see what the next ten years brings.	6/29/2017 3:02 PM
7	Because it's not a faceless corp.	6/29/2017 2:50 PM
8	Never pressuring, always inspiring. A great feeling of everyone truly working together for one goal.	6/29/2017 1:47 PM
9	As I always say, it's because of MBC's involvement with the community and all it does for local organizations like mine, Empties for Paws :-)	6/29/2017 1:08 PM
10	A welcoming team all working towards one goal, with knowledgeable managers who offer guidance while still trusting me to make news decisions.	6/29/2017 12:49 PM
11	I like working for MBC because every day is a challenge and it rewards people who work hard. I really loved the 'earning a living' vs. 'making a living' speech and as someone who always pushes himself, I am glad the company recognizes those types.	6/29/2017 12:20 PM
12	Having come from a giant corporate structure like CORUS, I find the "us against the big guys" mentality refreshing. It's great to have a team and team leaders willing to break the rules in order to succeed. It's not faceless business. It's family in nature. And have I mentioned Jon Pole's ass?	6/29/2017 12:18 PM
13	MBC staff, MBC financial strength.	6/29/2017 12:07 PM
14	MBC is... `` how did Andrew Dick say it... `` lol :D We show excellence in every way ;) MBC is a Family.... we care about our staff and we all just do what we love doing everyday. It is not a job... it is a way of being and I am always happy to wake up and start my day with MBC. Thank you Jon and Andrew for creating an amazing career opportunity for so many amazing people. You inspire us all with excellence. We want to be better and do our best for all the communities we serve.	6/29/2017 11:56 AM
15	Work never feels like work!! I'm always inspired by someone or something we are doing	6/29/2017 11:53 AM
16	Because we are treated like part of MBC and not as just employees. I feel we get a say and we are heard	6/29/2017 11:34 AM
17	Promoting LOCAL LOCAL LOCAL. Helping in so many ways.	6/29/2017 11:31 AM
18	I like the culture of MBC. It's a fun place where I continue to learn and grow every day and have lots of opportunities to grow and do new and different things/events/concerts. Love being involved in the community and recognized as a member of the myFM family in my community	6/29/2017 11:31 AM
19	what a great corporate culture we have! And I really feel that staff are valued here	6/29/2017 11:26 AM

20	Too many reasons to list.	6/29/2017 11:09 AM
21	Company does it's best to equip staff with what they need to do the job...not just from a tech standpoint...and paper and pens.....but from an overall vision standpoint. Showing people who are, what we stand for, and what we want to be.....people will follow a cause and a belief way before they follow a company....MBC/Jon do a good job of that...it creates buy in and inspires people.	6/29/2017 11:09 AM
22	I like working for MBC because as a group we know we can be better. We use this as a motivator to improve rather than be defeated. We have people who are very good at being innovative helping us get better at delivering great local radio.	6/29/2017 11:03 AM
23	Even as someone who works remotely, I feel the vibrancy at myFM. I also appreciate the clarity of the company's mandate. And a lot of young people who seem eager to learn.	6/29/2017 10:58 AM
24	Many years ago I read some very wise words. It was something like this: "find something bigger to be a part of". I feel that MBC is that something, and it's going to be HUGE!!! And I really like to be a part of it, and appreciate the opportunity to grow along with it. Thank you!!!	6/29/2017 10:51 AM
25	Before Pineridge was purchased I was ready to give up and get out. I was done mentally, didn't want to be hear anymore. Actually hoped to be let go a little at the time of the buy out. That has completely changed, I for the most part enjoy coming to work again and I attribute that to the way MBC is run and the changes put in place when we came on board. I get to do what I was hired to do, I like making noise again, it's no longer tedious and I don't have to babysit bratty reps anymore. Thank you!	6/29/2017 10:49 AM
26	I love radio... Most broadcasters refuse to think outside of the box and do things differently. I love that MBC takes chances and doesn't only rely on consultants or feel the need to follow the template of the competition .	6/29/2017 10:31 AM
27	I like working for MBC because I have the opportunity to be as successful as I choose to be and create my own opportunities. My GM is very supportive and I rarely feel like I'm am torn between my family and my career....I can have both, though a little challenging at times. I have room to live life not just work to live. That is not something that is easy to find in the valley today.	6/29/2017 10:28 AM
28	I'm just here so I won't get fined.	6/29/2017 10:20 AM
29	I like to think that MBC acknowledges strong work ethics. They do provide a team atmosphere.	6/29/2017 10:17 AM
30	Same reasons as when I first started. It's always exciting and challenging...with some fun thrown in along the way. The fact that our focus continues to be 'local' even though we are growing is very important to me.	6/29/2017 10:16 AM
31	I love that MBC, as quickly as it's growing, still has a traditional radio feel - not owned by a board of directors or a huge conglomerate. Employees still get excited to "meet the owners", just like in the old days, so it's great that Jon and Andrew make themselves accessible to the staff.	6/29/2017 10:12 AM
32	It's fun! Plus since I'm passionate about the product, it makes for an easier sell for me :)	6/29/2017 10:12 AM
33	MBC is a family of like-minded individuals all committed to succeeding and helping each other succeed. No man left behind.	6/29/2017 10:11 AM
34	Something different every day - a new challenge every day.	6/29/2017 10:09 AM
35	community, community, community....doing what it takes.	6/29/2017 10:06 AM
36	I love how they treat minorities. :)	6/29/2017 10:04 AM
37	Clear direction and the tools available for success	6/29/2017 10:04 AM
38	I don't like working for MBC....I LOVE IT !!!!	6/29/2017 10:02 AM
39	I like the people I work with. I like that you support me in my community activities. I like the accessibility to senior management (Jon and Andrew) - you don't get that in other companies. I like that the company is healthy financially.	6/29/2017 10:01 AM
40	I like small business and how they treat their employees I am inspired by John Pole and I love sales.	6/29/2017 10:01 AM
41	Love the passion and the high energy demonstrated from the staff in different departments. Love how the different departments seem to get along together.	6/29/2017 10:00 AM

42	the people	6/29/2017 9:59 AM
43	MBC is company the prides it self in what some other companies would consider the "little things" . Be local, support organizations, be the top of mind for both listeners and clients.	6/29/2017 9:59 AM
44	There's never a dull moment.	6/29/2017 9:58 AM
45	This is not just a job to me, it's my profession, my career. I love radio! I love reading the news, being out in the public, working with town and emergency service staff. It's what I'm supposed to be doing with my life and I'm most grateful to be part of the MBC family!	6/29/2017 9:58 AM
46	I have worked for many ownerships and what distinguishes MBC from the rest is the fact that every employee matters - no employee has valid reason to complain.	6/29/2017 9:57 AM
47	I absolutely love the "What ever it takes" attitude and the feeling that everyone is appreciated.	6/29/2017 9:56 AM
48	We have an amazing team in Pembroke - we work extremely well as a team	6/29/2017 9:56 AM
49	The fun, family atmosphere combined with the sense of community pride.	6/29/2017 9:52 AM
50	Community. Teamwork. Strong powerful women!	6/29/2017 9:52 AM
51	very flexible, up for any ideas, willing to try just about anything to make it happen and keeping things simple!	6/29/2017 9:50 AM
52	Same reason year after year - what we bring to our community and the way we support local organizations	6/29/2017 9:50 AM
53	I'M STARTING TO LEARN YOU HAVE MORE TOOLS AT OUR DISPOSAL FOR BUSINESS. I LIKE TO WORK BUT HAVING A FUN ELEMENT IS KEY	6/29/2017 9:49 AM
54	I enjoy working for MBC because they have amazing community engagement and the drive to Succeed	6/29/2017 9:48 AM
55	I see huge potential.	6/29/2017 9:47 AM
56	It's family. You can't replicate that. It's authentic.	6/29/2017 9:47 AM
57	Opportunity, structured processes and the admin staff is excellent and supportive	6/29/2017 9:46 AM
58	Simply one word....Community	6/29/2017 9:46 AM

Q7 Can you please provide in a few words WHY you like working for MBC?

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1	I get to meet a lot of different people.	7/16/2017 6:40 AM
2	Because I like getting up in the morning and coming to work at a place that appreciates what I do every day...the people I meet doing my job and the fun that we have in Simcoe every day.	7/14/2017 11:46 AM
3	I like the community aspect at both the individual station level because of the community I work in and also MBC as a whole, it feels like a community.	7/14/2017 10:31 AM
4	The staff are all very supportive with one another and friendly. At the retreat I didn't find any negative energy, everyone is extremely helpful.	7/14/2017 10:21 AM
5	BECAUSE ITS THE BEST COMPANY IN ONTARIO WITH THE BEST TALENT IN ONTARIO. IT'S FUN. IT'S ORGANIZED. IT'S GROWING. IT'S EXCITING.	7/14/2017 9:55 AM
6	The business and mission statements are clear.	7/14/2017 9:17 AM
7	I love my job. I love meeting new people in the community, I love being involved with community events. I have great relationships with all of my clients. I enjoy my job and I am very proud to work for MBC.	7/14/2017 9:05 AM
8	I like working for MBC because we make a difference to our local businesses, organizations and the community!	7/14/2017 8:16 AM
9	Not a massive bureaucratic company, but still an ever growing one. Questions and suggestions don't have to go through 10 people in a head office that I will probably never meet, and so more room for individual contribution and growth. Also a smaller company means more jobs to do per person, not being pigeonholed as one job/title/duty Smaller markets, Not the big cities, allows for more local and community vibes and focus. Local and community matters to mbc. The people that work for mbc.	7/14/2017 8:15 AM
10	great team. lots of talented and helpfull staff	7/14/2017 8:14 AM
11	the chance to learn new things and grow	7/14/2017 8:03 AM
12	Growing company, local news commitment, family owned, promotes internally.	7/14/2017 7:31 AM
13	They care about the clients! I work with a great group of people in Strathroy, have an excellent Sales Manager, and I know that the powers that be are as passionate about succeeding as I am. They care about their people and I've worked for some of the largest media companies in Canada and trust me they don't. I really appreciate the lack of nepotism in this company and that I DON'T have to retire on a set year. I plan to work till I'm seventy as long as physically able.	7/13/2017 4:51 PM
14	It can be a lot of fun and I do appreciate the little bit of flexibility I get with my schedule from time to time. It's helpful when I have a young child and don't live close to the radio station.	7/13/2017 4:49 PM
15	Great team to work with (& for) each day Endless opportunities to attend & more importantly aide in the success of, fun events in the area	7/13/2017 4:42 PM
16	Taking professional sales to the next level! We are encouraged to be successful - we have the tools, the team, and corporate backing to work hard and succeed!	7/13/2017 3:31 PM
17	My opportunity to make a difference and engage in my community	7/13/2017 3:09 PM
18	Great people, great place to work, and respect	7/13/2017 1:24 PM
19	Every workplace has its good points and bad points. I really like the people I work with, not just in the Cobourg office, but all across the province. Sometimes, the workload can get a bit overwhelming, but the people I work with, and the satisfaction I get from managing the work load and doing a good job makes it worth it.	7/13/2017 12:00 PM
20	That news is a priority like almost nowhere else in the industry	7/13/2017 11:33 AM
21	mbc is a well-conceived corporate model that functions on most all cylinders at all times	7/13/2017 11:05 AM

22	Love my clients and working with them... great staff at the station.	7/13/2017 10:34 AM
23	The people within the company are very welcoming and helpful. If I ever have a question someone in the office or on Skype is always very helpful in solving an issue or answering a question.	7/13/2017 10:28 AM
24	FAMILY. The people that work here are like family. Even those I don't see every day. It's a tight nit group. We have our arguments .. but we always work things out!	7/13/2017 10:27 AM
25	No matter who I met- they welcomed me and asked how they could help. It sounds cliché, but MBC feels like a family on a mission.	7/13/2017 10:26 AM
26	I like working in advertising and MBC allows me to stay in my small community and still pursue a career I enjoy.	7/13/2017 10:15 AM
27	The big factor is how everyone is a team player. Regardless of whether you've talked to someone before or not, if you need help with anything from anyone in any market.. there's always someone willing to lend a hand.	7/13/2017 10:14 AM
28	Great synergy, Great environment for success, with help, with resources, with encouragement to strive.	7/13/2017 10:11 AM
29	I love helping clients improve their businesses - achieve real results - by providing them with relevant ad campaigns that work for them.	7/13/2017 10:06 AM
30	It's FUN and great swag!	7/13/2017 9:45 AM
31	It's a company with a clear goal and vision of how to get there, built primarily with like-minded, talented individuals. Content, Caring, Community are at the heart of what we do every day in every market we serve. That's the stuff that matters to our community.	7/13/2017 9:43 AM
32	I LIKE THAT IT'S A COLLABORATIVE WORK ENVIRONMENT THAT ENCOURAGES INDIVIDUAL'S GROWTH AND AS A SMALL COMPANY EVERYONE FEELS A PART OF IT'S SUCCESS.	7/13/2017 9:08 AM
33	I love and appreciate the opportunity to work and make a difference in my community MBC Family is fun and friendly	7/13/2017 9:05 AM
34	I love the responsibility of leading the team charged with enhancing our residents' knowledge of and participation in Milton's events, promotions and culture through our platform. I'm excited and privileged to perform a role where so many people, businesses and organizations WIN when we do our jobs right!	7/13/2017 8:57 AM
35	The ability to grow, learn, and try new challenges	7/13/2017 8:54 AM
36	It is a fun place and the people are like family ready to help.	7/13/2017 8:50 AM
37	The efficient and effective support provided by traffic team, the production team, the IT team, and the admin team.	7/13/2017 8:34 AM
38	Why?....cause bottom line is no matter what else happens on a day to day basis this company protects its employees.....99% of the company does. That means a lot from an employee's standpoint. This year in particular was a milestone year for me, and i was expecting some sort of a nice "verbal" recognition, but to have the President of the company say what he said about me meant a great deal, it solidified the work i put in to getting to where i am now, and it minimized some of the frustrations and concerns that i may have had in recent months and years. Ive been here since that strategic plan said just a handful of stations were planned and now its 21, the company continues to grow, good people work here and i havent made it to 10 years on a fluke and not wanting to come to work each day, my absenteeism can prove that but i still love coming to work each morning and that in itself is why i like working here.....sorry, more than a few words there.	7/13/2017 8:33 AM
39	I like working for MBC because it offers a stable work environment and I can approach the CEO of the company with any concerns.	7/13/2017 8:26 AM
40	Great company to work for, and everyone given the opportunity to earn good money if they go out and work for it, and good group of people/team.	7/13/2017 8:16 AM
41	Good people for the most part-----freedom, and no micromanagement from my superiors.	7/13/2017 8:07 AM
42	Job security, benefits, community involvement, weekends off.	7/13/2017 8:07 AM
43	Freedom to get on with the job	7/13/2017 8:05 AM