

myFM (MBC) was pleased to host the 52nd International Broadcasters Idea Bank Convention in Ottawa this past weekend. Broadcasters from across North America descended on the Nation's Capital to discuss new and innovative ways to make local radio compelling, relevant and profitable. The convention also featured lunch addresses from CTV's Max Keeping and Brad Boechler of Mood Swing Media. Jon Pole, President of myFM said, "We were honoured to play host to this amazing group of Broadcasters and introduce them to one of Canada's finest cities." The event also introduced emerging BMI artist/songwriter Jillette Johnson.

