

# **This is work?**



**Find out why our team says  
they like working at @ myFM**

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

# Response

1 To put it plain and simple ... MBC is Young, Fresh and full of opportunity.

2 they value their staff

3 Growth company. Hands-on. Technology driven. Expansion plans. Can learn as much as you want.

4 MBC is the most dynamic company I've ever worked for. Being the centre of attention in our community not only presents daily challenges but has great benefit. As a company that is growing fast, they ensure their team is set up for success and rewards those successes just the same. Every day is different and just as busy as the last but that's the best part. You're always on your toes, always have something to do and yes most times it's a challenge but at the end of the day, we plan for the next and remain proud and thankful we work for MBC- at least I do.

5 MBC is a caring company- we care about our product and our people equally that's what separates MBC from other companies. MBC strives to be innovative with forward thinking- being part of that is exciting. Every day is a new challenge with new goals!

6 There are many reasons. But, the biggest reason is, in this day and age, if you talk to most people out in the work world - they are afraid of the future. People live in fear of cut backs and closures - and if you are faced with looking into the future without security - that is not an easy place to be. Working at MBC, I don't share ANY of those fears - and until I came back from the retreat - I didn't fully appreciate that. Other people's reactions to what I have shared about the weekend, and how I feel about my stability have affirmed that we are really lucky to work for this company.

7 I like the diversity of tasks, staff and people in the community that I am involved with daily. Also the stress level is low majority of time.

8 The feeling of being part of a really good team or family !!!!!

9 I like being challenged by my work.

10 I like working for MBC because of the opportunity to grow. MBC places importance on finding the right job for the employee, so that they can do their best. MBC doesn't give up on their employees, and I think that's a very important asset for a company.

11 I like the team dynamic that MBC encourages. I feel like we all do whatever we can to pitch in and help out, wherever necessary, which wouldn't happen at a larger corporation.

12 I like the experience I am gaining working for this company. I like that the bosses can "treat" us to a weekend away once a year. I like how certain people get recognized when they reach 5 years with the company. I like the fun we can all have together.

13 I completely believe in what we're doing and I enjoy the challenge of being first with local news and providing a product to a market that others ignore. Also proud of our record of community involvement.

14 So far I can say that I like the independence offered to me as an employee. Obviously, it's a team approach, but I do like the ability given to staff to handle their on duties, etc... It's also nice to get away from some of the corporate (read job-slashing) approach of "the big 3."

15 Company Retreat

16 I think I said it when I stole the mic from Jon on Saturday night. MBC took a guy in his mid30's being out of college for 10 years with no experience in the current technology of the business and believed enough to give him a shot. Plain and simple....plus any employer who is willing to put up 50-60 employees in a place like that and all that came with it, pay the bill, plus add a little bonus for a night out is someone I want to work for.

17 Above average freedom

18 MBC is a progressive, forward thinking company that is big enough to make an impact in the broadcast industry yet small enough that even the president knows my name. More importantly, the president cares about the people who work for him.

19 I love working for MBC because they gave me the opportunity to get back into the industry that I love so much. Plus recognize my talents and are giving me a great opportunity to take the Management Course and they recognize my hard work and efforts over the last 2 and a half years. I would really enjoy being the manager of Exeter/Grand Bend, as I have



laid down roots in this community by joining the Chamber, BIA and Economic Development Board...This is my goal for 2012.

The fact they've believed in me over the years and given me some amazing opportunities that announcers my age or sometimes even twice my age don't get. The flexibility of the job, being able to work from different markets if necessary. How easy they are not to work for but to work with. They genuinely want what's best for each employee and they've accommodated some of my needs/wants over the years when they didn't have to, but they could tell that's what I wanted.

I like the independence and ability to take the lead at the station. I don't feel like a cog here.

There are great opportunities for advancement within the company. MBC is always eager to better their employees by teaching them new skills.

I get treated with respect and as a family.

I genuinely like working with my co-workers – they make my job easier – and are great to be around (I've worked in places where this isn't so). I also like getting out, meeting new people, meeting new businesses, and helping them get their advertising in order... best of all, I like not being chained to my desk... (I guess you can call that freedom)

I feel MBC has a pulse for its employees and it was evident they appreciate the efforts of each and every staff member.

You have to be able to have fun in your position and I do. I don't mean rosy every day, but nice to get up in the morning and WANT to go to work

SUPPORT.... SYSTEMS... RESPECT.... STAFF.... MANAGEMENT....

I like the people I work with. I like that I have control over what I do every day. I like that you have helped me become successful. Thanks again!

Everyone cares, it's like a family

It's family... Great group of passionate people working towards common goals... Inspired leaders... I awake with energy everyday to come to work...

While with another company years ago, I worked for a fantastic General Manager who truly respected all that radio embraces and she shared that passion with the staff everyday. This GM always said "if it ain't fun, it ain't radio"! She was right. I think this approach applies at myFM most of the time. I have worked at a few places over the years since and where that did not apply morale was always in the shitter. The companies that 'get' that radio is supposed to be fun always seem to achieve greater success - strange how that works, eh?

I like working for myFM because this is a job where you can really get involved in your community and help smaller business be more successful.

I am proud of the impact we have in the communities with the number of employees we operate with, I enjoy the involvement it allows me in community events.

TEAM. Together we work to grow our personal success and in turn the success of MBC.

I like how community oriented the company as a whole is, I like that the sky is the limit for the success that you can have with myFM, I like and respect the management in the company

From day one until now it still feels like a family. We all work together, strive to do well together and care about the company we work for as do the owners care about us. Retreats aren't something that most companies today would offer their employees. Things like the retreat remind us that we do work for a great company and in my case make me want to work harder and accomplish more.

Like it was mentioned in the workshop with offer big city items with a small town feel...I like knowing that what I do each day in the Sales Dept really does make a difference. And how the company works with their staff and offers support wherever its needed.

Team atmosphere. Everyone works together to put the best product on the air that is humanly possible.

- growing company - room for expansion - community focused

I enjoy watching MBC grow. It's been a great experience and I've met many wonderful people along the way. I've learned and I've shared my knowledge. MBC has a good thing going and I look forward in being a part of their next 'growing spurt'!

Being a part of something I can not only be proud of, but that is hugely successful. What a way to wind down a career, being in a vibrant growing company - doing things 'they' said couldn't be done - and helping to train and nurture the next generation of radio people - as opposed to people in radio. These really are the best days of my life.

The comfortable atmosphere. The group of people - easy to get along with, helpful, kind, fun to work with. Small company, family like environment, feel like a person, not a number like you can in bigger corporations.

It is an interesting job ..That changes each and every day ...and dealing with the Public

I enjoy the people I work with, what I work towards; helping businesses succeed through successful advertising campaigns and like the positive push from managers and the expectations I set and achieve for myself. :)