

105.7 myFM STRATHROY-CARADOC RECEIVES AWARD

Local radio station recognized for providing learning opportunities to area high-school students



Back Row L to R: Jeremy Riddell, Operations Manager, myFM; Jeff Degraw, General Manager, myFM; Dr. J. Koropatnick, Provincial Partnership Council.

Front Row L to R: Brittany Nesseth, Student; Colleen Lashbrook, Co-operative Education Head, Strathroy District Collegiate Institute; Shannon Churchill, General Manager, Strathroy & District Chamber of Commerce; Kathryn Tull, *Passport to Prosperity* Coordinator, Workforce Planning and Development Board.

[105.7 myFM](#) Strathroy-Caradoc on July 22, 2011 received the 2011 *Passport to Prosperity* Employer Champion Award in recognition of its outstanding commitment to providing high school students in the community with meaningful work-related experiences. By creating challenging and rewarding cooperative education opportunities, the station is helping to shape and guide future career paths.

Youth Projects Manager/*Passport to Prosperity* Coordinator at the Workforce Planning and Development Board, Kathryn Tull, nominated 105.7 myFM for their outstanding support in providing an intensive cooperative education program for high school students in Strathroy for more than five years. 105.7 myFM created a structured job description for the students, while in placement, students are challenged daily to come up with their own story ideas, present them to management and then execute a journalistic piece that was ready for prime time. After a competitive and rigorous application process, the student acts as the myFM high school correspondent. They report on sporting events and extracurricular activities happening at local schools. Students conduct interviews, stay on top of current events with a highly detailed calendar and are expected to develop meaningful professional connections.

Award presentation has aired several times with Chris Soares Morning host, Jeff Degraw 105.7 myFM General Manager, Dr. James Koropatnick presenter from the Provincial Partnership Council, Colleen Lashbrook Co-operative Education Head Strathroy District Collegiate Institute, Brittany Nesseth coop student.

“It takes a high-performing, professional and knowledgeable individual to succeed in this demanding position, but the room for individual growth is second to none,” said Jeff Degraw, general manager, myFM 105.7. “We equip our students with the tools and systems to succeed, but it is up to them to take ownership of the role. We consider it success when the student can leave knowing they have pushed themselves to learn something new every day.”

105.7 myFM has a solid presence in the Strathroy-Caradoc community. They have a mandate to hire local talent and to take the time to individually mentor each student who is brought on. It is a part of myFM’s corporate culture to take the time to provide students with meaningful and rewarding experiences.

“105.7 myFM is a forward-thinking leader that recognizes the value of experiential learning as an effective way to recruit, train and retain young workers,” said Jon Hamovitch, chair of the Provincial Partnership Council. “We applaud the dedication of the station’s employees for helping local students develop practical work and leadership skills through dynamic assignments that best suit their educational backgrounds and learning styles.”

Criteria for the award is longevity, the level of partnership and cooperation between the employer and educator and above all, how meaningful the experience was for the student and the employer, the following four employers were selected to receive Employer Champion Award:

Variety Village – Toronto,
Spadoni Motors Ltd. – Terrace Bay, ON
401 Dixie Nissan Infiniti – Mississauga, ON

105.7 myFM – Strathroy, ON

Today more than 40,000 employers across the province have recognized the value of opening their doors to high school students, but more are needed. Without the commitment and dedication of employers, including the Employer Champion Award winners, high school students would have limited opportunities to explore their career options and gain valuable training as they prepare for the working world.

About *Passport to Prosperity*

Passport to Prosperity is a province-wide initiative led by the Provincial Partnership Council (PPC) that encourages and supports Ontario employers in providing high school students with experiential learning opportunities. The PPC works closely with the Ontario Ministry of Education; the Ontario Ministry of Training, Colleges and Universities; and the Ontario Business Education Partnership, representing business-education councils and workforce planning boards across the province.

To learn more about *Passport to Prosperity* and how to become involved, please visit www.EmployerRegistry.ca or contact [Kathryn Tull](mailto:Kathryn.Tull@ppc.on.ca) at 519-672-3499.