

QUICK VIEW

Roles and Responsibilities

Top of the **FOOD CHAIN**

reason follow them – you're working for the wrong company. On the other hand, if you follow these basic rules and practice them conscientiously, not only will you and the station become more successful but you'll also have a long and satisfying career with myFM.

The Customer

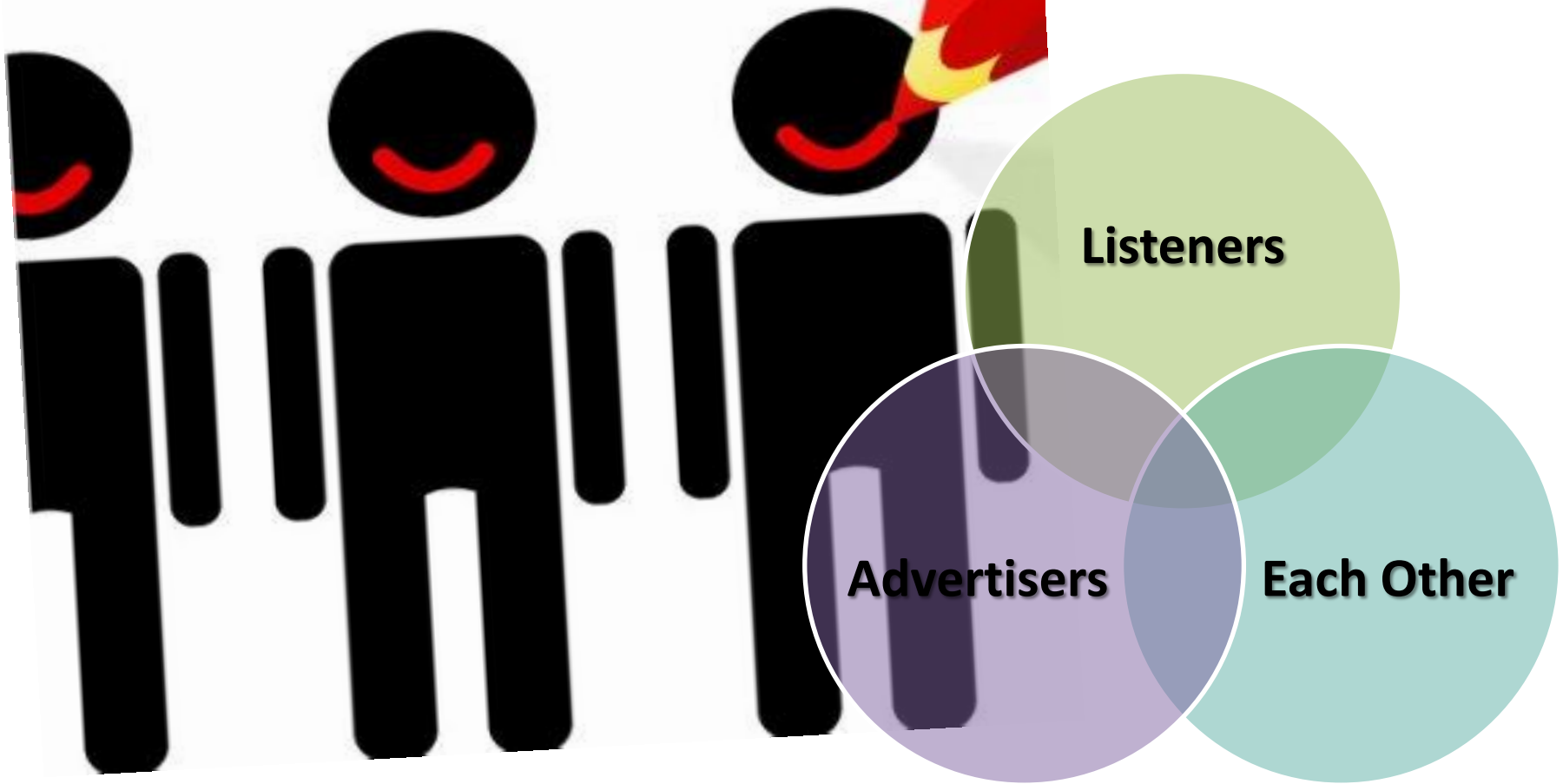
The single most important person to myFM is "the customer" (our advertising partners and our listeners). More important than the General Manager, the Morning Show, the CRTC or anyone else you can think of.

The Customer is PRIORITY

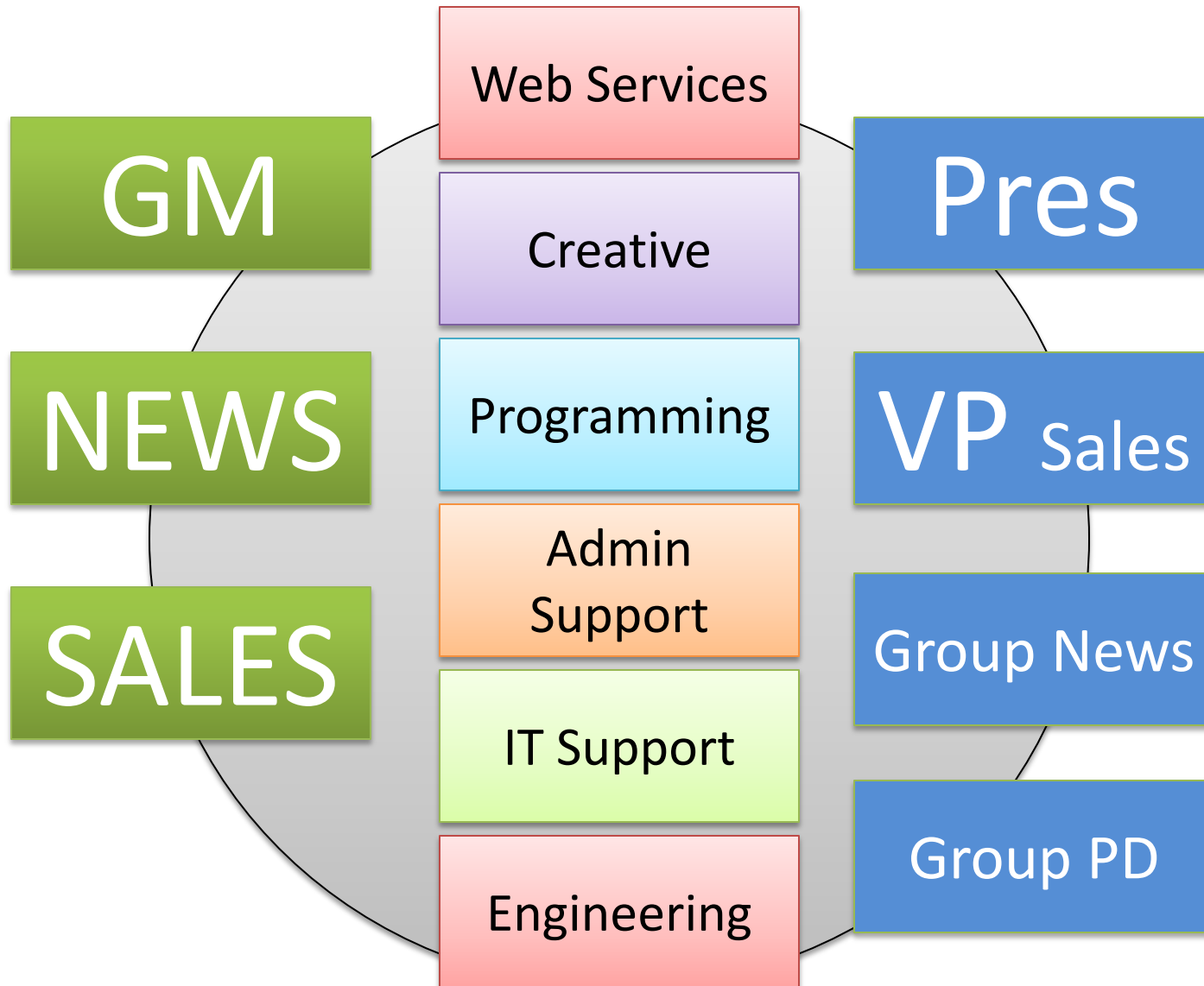
Without customers, we have nothing. It can be easy to forget that and not give the customer the attention he/she needs and deserves. Failure to pay attention to the customer's needs is an absolute guarantee of failure. It might not happen this year, or next – but you can be sure that if "the customer" is neglected, failure is inevitable.

OUR SOLE FUNCTION IS TO NOT JUST SATISFY THE

threeCUSTOMERS



Brief OVERVIEW



NEWS



myFM News

We need to respect, maintain and protect the integrity of the news team should understand local news and information for our audience to be a positive step towards meeting our goals.

Always Remember:

1. You should make every effort to personally know every potential news source in the area. You should know how to access them on short notice. This list should be well documented and available for the entire news team.

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1. You should make every effort to personally know every potential news source in the area. You should know how to access them on short notice. This list should be well documented and available for the entire news team.
2. Be Accurate. Be Honest. Represent both sides fairly and impartially. Do your homework. Admit when you've made a mistake and correct it.
3. We will not only write and deliver high quality local news casts, but we'll be present where local newsmakers are meeting. We will make our presence known by introducing ourselves, getting pictures and audio. The message we should send to all local news-makers is that our station is serious about local news and reporting to our audience.
4. We report facts. We don't steal. We should make every effort to be first with every story. In the rare cases we use an outside source; we will properly attribute the story to the source.
5. myFM is a business. The newsroom, like any other department, should make every effort to support our clients. When looking for a business source for a story, always approach clients first. When local businesses have a legitimate news story, we will cover it. When a client becomes involved in an unfortunate news story, we are bound by ethics to cover it as we would any other story. However, it is always best to discuss it with your Group News Director AND your General Manager first so a decision can be made as a team in how it should be handled.
6. It is part of your job to know how to properly pronounce names, streets, rivers, and other local landmarks. Don't be lazy. Don't guess. Don't think you already know. Check. Check. Check. Say it right every time. If you don't know – ASK.
7. You are obligated to use, maintain, and grow a proper day file. This is the foundation of being prepared and professional. Follow the system. Our goal is to have each news person generate at least 6 local news stories per day. These stories should fit into these key categories as much as possible; Hard News, Local lifestyle, Wallet, Recreation, Local Sports, and Local Business. Always think: What's in it for the audience? How does this story benefit them?
8. Trust is the foundation of myFM. We are independent, impartial and honest. We are committed to achieving the highest standards of accuracy both on-air and on the web. We must avoid knowingly misleading our audience.
9. Keep it simple. Use lots of actualities, and let the audio tell the story. The more local voices on the air – the better. Capture pictures that reflect the story. The more local – the better. The more people in the picture – the better.
10. You need to know our systems inside and out. You need to be able to do every job in the newsroom and on-air studio imaginable. If you don't know how to do something – Learn it now. Not Knowing is not an acceptable excuse. ASK for help. You need to be ready to execute at a moment's notice. Make sure YOU'RE ready.

Sales



myFM News

We need to respect, maintain and grow the reputation of the news team should understand the importance of local news and information for our community. It should be a positive step towards meeting our goals.

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1. You should make every effort to personally know every Customer on your assigned list. You should know how to access them on short notice. This list should be well documented and available in INABOX.
2. Be Prepared. Be Active. Do your homework. Make sure you are in regular contact with your customers. Make sure you are in touch with Valid Business Reasons. First impressions are very important and can have a long lasting effect on people. You should always dress appropriately, be aware of your appearance and carry yourself with confidence.
3. We will not only write and deliver high quality commercials and presentations, but we'll be present where local business owners are meeting. We will make our presence known by introducing ourselves, and interacting. The message we should send to all local business owners is that our station is serious about helping local business and helping them grow.
4. We offer multi-media. We should make every effort help our clients on all fronts. We can offer call-to-action, branding, web ads, live broadcasts, community sponsorships and interactive promotions. We should also be aware of multi-market opportunities.
5. We are a business. The sales team, like any other department, should make every effort to support our clients when making buying decisions and recommendations. We should make sure we communicate "client happenings" with the newsroom and announcers when relevant. When local businesses have a legitimate news story, we will cover it. When a client becomes involved in an unfortunate news story, we are bound by ethics to cover it as we would any other story. This coverage will be determined by the Group News Director AND your General Manager.
6. You are obligated to use, maintain, and grow a proper planning file. This is the foundation of being prepared and professional. Follow the system. Our goal is to have each sales person present enough ideas each week to sell \$5000 per week.
7. Trust is the foundation of MBC. We are independent, impartial and honest. We are committed to achieving the highest standards of credibility. Never over promised and under deliver. That is simple not our way. Our group delivers on what we say. Please keep clients expectations clear and concise.
8. Keep it simple. Make sure you have planned SALES calls each day. Service Calls, Copy Calls and Collection Calls are important too. It is important to keep a reasonable balance with a foundation of DAILY SALES CALLS.
9. You need to know our systems inside and out. You need to be able to use our creative systems, traffic systems, reporting systems, and understand billing. If you don't know how to do something – Learn it now. *Not knowing is not an acceptable excuse. ASK for help. You need to be ready to execute at a moment's notice. Make sure YOU'RE ready.*

GM's



myFM News

We need to respect, maintain and protect the integrity of the news team should understand local news and information for the community to be a positive step towards meeting the needs of the community.

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1. You should make every effort to personally know every Customer and local news maker. You should know how to access them on short notice. This list should be well documented.
2. MBC needs to be involved in the community. We need to be an active leader. We should always support efforts that improve the community.
3. Plan and Execute weekly one-on-ones with each of sales team. Check in with your other staff on a regular basis. Organize the weekly Monday Morning Meeting to maintain open office and group communication.
4. Insure our local news coverage is topical and timely. Inspect the local website and social media to confirm regular and correct postings.
5. We are a business. We should make every effort to support our clients when making buying decisions and recommendations. We should make sure we communicate "client happenings"
6. Keep it simple. Make sure your team has planned SALES calls each day. Service Calls, Copy Calls and Collection Calls are important too. It is important to keep a reasonable balance with a foundation of DAILY SALES CALLS.
7. Ensure your team has the tool required to win. Make sure to "cut tape" to expedite solutions.
8. Hit budgets. Dominate the community.
9. You need to know our systems inside and out. You need to be able to use our creative systems, traffic systems, reporting systems, and understand billing. If you don't know how to do something – Learn it now. *Not knowing is not an acceptable excuse. ASK for help. You need to be ready to execute at a moment's notice. Make sure YOU'RE ready.*

help**QUICK!**

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