

No matter how good we are, there is no room for complacency we're not "perfect radio stations"

Business Philosophy:

This is simple. We must look after our advertisers and listeners better than and other medium in the market; we must do everything we do to the absolute best of our ability; and have a great time doing it! Do this; and everything else will fall into place.

The Business Philosophy is designed to help the stations performance in all areas by clearly identifying the most important priorities and to let the staff know what is expected of them and what they, in turn, can expect from the station. Adherence to the principles outlined in this Business Philosophy will ensure even greater success.

Please understand, these are not guidelines – they are absolute rules. If you disagree with these principles or cannot, for some 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 NEEDS AND WANTS OF OUR CUSTOMERS (advertisers and listeners) BUT TO EXCEED THEIR EXPECTATIONS.

Do not forget this. Our sole function is to satisfy the needs and wants of our customers – and to exceed their expectations.

We are not at myFM to satisfy our own self-interest or simply advance our careers. While these are important, they are all secondary to our primary function – to serve our customers. We achieve our personal goals and satisfaction through serving our customers not in spite of them. Our customers are not “dumb listeners” or “pain in the butt clients” – they are the very lifeblood of this radio station. Don't every forget that.

SERVICE – EXCELLENCE - FUN

Exceeding the Expectations of the Customers.

What does it mean? Quite simple, it means:

- 1) Always – no matter the situation – always deal politely and courteously with listeners or clients.

- 2) Dealing promptly with inquirers or complaints. That means promptly – not tomorrow or the day after. I do not expect, for example, to get emails from listeners who have won a prize but were not told how and when to collect them, or advertisers who have called about information but had no response from our sales department, or sale person concerned. Under no circumstances should it take more than 48 hours to deal with and resolve any complaint.
- 3) Going that “extra mile” to find the answer, solve the problem or help in any other way. In short, adopt an “above and beyond the call of duty” attitude when it comes to our customers.
- 4) Going out of your way to demonstrate to our customers that they are important to you, personally, as well as to myFM.
- 5) Absolute integrity in all our dealings with our clients and listeners.
- 6) Service, Service, service and more service.
- 7) Professionalism.
- 8) Excellence in everything we do.
- 9) Constantly looking for ways to satisfy our customers’ needs or improve our current performance.
- 10) Doing the little things right. They may not seem important to you, but they are very important to the customer.
- 11) Putting the customers at ease and making it easy to deal with myFM.

12) Honoring any commitment that had been made by the station – regardless of the circumstances.

13) Never making promises you cannot deliver.

These are not just desirable rules that you should try to follow – they are **ABSOLUTE** and **MUST** be followed. Regard them as being a condition of your employment at myFM.

Your sole purpose for being at myFM is not to justify the needs and wants of our customers, *but to exceed their expectations*.

Everything else is secondary.

Two points to consider:

- (1) Part of your salary is paid to be nice to people you may not like.
- (2) The customer is not **ALWAYS** right, but he should **ALWAYS BE MADE TO FEEL THAT HE IS**.

PEOPLE

The formula for myFM's success revolves around its people. Our aim is to achieve results through people, not in spite of them. myFM is not built on restrictive rules and regulations nor a complex bureaucratic structure. Certainly, there are some basic rules and regulations but these are designed to offer plenty of room for initiative, creative expression and personal responsibility. Every person is an individual and myFM believes in the importance of allowing people to express that individuality through a work environment that is conducive to free thinking and the development of the strengths of the individual.

The “quality of people, quality output” approach, to which each station adheres, revolves around five things:

- (1) Getting the best available people.
- (2) Giving them the freedom to move.
- (3) Looking after them in every way possible.
- (4) Providing them with the “tools” and support necessary to perform to the best of their ability.
- (5) Recognizing and rewarding their achievements.

Not everyone who works at myFM will be a superstar, but you can make a positive contribution to the station’s success if you make a genuine commitment and work to the best of your ability at all times. While some people are top performers, the success of the station does not revolve around them. It relies on a positive contribution and commitment from everyone – the unified team approach.

What can you expect from myFM?

1. Job Satisfaction.
2. Staff Benefits (apart from salary)
3. The opportunity to exercise initiative and accept responsibility.
4. A good working environment.
5. Security and Stability.
6. Career advancement opportunities.
7. Recognition for your efforts.
8. The opportunity to express yourself openly without fear of management retribution. Constructive criticism is, in fact, encouraged.
9. Active encouragement to put forward ideas and suggestions on improving the station’s performance – even if those suggestions relate to departments other than your own.

What does myFM expect from you?

1. Adherence to the basic philosophy of the station and the few rules it imposes.
2. Confidentiality about myFM business matters – At all times.
3. Commitment and Dedication.
4. Professional pride as a broadcaster.
5. Enthusiasm for what you do.
6. A positive approach to the station overall, not just your department. There is no room at myFM for the “it’s not my job” syndrome.
7. A solution-conscious approach. Your energies should be devoted to finding solutions, not creating problems.
8. A customer-oriented approach to everything you do.
9. Loyalty, honesty and integrity at all times.

If you have any problems make sure you tell someone who is in a position to fix them – don’t spend time complaining to other staff members.

If you feel that the station is not delivering its part of the deal, tell us. In the same honest way, we will let you know if we feel that you are not living up to the expectations of the station.

myFM’s success lies in the hands of its people. That’s a very important responsibility you have, one which demands more than simply turning up for work at the required times. If you regard working at myFM as “just another job”, you should seriously consider your future here. That’s not the approach that builds great radio stations.

EXCELLENCE

Excellence in everything we do is absolutely essential.

The Product

MyFM has two inter-related but quite different products:

- (1) The Programming / Station Format.
- (2) The Advertising Time.

Obviously the value of the second product (advertising time) is very dependant on the success of the first (the programming).

Our aim must always be excellence in everything we do. True success will come with a totally customer-responsive, quality-conscious approach to our product. Anything less than the best is not good enough.

The 100% Principle

The station works on a very simple 100% principle – every mistake you make, no matter how small or seemingly unimportant, detracts from the possibility of 100% performance. Likewise, anything you do that is less than your best also detracts from the possibility of 100% performance.

This applies to everybody. A small typing error and we're down to 99% performance. An on-air error about time, weather or whatever and we're down to 98%. A rude telephone response to a caller and we're down to 97% and so on. This whole philosophy revolves around eliminating mistakes and doing absolutely everything to the best of your ability.

The Collective Factor

A radio station is not judged on its ability to do some things well; rather people get a collective impression of everything the station does. If the station plays great music but has inaccurate news, poor personalities and an unpleasant receptionist, it will be perceived as being a bad radio station. Similarly, if we write a great commercial but make scheduling errors, poor client service or make rude debt-collection calls to clients, we will be perceived as a bad radio station. That's the collective factor. In simple terms, we should aim to do a thousand things 1% better than our competitors rather than one thing 1000% better.

Perception is Everything

Don't confuse people with the truth; it's what they believe that counts. Think about it. Remember: neither our listeners nor our advertising clients HAVE to use us. They have numerous other choices available. Our task is to make it desirable and beneficial for them to choose myFM. That once again, requires a customer-oriented approach to our product. Ask yourself this: what is it that our listeners and clients need or want from myFM? Then set about satisfying those needs and wants. It's a remarkably simple, but truly successful, formula.

The Target Audience

Our product depends on our ability to satisfy the listening requirements of our target audience and "deliver" that target audience to our advertisers. Everything we do must be aimed at that audience, regardless of our own personal interests or preferences. You might, personally be keen on organizing a rock concert – but is that what our audience wants? Our role is to respond to our customers, not impose our values or preferences upon them.

Ownership

The radio station is yours. Who owns the shares is totally irrelevant. You are in reality, the “owners” of myFM. It is your efforts and expertise that determines how successful the station is. Since that power lies in your hands, you are, effectively the owners. As owners, you have the right to share I the success of the stations and myFM is committed to ensuring that you do.

If you find this a little difficult to believe, thinks about this: if you don't own the company, who does? Forget who invested the money, because in reality all we have done is put our faith in your ability to make your company successful. Without you, we have an investment in nothing.

It is important that you contribute; in whatever way you can to the profitability of the station. You can do this by helping to generate revenue or contain costs. Ensure that non-essential expenditure is eliminated or at least kept to an absolute minimum. You should also do whatever you can to look after our customers (listeners and clients). The Customer Service Philosophy is a critical element in our long-term strategy. Make sure that ever dealing with every customer of the radio station is a pleasant, satisfying and delightful experience. And remember, our success is your success.

The fulfillment of your dreams lies within you and you alone. When you understand and accept this, then nothing, or no one, can deny you greatness. The power to succeed is yours. And no one can take that away.

Autonomy and Initiative

myFM prides itself on being a station that is decisive and takes action. The philosophy is simple: we would rather that a wrong decision was made, than no decision at all. We're 'doers' not 'dreamers'. You won't find wads of committee reports, analysis, piles of market research or dozen of feasibility studies at myFM. If something is worth doing, we'll do it. It's as simple as that.

In the same way that you have a right to expect quick decisions and action, we expect you to use your initiative and make your own decisions within your areas of responsibility. Initiative is positively encouraged and action essential.

We firmly believe in the principle of individual responsibility and accountability – the right if he individual to use initiative, take action and be accountable for the results.

All we ask is that you make an absolute commitment to the central values and philosophies of myFM. Aside from that, there are not too many rules and there is a great degree of individual flexibility.

Use your best judgment at all times.

Commitment

Commitment is the key. Without it, you will never realize your full potential, nor will myFM achieve the success it is aiming for.

If you commit yourself to your individual job, commit yourself to the station and commit yourself to its Business Philosophy, we'll have a long, mutually successful and highly profitable relationship.

There are three basic areas in which you must make that commitment:

- COMMITMENT TO EXCELLENCE
- COMMITMENT TO CUSTOMER SATISFACTION
- COMMITMENT TO ACTION

The Winning Mentality

It is vital that we believe in a winner mentality at all times. The winner always has the positive conviction that he or she cannot fail. Winners devote their energies to finding solutions and to working out ways in which they succeed. Losers, on the other hand, spend their time creating problems and creating reasons to justify why they failed. Winners have faith in themselves and are committed, dedicated, proud, enthusiastic and determined.

Conclusion

The purpose of this Business Philosophy is to ensure that everyone at myFM is aware of what is expected of them and what they, in turn, can expect from the station. The whole philosophy amounts, quite simple, to a commonsense approach to our business.

The rules are few and certainly not restrictive, but they are **THE RULES**. It is a condition of your employment at myFM that you adhere to them at all times. No Exceptions.

myFM is your company. Take pride in what it achieves and take pride in your contribution to its success. And always remember the very basis of our philosophy – three simple words:

SERVICE. EXCELLENCE. FUN.