

MY BROADCASTING CORPORATION

Strategic Objective

Within 10 years MY BROADCASTING CORPORATION will be a network of at least 14 locally programmed radio stations and multi-media platforms with a direct focus on the community, service to clients, commitment to staff members and the pursuit of excellence through continued innovation and enthusiasm. Network sales will exceed \$12.9 million dollars. A significant part of revenue will come from locally owned and operated businesses. Our stations and multi-media platforms will be located in small and medium size Ontario markets. Our company expectation is to achieve higher profitability per station at or above the industry standard through improved sales performance and cost control.

Each myFM station will deliver the exact same local oriented listening experience and community content focus. The combination of our radio and multi-media platforms will offer relevant “touch-points” for our advertisers to reach more local consumers more often. Our advertising partners will be served by polite and friendly account executives that will provide quick response, and turn around when required. Our Account Executives will help our clients succeed through multi-platform campaigns, interactive promotions and on-site broadcasts.

Each myFM station will be a community leader. Each station will be committed to being **the** local institution that always supports any group that is working to improve the community or local business environment. We expect to win Community Awards, garner local and regional government acknowledgement and receive hundreds of “thank you” cards each year from non-profit groups, local government, listeners and advertising partners. We also expect to be the advertising medium of choice in each market.

Each myFM staff member can expect to work in a fun environment that encourages personal accountability, creativity, “over-the-top” customer service, learning opportunities and personal growth. It is important that each team member “care” about the quality of their own work and their community. Our success will be measured by our results and productivity, and not by the amount of hours we work.

Every programming and sales system of each myFM station will be standardized to create efficiencies for both our people resources and financial resources. On-air, all music, imaging and promotions will be tightly controlled. Personalities will be responsible for creating unique and fun local content within set parameters. Our news teams will maintain proper day files to insure maximum local news content. Each element of our on-air programming will be focused on listeners aged 25-54 years of age with specific attention to females.

Each station will be listener focused in programming, and client focused through well-planned tactical and strategic advertising campaigns designed to create a positive return on investment for our advertising partners. myFM customers can expect outstanding customer service; fair pricing and we should make them feel that they too are an integral part of our myFM team.

Content. Caring. Community. Every day.

