



APR 2007

The Dog's Bark

A PUBLICATION OF MAD DOG WIRELESS, INC.

A Consistent Message... That's How It Works

By Tim McDonnell - Sales Manager



Please give a few minutes to tell you about one of my favorite advertising programs, the J.C. windows. But just in case you missed it, they cover the entire store with Three Day Sale banners and cards. In other words, the place screams, "We're having a Three Day Sale!" I love this because the message is consistent. One message, all medias, at once.

Penny Three Day Sale. I love the Three Day Sale, not as much as my wife, and not for the same reasons. I love it because it teaches me a valuable lesson about local advertising. When JC Penny has the Three Day Sale where do you hear about it? Every where! They use the same message in all of their advertising materials. It's the Three Day Sale on TV, radio, newspaper and in their store. As a matter of fact, when you walk into JC Penny during the Three Day Sale, you can't get in the front door without seeing the giant posters on the

I wonder how much money JC Penny spent to develop this advertising strategy? A few hundred thousand dollars? Maybe a million? I don't know, but it doesn't matter. What matters is that anyone can and should copy what works.

The biggest advertising mistake made by business owners is trying to measure their advertising success by putting different messages into different medias. It does seem to make sense that if you put one product on sale in the

paper, another in the ad sheet, and still a different one on the radio, that the one that brings the best result is the one that will give you the best return on investment. Therefore, this is where you should put your entire advertising budget. But that's just not how marketing works.

Local advertising is only successful when you reach a sufficient number of prospects with a message that is compelling enough to convince them that they should buy from you rather than your competitors. The key is "number of impressions made". In other words, it's what you say times how many times people see and hear it. When you run three different messages, in three different medias, you have just cut your advertising effectiveness into thirds, and wasted a lot of

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No Smoking, Please...

By Rick Murphy - CEO



On May 1st Arizona is implementing a non-smoking policy in public buildings and infractions will carry heavy penalties with plenty of funding to enforce the ban. California has been non-smoking for years, and believe me, when I say, the bars and restaurants there are surviving nicely. In fact, it is hard to get reservation in many of them. A number of fine restaurants in our area implemented non-smoking policies long before the ban out of concern for their patron's health. I applaud them.

Here is my disclaimer! I don't smoke, thanks to my father. He made it infinitely clear that, should I start, the pain would be immense. *Thanks dad!* Those who know me well know that I am vehemently opposed to people smoking in public buildings and especially around children. Subjecting children to second hand smoke is, simply put, child abuse!

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SATELLITE OFF ORBIT

USA -- Arbitron has a new Fall 2006 ratings survey out and for the first time, participants are asked to indicate their preferences regarding satellite and Internet radio stations as well as AM/FM terrestrial (land) radio.

The news is not good for satellite giants Sirius and XM (they recently announced a merger subject to FCC approval). Arbitron reveals the sum of all listening to satellite radio channels mentioned by the half-million diary keepers totaled only 3.4% of credited quarter hours. Respondents did mention 297 separate satellite radio channels during the Fall 2006 survey, but the highest share of quarter hours for an individual satellite radio channel was just .2% (that's POINT - 2 - percent). The average satellite radio channel had a .009% share of quarter hours, which would not be high enough to meet Arbitron's minimum reporting standards. In total, approximately 5.6% of the 468,786 diary keepers who participated in the survey listed a satellite radio channel in their diary.

The reports also shows that the satellite listeners are major listeners of radio in general, including AM and FM stations. The findings reveal that people who listen to satellite radio spend more time with AM/FM radio (14 hours) than they do with satellite radio (10 hours, 45 minutes) or Internet stations (8 hours, 15 minutes).

Chance Meetings....

By Julie Cummings



My daughter Nicole, who recently graduated high school, has moved to New York to attend college.

While getting situated in her new dorm, my husband and I took her out to dinner. She loved the restaurant chain we dined in and thought it might be the perfect part-time job for her. Being the shy kid that she is, she went right up to the manager and asked if they had any positions open, and if she could apply for a job. The manager spoke with her for a few minutes and asked her to come back the next day for an interview.

The next day she walked into the lobby of the restaurant, spoke with the hostess and waited for her meeting with the manager. While waiting in the lobby, a man walked up and asked what she was doing there. She told him she's applying for a job, how she's always loved the chain and wanted to be a spokesperson for them. He asked her a few

questions, which she energetically and passionately answered with the excitement she felt for the position. He listened to her than politely excused himself. As he walked out the door, he turned back and said, "By the way, you got the job." My daughter, a bit puzzled, wondering who this stranger was, turned to the hostess for help. The hostess looked at her and said, "That was the owner. You'd better tell the manager he hired you."

The moral of the story: You never know who you're talking to. The passion you feel for something, and a chance meeting, can very well turn into your dream job.



Pimpin' His Ride!

Murphy Broadcasting's Drake Finney (seated) answers questions from onlookers about the mini-roadster he took for a test drive yesterday at the Big Boys Toys event, featuring 45 local vendors and businesses at the London Bridge Shopping Center in Lake Havasu. The unique custom cruiser is made by a Havasu business called "Krazy Kars," and features a 49cc fan-cooled Honda engine, hydraulic rear disc brakes, an electric starter, LED head and tail lights and chrome wheels.

... A Consistent Message

that will most effectively reach your target market.

➤ Invite the representatives from each advertising company to a planning meeting.

➤ Develop your "Three Day Sale" strategy, including newspaper and radio copy, ad sheet coupons and in-store point of sale material.

➤ Remember, you're in charge. The ad reps work for you. Tell them what you want and let them help you get it done.

➤ Set your objectives.

➤ Set your campaign dates.

➤ Schedule a follow up meeting where you can put the whole thing together.

➤ Merchandise your business so that anyone driving by will know what your campaign is.

➤ Get ready, set, go!

Thanks for taking the time to read this. If it helps, buy me a cup of coffee!

... No Smoking

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Five months after a community in Italy banned smoking in public indoor places, it recorded an 11% drop in hospital admissions for acute heart attacks among people under age 60. Reduced exposure to passive smoking, rather than less active smoking, is credited for the dramatic reduction, according to researchers from the University of Turin. Prior to the ban, rates of acute myocardial infarction had been increasing. Among active smokers, the ban could account for a decrease in hospital admissions of just 0.7%.

Remember when you could smoke in an airplane. What weren't we thinking!?!?!?

104.5 FM - Lake Havasu
95.3 FM - Bullhead City
95.9 FM - Kingman



101.9 FM - Lake Havasu
93.5 FM - Bullhead/Laughlin
99.1 FM - Kingman



101.1 FM - Lake Havasu
106.3 FM - Bullhead/Laughlin
100.7 FM - Kingman



96.7 FM - Lake Havasu
103.9 FM - Bullhead/Laughlin
103.9 FM - Kingman



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