

Radio Station Changes

By Chris Rolando - CEO



Time stands still for no man, or the FCC.

For those of you who scan around the band, there have been changes in radio in the area. Some of these have been in the works for quite some time and have now come home to roost. So here is the rundown in case you do not have a score card:

KADD-FM moves to Logandale!

KADD-FM which was at 93.5 in Laughlin, and carried K-Hits has completed its move to Logandale, Nevada. The three year construction project pitted men against mountains and terrain, but in the end it was all worth it.

Cal-Nev-Ari gets a radio station:

KVAL-FM signed on this month from Christmas Tree Pass, and took over the programming that was on KADD, the K-HITS format. KVAL is heard in Laughlin, Bullhead, Mohave Valley and Needles areas on 104.9FM. In all other areas, K-HITS is heard where it was before... 101.9 in Lake Havasu City, and 99.1 in Kingman.

K-FLAG leaves Kingman:

KFLG-FM has begun construction of its new facilities for its move to Big River, California. The actual transmitter site will be the Crossman Peak Communication site outside of Lake Havasu City.

KNTR-AM gets an FM transmitter!

KNTR, like many AM stations in smaller communities has always suffered from having to reduce power at night. KNTR-AM has been granted a special permit by the FCC to begin broadcasting on FM,

24 hours a day. KNTR-AM's programming can now be heard in Lake Havasu City on 97.1FM.

Mohave Valley in Line for Its Own Radio Station:

Radio Station KVYL-FM will be heard at 93.7 sometime this spring. While no one is saying too much about what the format will be, the call letter "VYL" appear to stand for "Vinyl", which to us means Old School. It will be fun to see how this one hashes out.

In Defense of Lousy Customer Service

by Rick Murphy - Owner



If you are ever in the area of Kailua Beach Park on the windward side of Oahu, you'll notice the smell of grilling steaks. Look across and you'll see Buzz's... a restaurant made up of a maze of rooms that looks pretty much the same today as when it opened in 1967. It's the kind of place that if you sit at the bar, you will make friends. The one thing you will not find at Buzz's is good customer service.

credit card in over 40 years and we're not starting today for YOU". Dumbfounded, we all started pooling our cash to see if we could cover the tab. Then, after enjoying our obvious discomfort for just long enough for it to be painful, the waitress said they did have an ATM that we could use.

So what is the point here? The point is, sometimes you can get away with lousy, almost criminal bad behavior and poor customer service. You see, Buzz's is one of a kind. No one will ever be able to build next to it... no one will ever compete with the view or the ambiance. As was so rudely pointed out to me by a server, they have been doing things that same way for 40 years and were not about to change for me. But for the rest of us that actually HAVE competition, we need to handle people in a way that makes them WANT to come back.

On the particular day that I was there, some friends and I managed to eat and drink our way through over \$200 of Hawaiian hospitality. So when presented with the bill, I threw down my trusty American Express card. The waitress tossed it back saying that they do not take American Express. "In fact" she added, "we have not taken a



It takes more than sound to be a sound citizen. We believe a radio station should be more than music, news, talk, weather and sports. We believe that a radio station, which aspires to greatness, should be totally involved in the community and dedicated to making life better for all its citizens. We believe this because we have spent decades proving that it works. To truly reflect a great city, a great radio station can do no less.

Recruitment... A Full Time Job!

by Michael Anthony - Sales Manager



One thing I hear over and over again from people is that “You just cannot find good

methodical and thought out way, does work. There ARE people out there who could be a match for your company, but you need a plan.

For many of us the plan usually goes something like this:

“Bob fell in love with a woman he met over the Internet, and is leaving for Vermont next week to get married and live on her farm.... We’d better get an ad in the paper”.

Imagine how much nicer this would be:

“Bob fell in love with a woman he met over the Internet, and is

leaving for Vermont next week to get married and live on her farm.... Please call in the top three people we have on the recruitment list and let’s give each a third interview”.

We all say we will do a better job recruiting. But we all get in trouble because it is just not urgent, until it IS urgent. That’s when we make hiring mistakes. That is why I try to never stop recruiting and ask myself the following:

1) What kind of person am I looking for? In other words, what skill sets do I need? What previous experience is needed? What kind of motivators must the person possess?

2) Where would this person be

now? What would it take to get them to work with me?

3) How do I reach this person? Advertising? Get into their circles?

4) How do I make it easy for them to find me?

One very helpful thing we have done here is to put our job application on-line at www.maddog.net, so people can apply anytime, from anywhere.

Once I have all of this set up, all I need to do is execute the plan. Not once or twice, but from today forward. If I do the job correctly, I will always have people when I need them, and hopefully more of the right people.

people”. It reminds me a lot of people who say “If I could just hit the lottery, my troubles would be over”. When I ask if they bought a ticket, they invariably say “Well... not in awhile”.

Unlike the lottery, where statistically speaking you have nearly the same chance of winning whether you buy a ticket or not, recruitment, when done in a

What Does it Take to Make a Great Event?

By Ron Nickle



This month we wrapped up yet another Big Boys Toys show, this time on McCulloch Blvd in Lake Havasu City. It was a great time and

the feedback was very positive. This on the heels of a “Tour of Dreams” where we asked people to tour model homes and see the furnishings provided by Windsor Square. On each Saturday, we asked people to come, and they came.

I know that we are all hearing that the economy is bad, and that the world as we know it is ending. This being my fourth “recession”, I remember hearing that each time. In the 70’s, I recall that the Japanese were going to buy the USA and everything we held dear was going

to end. In this one, it’s the Chinese. But as these show events went forward, we saw that people are still buying. In fact, one vender sold several expensive campers, including one with a plasma TV and a fireplace.

Anyone can put on a show event without it being a resource crusher. What we suggest is a simple set of questions that can get you started. These seem to work best for us in our planning:

1) What is the purpose of the event? Is to try to sell to people? Is it to get new leads? Is it to just let people know who you are?

2) Who are the people you want at the event? Age? Sex? Income level?

3) What are the things that would bring these people to the event? If you are showing a One Million

Dollar home, is offering free pizza going to bring the kind of people that you need?

4) How are you going to communicate with the people and tell them what you are doing at the event? Obviously it is going to be some kind of advertising, but which one most directly connects to the people you are trying to reach?

5) What are you going to do with these people once you get them to the event? In other words, how are you going to create a positive impression? Have you trained your people on how to work at the event so you don’t lose a prime prospect?

6) How are you going to evaluate the success of the event? Did you set reasonable goals for the event and were they met (see 1 above).

7) How will you follow up with people who came to the event?

Event marketing is not easy, but it can be profitable if done correctly. But as you read the steps above, you may note they are the same steps you should be going through every day with your core business. Simply change the words “the event” in each question to the name of your business, and read it all again.

Lake Havasu City, Arizona | 800-582-7625

Murphy Broadcasting, Inc.

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

