



APRIL 2006

The Dog's Bark

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LOCAL CALENDAR

16th Annual Mohave Education Festival

A celebration of learning! Its purpose is to serve as a forum for the exchange of ideas, the exhibition of accomplishments, and the excitement of learning. Thurs, Apr. 20, 10:00 am Mohave County Fairgrounds - Kingman 2600 Fairgrounds Blvd Info: 928-753-2636

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Learning From the Greats...

By Rick Murphy



Rick Murphy - CEO

I am writing you today from 37,000 feet, on the way to Washington DC to meet with legislators on issues pertaining to broadcasting and what it will look like to you, the consumer, in the coming years. There are many issues we're working on including digital television, digital radio, enhanced cable television and television from telephone companies and others. But that's not what I am here to talk about.

Just before leaving, I finished a marvelous book called *No Substitute for Victory, Lessons in Strategy and Leadership from General Douglas MacArthur* (Financial Times Prentice Hall, 2005). Now before you think I am going to start in on that age-old strategy of sales being handled like a war on a battlefield... I'm not. You see, if you try to make this jump you miss one important fact...if you fail in sales, no one dies. Besides, comparing sales to war in my mind dishonors all that have ever worn the uniform. But I did take some things away from this

book that I will use in both my personal and business life.

One chapter of the book focuses on the Korean battle of Inchon where a 70-year-old McArthur arrived to assess the fighting. From his observations at the front, General McArthur decided that the South Korean troops had had it. But rather than withdraw, McArthur decided to seize the opportunity and switch from defense to offence and attack from 150 miles behind enemy lines at Inchon, a port that was nearly impossible to access at a time when resources were in the enemy's favor. Some wondered why McArthur didn't wait for fortunes to move his way before attacking. McArthur said it this way: "The history of failure in war can be summed up in two words: too late". The North Korean Army was in control of the fighting and never expected an attack from their flanks.

The book goes on to explain how, after the ingenious attack launched from Inchon, McArthur's armies beat the North Korean's back to the Chinese border, but also how his great victory was marred by the General's bravado. For you see,

McArthur totally discounted the chances of the Chinese entering the war, telling President Truman that the Air Force would keep the Chinese on their side of the line. While McArthur basked in the glory of the moment, 300,000 Chinese crossed the border unnoticed.

What I took from this book and will apply to my businesses and my life are this:

❖Timing is one of the most important factors in business. If you suddenly had the idea for carbon paper, would you be a millionaire? Well the answer is yes and no. Yes, if the year was 1900, and no if the year was 2000!

❖Never celebrate your victories too long because as soon as you have won one battle, another is starting somewhere else. Battles won are little more than sand castles on the beach. Toast your success, but be ready to go right back to work because your competitors are just waiting for you to take a breath.

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Results, Results, Results!

As a new business, The Flip Flop Shop has tried several different types of advertising.

"We have found radio to be the best for the buck because it reaches the greatest amount of potential customers. Shoppers as far away as Kingman to Quartzsite, as well as visitors traveling through the desert have told us we were their first stop in Havasu after hearing our great ads. We also have had overwhelming response from our local customers.

Murphy Broadcasting, especially our sales rep Lori Campbell, have provided us with excellent service and we will continue using radio as our main form of advertisement."



Murphy Broadcasting Welcomes...



Originally from Albany, New York, Jeanne obtained her degree in Paralegal Sciences and worked as a criminal defense and insurance defense paralegal for nearly eight years. Moving to Lake Havasu City in 2001, she took a long deserved hiatus from full-time employment to stay at home with her small son. Ready to get back into the work force, Jeanne wanted to try a new and exciting career path and joined Murphy Broadcasting as an Executive Sales Assistant. "I've found a second family here at Murphy Broadcasting!" Jeanne says, "I'm glad I decided not to continue in the legal field. I thoroughly enjoy working with the people

How is My Business REALLY Doing?

"How am I doing"? Aside from being the line former New York Mayor Ed Koch used to open every press conference, it's a question most businesses want answered. Many turn to some kind of survey for answers. They want answers, but have no idea how to get the data.

We in advertising get hit with surveys all the time. We are surveyed nationally to tell us roughly what our audience looks like. We put up with "surveys" from advertisers on how our ads are doing. We get all kinds of data, but we need to put it all in perspective.

Here are a few hints to get you started on your next quest for information. First off, let's talk about the question. One store put out the results of a survey of their customers and where they came from. The survey was done by asking people a 'where did you find out about us' type question. Great question, right? But nowhere in the results was there a line about Word Of Mouth. This means one of two things... either they are getting NO referral business, or the question being asked was not the correct question to elicit accurate responses. Was the survey of all people who made purchases? Was it of

everyone who came in the door? Was the question asked the same way every time? Were any correlations made between different answers and amount of purchase?

How many people make up an "accurate" survey? There are many ways to calculate it, but as a rule of thumb, in a city with



50,000 people, to produce a survey with a 95% confidence rating, and a 4% margin of error you would need 593 completed surveys. That may not seem like many, but try and get 593 completed surveys and you'll see why pollsters make as much money as they do!!

How you read a survey is every bit as important as gathering the data. Looking at how the answers relate to the person of which they were asked CAN tell you far more than just which pile of people is

taller. In Michael Corbett's book, *The 33 Ruthless Rules of Local Advertising*, chapter 15 is entirely dedicated to knowing the difference between a response and a result. Someone saying they saw your new TV ad is a response. Someone walking in a buying something is a result. Ask the person who is buying something where they found out about you may not give you accurate answers because face it... people just don't remember. Many times in this market I have heard people say they found out about a sale "in the paper", when in fact upon further questioning, that paper was actually The White Sheet.

There are literally thousands of pieces written on surveys and how to do them. Before you start your own survey or read someone else's, I suggest you at least get answers on these five items:

- ❖ Set clear and measurable goals for your survey.
- ❖ Be sure you can deliver before you ask!
- ❖ Make sure you know what a true representative sample size is.
- ❖ Construct the questions with great care.
- ❖ Keep it short and simple.

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95.9 FM - Kingman



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93.5 FM - Bullhead/Laughlin
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