

Morley Graduates Leadership Class...



Dawn Morley
Sales & Marketing

Murphy Broadcasting, in an unending commitment to provide every resource available for the betterment of its sales staff, is proud to announce another member of their team has graduated from The Colorado River Leadership Program. Dawn Morley, Sales Associate in our Bullhead City office accepted Murphy Broadcasting's sponsorship and ran with it, graduating from the leadership program in June, 2005. "I found the leadership program to be extremely informative on our communities past, present and future. The team projects created awesome opportunities to make friendships and provided valuable business networking partnerships".

Dawn attended nine classes in all, ranging from tourism, history, our local judicial system, grant writing and economic development, plus many more. In addition, as an alumni, Dawn can attend any class of future leadership programs to keep current on items that directly effect our community.

"Two of the homework projects my teams did are being put into action in this community. The first one was developing a pilot P.I.P. (parent involvement program) for the Bullhead City School district. We came up with some great ideas to involve the parents and actually ran PSA's on all of our radio stations, which created an awareness of this issue that hadn't been there before. In this project, we were able to see our efforts make a difference on a very important issue our community is currently facing.

The second homework project was to develop a business plan for an incubator business. An incubator business is designed to help small businesses get started in a certain industry by keeping their overhead costs low while they establish themselves. Our team chose the building industry as our incubator business because of the need for this in our community. The business was called Build, LLC. My part in this homework project was research and marketing of the business. Olivia was so impressed, she and her business partner Tony Diaz are going to make this project a reality!"

Welcome Back...



Dave Bell
News Director

Murphy Broadcasting welcomes back Dave Bell as News Director. Dave has used this last year as a sabbatical to involve himself in the local scene, wrapping up his service as board member of Hospice of Havasu, taking part in local politics, assisting with his son's school, as well as working on the marketing plans with governmental agencies and businesses, both local and across the country.

Everyone here at Murphy Broadcasting is glad to have him back!

Live Remotes

Be sure and stop by any of our live remotes.
We always have free food and tons of give-aways.

Del Taco - Lake Havasu: Friday, August 5, 4:00 - 6:00
Dobson Cellular - Kingman: Friday, August 19, 11:00 - 1:00



Rick Murphy - CEO
Murphy Broadcasting

This past week I was describing my radio stations to someone from San Diego. I told this person that we are a community radio station and then realized I was going to have to explain what I meant by that. It was funny, but after describing it to this person I realized that maybe for the first time I had verbalized what we have known at our stations for years.

A community radio station is one where we really are a part of the community. We are there at the chamber mixers and the city council meetings. We help out with massive redevelopment plans... and the school bake sale this Saturday. We give our expertise, our product and our money to causes that affect people where we do business. The owners, managers and employees of our company all live right here in the communities we serve.

If I had to sum it up in a sentence, I'd say being a community radio station is about being a good neighbor. I hope we have kept up our end of being a good neighbor.

Please Welcome...



Monette Wesolek
Staff Reporter

Monette Wesolek was born and raised in Prescott, AZ. Together with her 12 year old daughter Salena and husband Brad, a native Havasu resident minus a 15 yr stint in the U.S. Army, moved back to Havasu in 2001. Monette is a member of the Arizona National Guard where she was trained as a military broadcaster, and is currently finishing her print journalism training. She is also actively pursuing her Bachelors Degree in Advertising. A lifelong performer as a singer, moving into the broadcasting and journalism field was a natural transition for Monette. She is proud to be a contributor to the

Murphy Broadcasting family.

80% Not Interested...

5% Say "Satellite What?"

Eastlan Resources, primarily known for providing radio ratings in smaller markets, has conducted a study on the impression that satellite radio is making on the average American consumers. There were 5% figures on either end of the study, which involved just over 2.5K individuals over the age of 12. 5% were current subscribers to services such as XM and Sirius. The other 5% has never heard of satellite radio period, and even more surprising, only 37% of the unaware 5% were older than 65. Anyway, Eastlan found that the vast majority of respondents - - 80% - - have no interest in subscription audio at all. 9% plan to join the subscribers group at some point. Eastlan says the 80% number has held firm since it did a similar study in spring 2001.

Looking for a Change?

Maybe you have a job that is making you sweat in the heat, or lift and move things, or super size something...but you're not happy and you want better. Murphy Broadcasting's qualifications are: You have to be neat and clean... have a great smile and use it a lot... be responsible... in other words, show up for work every day. You also need to be able to get around on a computer... send e-mail, navigate the web and what not. If this is you, get on line and apply. We have sales positions, executive assistant and traffic assistant positions open right now.

Apply at Maddog.net

This past month I read yet another book on customer service. While the book was packed with great "new" ideas on customer service, the book left me wanting my \$18.95 back.



Chris Rolando -President
Murphy Broadcasting

What's new in customer service in the age of the internet? There are daily seminars, books and training tapes on this. But what really IS new in the age of the Internet, cell phones and satellite everything?

Last week I received a phone call at home from a company that I buy phone service from. It was a customer satisfaction survey... done by a machine. The computer would ask me a question and I would answer it. It would try to recognize my answer but if it did not, I could push a button. I decided to try out my very rusty high school French on it. How many times have you called a customer service line lately and been routed to India?

A customer of the radio stations this week told me how important customer service is in their business. They are rated nationally and it is simply a "Red Light" or a "Green Light". There are no shades in between. "Were you completely satisfied or were you not satisfied?" How many of us could stand up to THAT kind of standard? I thought about the places I frequent and why I go there. My clothing store of choice is on top of my list because the woman who serves me there knows everything in my closet, all of my sizes and basically does her best to make me look good. The place I get my hair cut gets my business because he will give me a hair cut on Mondays. The restaurant I like best charges a fortune for a good dinner, and I never have a problem tipping 30% on the bill because the service is just that good.

This summer we've added a lot of new people to our staff at the radio stations. They are Executive Assistants for our sales department... one for each sales person. It is my hope that these new people will help show a level of customer service to our customers that is unheard of in our industry. I hope you'll notice the difference too and let me know, good or bad what you think. Write me at crolando@maddog.net



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



97.1 FM - Lake Havasu City
93.5 FM - Bullhead/Laughlin
99.1 FM - Kingman



101.1 FM - Lake Havasu City
96.7 FM - Bullhead/Laughlin
100.7 FM - Kingman



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

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