



AUG 2006

# The Dog's Bark

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## Hard Hitting Editorials

By Rick Murphy - CEO, Murphy Broadcasting



Rick Murphy - CEO

I get asked, quite often, why I do not editorialize on my radio stations about politics. If you want to know my opinion on anything from politics to the foam theory, ask me! But I have never felt that because I own radio stations, TV stations or newspapers that it makes me in some way intelligent enough to tell other people what to think!

We all have our own opinions that come from so many different places. I credit my mother with influencing me on how people should treat people, how government should treat people, and how government should treat other governments. As I entered the business world, I gained more insight into how things worked and these experiences fine-tuned my opinions even more. A while back, I ran for Congress, and in case you missed it, I lost. Though I overwhelmingly won Mohave County. It was just not

enough in this massively gerrymandered district to override the votes in Maricopa County. That experience gave me an even larger view of politics, the political system and the kind of people involved. Advancing my Your Right To Vote initiative in Arizona for the past couple of years ([www.vbmaz.com](http://www.vbmaz.com)) has changed some of my opinions and refined others. Today I have been asked by high-ranking officials to submit my application for an appointment to the Arizona Corporation Commission open seat. Because of that, I am

developing opinions on matters that affect the lives of many people including utility rates and my intense desire to further development of renewable energy.

But what does it all mean? Do I have opinions? You bet! Are they right? I would not presume to speculate. My job in life is to keep listening and keep learning. I have to consider what Mark Twain said when asked if he would die for his principles: "Hell No! I might be wrong!" I have a news department whose charge is

to get the facts and present them to you. If we do our job well, you will have the facts to make your own educated decision.

As Bertrand Russell once said: *"The fact that an opinion has been widely held is no evidence whatever that it is not utterly absurd; indeed, in view of the silliness of the majority of mankind, a widespread belief is more likely to be foolish than sensible"*.

You can reach Rick Murphy, Murphy Broadcasting CEO at [rmurphy@maddog.net](mailto:rmurphy@maddog.net).

## Who Owns It?

By Ron Nickle, Senior Vice President

From time to time, we are asked the very simple question... who owns our ads? Every company is different. Some companies who produce advertising materials "retain all rights". By this, they usually mean that you are not allowed to use the ad or any part in any other way. Over the years, we have seen many, many legal skirmishes when a customer runs an ad that is similar in a different place from an original ad.

At Murphy Broadcasting, we have always held the policy that the ad belongs to the customer. We have a STAFF of people who work on developing the message, and we have national talent voice every ad. But once the ad runs on any of our stations or in any of our publications, you own it! Play it on other stations in the market. Put it on your web site. E-Mail it to everyone you know! Transcribe it to print. We want your message to reach as many people as possible, and every avenue helps. We NEVER hassle you over ownership, we never charge anything to anyone to run your ad and we always remember that the ad is yours.

If you or your ad agency, or anyone else assembles an ad that we produce for you, remember this... you own it!

You can reach Ron Nickle, Murphy Broadcasting Senior Vice President, at [rnickle@maddog.net](mailto:rnickle@maddog.net).



Ron Nickle

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## What? Not ANOTHER Ad Rep?!

By Michael Anthony—Kingman Sales Manager



Michael Anthony  
Kingman Manager

Having been in the advertising and marketing business for most of my adult life, I am keenly aware of the look an ad rep gets when they walk in the door of a business. Some businesses, I am sure, see more reps than they do customers on some days. And what do all these smiling people have in common? They want to unload what they have in their bag for what you have in your wallet.

Murphy Broadcasting has an idea on how to work with customers. We ask what you need, then we see if it is something we can deliver, and if so, we work our hardest to make it happen.

How many times has someone walked into your store or business wanting to show you what they want to sell, rather than asking what you need? Look at it this way, no one who walks into a hardware store and asks for a drill bit wants a drill bit. What they want is a HOLE. The drill bit is the means to that end. If you look at our business, no one wants to buy radio ads. What they want to do is sell their services or merchandise at a profit. A radio ad or any ad for that matter is just a way of telling your story to a mass audience and trying to inspire them to call you or visit you.

Our system starts out with a Needs Analysis. It is 21 simple questions. Yes, it takes time, usually about 20 minutes. But at the end of that 20 minutes, we have the raw information we need to go back to our marketing staff, do our research on your business and business categories and see if there IS anything we can do for you. Then, rather than showing you some “package of the month” or promotion, we’ll work on a customized solution that fits your customer’s needs.

A book I read recently could be of help. It is called, “Advertising Without an Agency Made Easy”, by Kathy Kobliski. While the book takes some twists and turns that do not make everything relevant for the small business, she does have some interesting insights for everyone. You can buy the book on line at [www.amazon.com/books](http://www.amazon.com/books).

You can reach Michael Anthony, Murphy Broadcasting Kingman Sales Manager, at [manthony@maddog.net](mailto:manthony@maddog.net).

## What's Happening to My Radio Station?

By Chris Rolando - President, Murphy Broadcasting



Chris Rolando  
President

Over the past few months, we have received numerous phone calls from people who were irate over things happening to their radio. The calls we hear go something like this... “I was driving to work this morning listening to a station, then suddenly the radio got loud and I heard (Insert everything here from Howard Stern to Snoopy Dog) blasting in... and then it went away. What are you people doing?”

First off, I can assure you it is not the commercial broadcasters of this area. Commercial broadcasters are held to exacting standards in what we do. We are allowed a very specific amount of power at a very specific frequency from a very specific transmitter location. You mess with the FCC rules and you find yourself off the air forever. The interference you are hearing is actually coming from a car near you running an illegal or incorrectly installed device.

A number of vehicles these days use “Part 15” devices to transmit from their iPod or other audio device into their car’s FM tuner. That is where the problem originates. Recently while in Wash-

ington DC, at the National Association of Broadcaster’s Digital Spectrum Integrity Task Force meeting, we reviewed the findings of a study on Part 15 wireless devices. The study found that 76% of devices tested were defective and over power. The NAB has petitioned the Federal Communication Commission to work with the Consumer Electronics industry on cracking down on manufacturers of these over power devices.

The problem in cars is difficult to deal with. But if you find that you are receiving interference in your home or business on an ongoing basis, we can help. Drop me an e-Mail and we will have an engineer come out and

look at the problem. If it is being caused by an illegal or a mis-installed device, we will help you work through the problem.

To see the NAB letter to the FCC chairman, go to [www.maddog.net/](http://www.maddog.net/)

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95.3 FM - Bullhead City  
95.9 FM - Kingman



101.9FM - Lake Havasu City  
93.5 FM - Bullhead/Laughlin  
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101.1 FM - Lake Havasu City  
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