



The Dog's Bark

Broadcasting
for the
21st Century

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What is an Advertising Agency...

By Chris Rolando - President/General Manager



...and do you need one?

An agency handles overall marketing and branding strategies and sales promotions for its clients. Typical ad agency clients include businesses and corporations, non-profit organizations and government agencies. Agencies may be hired to produce single ads or, more commonly, ongoing series of related ads, called an advertising campaign. Some agencies specialize in particular types of advertising, such as print ads or radio commercials. Other agencies, usually just the larger ones, produce work for many types of media (creating integrated marketing communications, or through-the-line (TTL) advertising.

How is an agency made up? The *creative department* -- the people who create the actual ads -- form the core of an advertising agency. Modern advertising agencies usually form their copywriters and art directors into creative teams. Creative teams may be permanent partnerships or formed on a project-by-project basis. The art director and copywriter report to a creative director, usually a creative employee with several years of experience. Although copywriters have the word "write" in their job title, and art directors have the word "art", one does not necessarily write the words and the other draw the pictures; they both generate creative ideas to represent the propo-

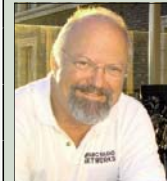
sition (the advertisement or campaign's key message).

The other major department in ad agencies is *account services* or *account management*. Account service employees work directly with clients and potential clients, soliciting business for the ad agency and determining what clients need and want the agency to do for them. Often client services employees do the *account planning* on the accounts under their control; however, in many agencies, specialist account planners are employed to "represent the consumer". In other words, to take what the client wants to say and work out how best to communicate this to the consumer, utilizing data and reports from, often outsourced, research agencies and services.

The *creative services* department may not be so well known, but its employees are the people who have contacts with the suppliers of various creative media. For example, they will be able to advise upon and negotiate with printers if an agency is producing flyers for a client. However, when dealing with the major media (broadcast media, outdoor, and the press), this work is usually outsourced to a media agency which can advise on *media planning* and is normally large enough to negotiate prices down further than a single agency or client can.

So how does an advertising agency make money? There are two formulas that will work. One is a flat rate fee that is paid by a business or customer to the agency for work on a project or placement. The second is an

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Rick Murphy - CEO

"People are 50% more likely to be influenced by Word Of Mouth". That's the finding of the "2005 Consumer Generated Media and Engagement Survey" by Intelliseek. In an era where people are more likely to skip over TV commercials and internet ads, and have less and less time for printed media, advertisers need to be more in tune with the way their customers use media.

The old saying is "treat someone well and they may tell one person... treat people poorly and they'll tell ten" no longer holds true according to the survey. Positive word of mouth carries almost as much impact as negative.

When you are planning an advertising campaign on radio, consider testimonials from customers. Not just people reading scripts on the air, but having your radio rep talk to and record your best customers telling why THEY patronize your business. It's easy, and in the case of our stations, the production of the ad is FREE.

If you really want to talk to potential customers, use word of mouth. And if you want to use word of mouth on a market wide scale... use radio!

Results, Results Results

I'm Van Finney, Marketing Manager of Bradley Ford, Lincoln, Mercury, Bradley Chevrolet and Riverview Auto.

I've been working with Murphy Broadcasting for over 6 years now. When you work with Murphy Broadcasting you're working with more than just one sales rep... you have their whole company behind you. Besides receiving immediate attention from your rep, you also get whatever you need from everyone in their entire organization...the programming department, production, accounting, even executive management is there when you need or want them.

Together with the listenership of the Murphy Broadcasting stations and their entire team to support you, it's a winning combination that I'll continue to use.



TSN Welcomes News Director...



Roger Galloway
TSN News Director

Roger is a graduate of West Virginia University with a degree in Speech and has a Masters Degree in Drama from the University of Arizona. Roger was News Director at WCAW and WKAZ in the late 60s and worked in that capacity later for KTKT and KIKX in Tucson as well as on-air news positions at KIMN in Denver and KRLA in Los Angeles.

Roger received a Los Angeles Emmy for writing the children's series, IT. He produced many country TV specials with such stars as Barbara Mandrell, Tanya Tucker, and Hank Williams, Jr. He also wrote and produced Disney's "Falling for the Stars with Richard Farnsworth, Robert Duvall, and Robert Conrad.

He was the sole writer and coordinating producer for United We Stand with Bob Hope, Gloria Estefan, Sheena Easton, Rich Little, Loretta Swit and Brooke Shields. He produced a special event for U.S. troops in Korea at the DMZ with Bob Hope and Gloria Estefan. Roger won the coveted Wrangler Award from the Cowboy Hall of Fame for outstanding Writing for Legends of the West with Jack Palance and Brooke Shields.

In recent years he worked as the National Entertainment Editorial Reporter for Westwood One covering the Oscars, Emmys, and Grammys. He also hosted a program, "Hollywood Inside and Out" featuring celebrity interviews.

Planning Your Future...

By Joshua Fleming - CRME



Do you realize that most people spend more time planning their child's birthday party than they do planning the upcoming year of their life? What a tragedy, especially in view of the following facts:

According to Keith Ellis's book *The Magic Lamp*, Yale University surveyed its graduating class in 1953 and discovered that only 3-percent had bothered to commit their goals in writing. Twenty years later, Yale surveyed the same class again and found that the 3-percent who had written down their goals had amassed a net worth greater than the other 97-percent combined. The same survey was done in 2002 and the number was only 7% that had bothered to commit their goals in writing.

It is a startling statistic, but as master motivator Napoleon Hill said, "The world has a habit of making room for the man whose words and actions show that he knows where he is going."

Success does, however, set conditions. Bunker Hunt, the multi-millionaire who rose from being a bankrupt cotton farmer at the age of 32 to become one of the richest men in the world in the late '70's, and worth between \$5 billion and \$6 billion when he died, was once asked, "Mr. Hunt, what advice or recommendations could you give other people who want to be financially successful in life?" He said, "I have established hundreds of corporations in my life and I have made billions of dollars, and I have found it's not difficult to be successful. There are only two things that are required. First of all you must decide exactly what it is you want to accomplish. Most people never take that step of exactly what it is they want in life. The second thing is you have to determine that price you are going to pay to accomplish what it is you want. And then, resolve to pay that price for what exactly it is you want to accomplish. That's all that is necessary: determine what you want and then pay the price to get it."

I believe that setting goals requires continuous reviewing and revising: weekly, monthly, quarterly, bi-annually and annually, with additional 3-year, 5-year and even lifetime goals. On that basis, I look at 5 areas of my life and monitor the continued path toward accomplishing each of my goals. Now it's your turn! And the great thing is you don't have to wait until the Champagne bubbles over on New Year's Eve to get started...you can start right now!

What is an Advertising Agency...

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agency "commission". The agency buys advertising from a particular vendor like a TV or radio station, and then marks the bill up to take a 15% commission from every dollar spent by their customer on the media. Some agencies "double-dip", taking payment for services like copy writing and placement, and then marking up advertising prices to the customer to take a second payment from each dollar placed.

How do you hire an ad agency? If you are a small business spending just \$20,000 per month or more in advertising, an advertising agency may make sense for you. You'll want to find an advertising agency that knows your business type inside and out as well as the market you are shooting for. One of the best places to start is on the Internet. Use a search engine and enter your criteria. You can learn a lot just looking at an ad agency's web site. Then call and ask for their credentials, awards won and companies they are working with now. Ask to see and hear some of their ad campaigns and testimonials.

Once you have found the agency you are looking for, make sure you understand what everything costs and who pays for what. Many ad agencies tell you their services cost nothing, that they are commissioned by the media

where they place your advertising. This is rarely the case as the media "Grosses Up" the buy 17.65% so you pay 117.65% of the standard rates charged by the media, and the agency takes the markup as their commission. Make sure you understand if you are going to be asked to pay for "production services" including copy writing, voice talent and use of production elements like music or logos. Make sure you have an agreement on who owns what in terms of ads, ad copy and the like. Make sure you have an understanding on who may sign what contracts and who is responsible for what.

In smaller markets you can find many of the same services offered by small advertising agencies for free by asking for them with local media outlets. Murphy Broadcasting has invested heavily in our sales people, having them certified in many areas of advertising. Our people are as well versed in Direct Mail, Billboards and Radio as they are in TV placement, Cable TV and "Shoppers". The number one job of anyone in advertising is coming up with ideas that sell, and we do it for free. If an agency is not for you, please take advantage of the creative and placement services offered by Murphy Broadcasting.



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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